



# VISION THINK TANK

Vol. 9 , No. 1

(Compilation of research articles written by Students)

March 2019

## MANGHANMAL UDHARAM COLLEGE OF COMMERCE

### F.Y.B.Com.

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**EDITORIAL FOR  
VISION THINK TANK**

**VOL. 9, No. 1**

*March, 2019*

**Editorial**

*Dear Readers,*

*A warm research reading welcome to the 9th edition of the student centric research magazine , Vision Think Tank. It is our endeavour to inculcate a research mind culture among our students. This magazine seeks to provide a platform to hone basic research skills.*

*In this issue, we have covered topical areas of e commerce, social media, advertising influences, career choices and corporate job involvement.*

*Happy Reading and do share your feedback with us!!*

***Dr. (Mrs.) Vinita Basantani***  
*Officiating Principal and Chief Editor*

***Dr. Parveen Prasad***  
*Editor*



# **CAREER CLARITY**

*By F.Y.B.Com students- Rahul B., Abhinav I, Kaveri B, Nilima P, Anisha K, Rahul J, Abhishek V, Neha M.*

## **INTRODUCTION**

There's always a confusion among students about which stream or career to choose. Today there are several career options available. Students are spoilt for choices. The trend among young students nowadays is to simultaneously pursue education and hone their skills by acquiring work experience too. Hence the consciousness among them, to pursue different career paths is very strong.

In this experiment, we have circulated a questionnaire to be administered to mostly Commerce students to help us to understand their career and higher education options.

Over the years, with changing job opportunities and various courses, the students' choice towards one particular course or job has changed drastically.

## **OBJECTIVES OF THE STUDY**

1. To observe the changes in the courses chosen by students.
2. To observe the influence of various courses and jobs in youth today.

## **METHODOLOGY**

The method of collection of data was primary through a questionnaire. The method was based on the judgement and convenience of the respondents. The questionnaire required the details of name, age, gender & qualification to be filled by the respondents. The respondents also had to mark choices about their career. The total sample size was 220. They were contacted personally. The information was then collated and analysed.

## **FINDINGS AND DISCUSSION**

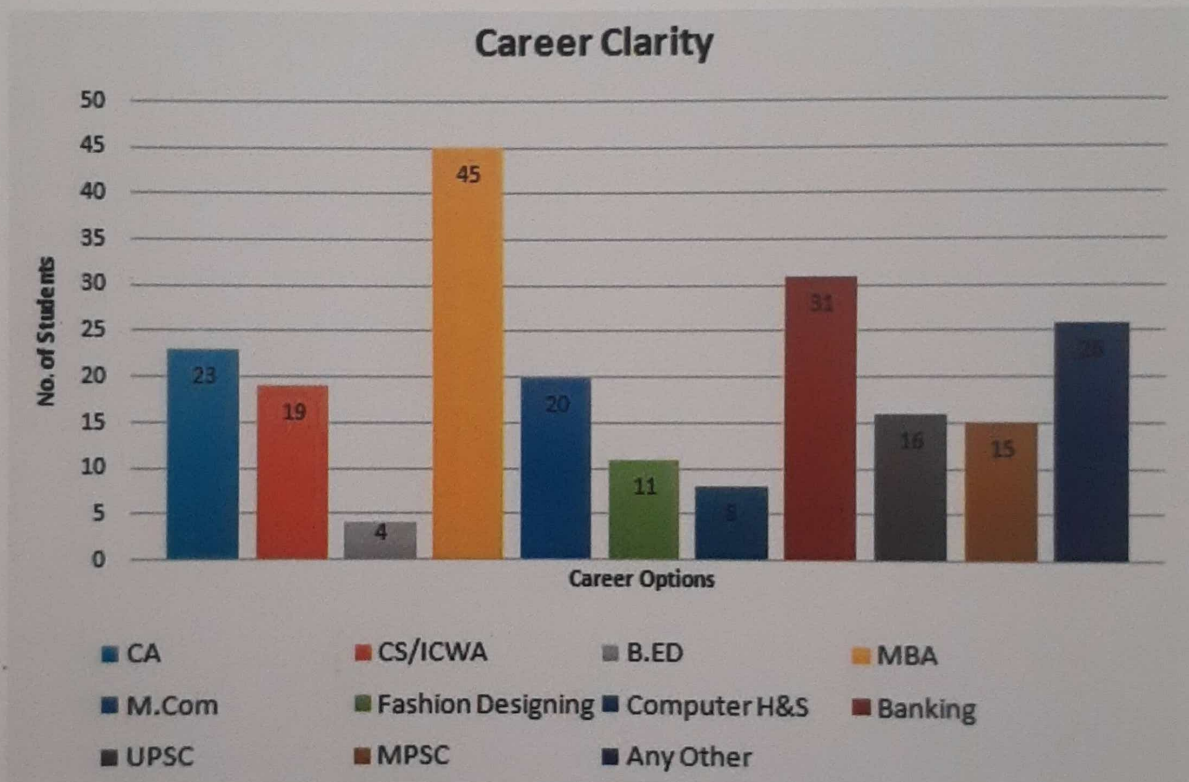
The following were the findings from the career choice survey.

Average age – 18 years

Education – F.Y.B.Com

1. CA – 23 students.
2. CS/ICWA – 19 students.
3. B.ED – 4 students.
4. MBA – 45 students.
5. M.Com – 20 students.
6. Fashion Designing – 11 students.
7. Computer Hardware & Software – 8 students.
8. Banking – 31 students.
9. UPSC – 16 students.
10. MPSC – 15 students.
11. Any Other - 26 students.

CAREER OPTIONS	NO. OF STUDENTS
C.A	23
C.S/ICWA	19
B.Ed.	4
MBA	45
M.Com	20
Fashion Designing	11
Computer H & S	8
Banking	31
UPSC	16
MPSC	15
Any Other	26



It appears that Banking Courses, MBA and CA are the most popular options of the commerce students. This is in alignment with the industry trends.

### CONCLUSION

Commerce as a stream continues to be sought after by youth. Under its umbrella, MBA, Banking and CA will continue to dominate the career and job fields as reflected in the above survey

### QUESTIONNAIRE

#### CAREER CLARITY

NAME OF STUDENT:

AGE:

GENDER: M/F

QUALIFICATION:

ARE YOU CLEAR ABOUT YOUR CARRIER? Y/N



**CARIEER OPTIONS:**

1. C.A
2. CS/ICWA
3. B.ED.
4. MBA
5. M.COM
6. FASHION DESINGING
7. COMPUTER HARDWARE & SOFTWARE
8. BANKING
9. UPSC
10. MPSC
11. ANY OTHER:

# **JOB INVOLVEMENT: DRIVERS IN ORGANIZATIONS**

*By S.Y.B.Com students- Srinitya G, Vaishnavi D, Mansi J, Jyoti V, Tanvi D, Heena S, Bhagyashree Y, Priyanka P, Nikita K, Jyoti J, Ankita J, Devki Y, Sujata P, Radhika N, Pratiksha K, Anjali S, Karina B, Atharv B, Rutuja K, Anjali S, Supriya*

## **INTRODUCTION**

Modern day organizations are constantly being grappled with new challenges. Today with internet of things being so rampant, and so, differentiation in companies being blurred, and artificial intelligence being commonly adopted, the primary challenge being confronted by organizations is talent engagement. Multiple research studies suggest the need for passion and total job involvement in order to facilitate innovation and creativity in organizations. The factors related to job involvement by employees are diverse- interesting job profile, appreciation at work, opportunities for advancement, an empathetic and good superior or boss and many others.

## **JOB INVOLVEMENT**

In order to excel at work and foster a spirit of innovation, research studies mention the spectre of job involvement as a prerequisite to achieve the same. Job involvement can be defined as a capacity inherent or acquired by an employee to immerse in the work itself and thus, perceive the same in an efficient manner. Job involvement as a passion in the job itself, has been established to promote retention of employees and motivate them to leverage their skills and competencies at a higher level.

## **OBJECTIVES**

1. To determine factors of job involvement
2. To measure job involvement

## **RESEARCH METHODOLOGY**

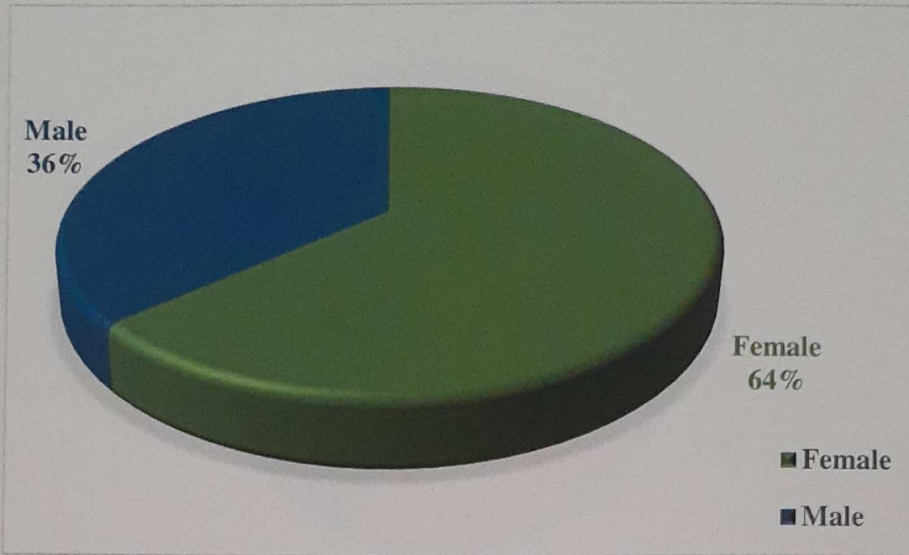
In order to determine and measure areas of job involvement, primary data was collected through a questionnaire. 115 respondents with a work experience of at least two years in the same work organization filled the questionnaires. The content of the same was collated and analysed to determine findings.

## **FINDINGS AND DISCUSSION**

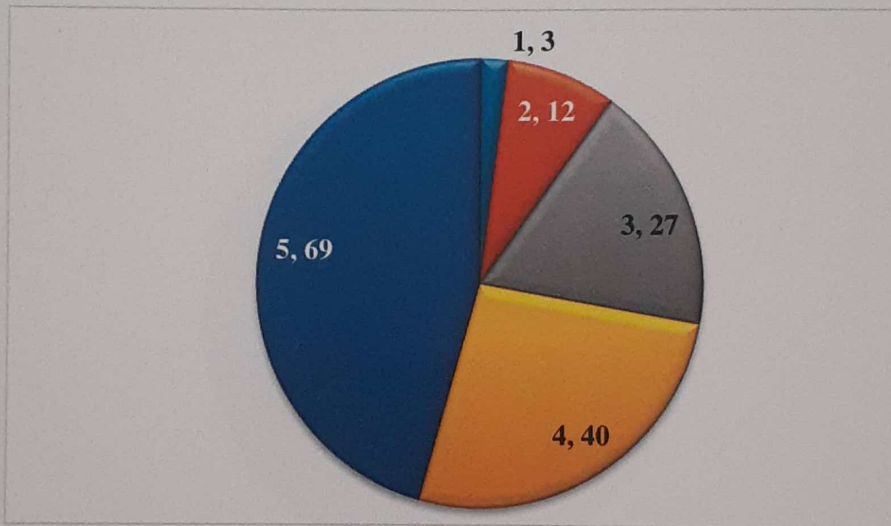
1. The average age of the respondents was 32 years.
2. Gender wise distribution was as follows: 96 females and 55 males.
3. The factors derived were as follows: Job Interest where more 101 were convinced of its significance and experience at work, Good Boss where 70 believed that they were fortunate to have a caring and generous boss, Advancement and promotion opportunities where 76 respondents experienced work promotions and many were in the pipeline, Appreciation at work where 69 were generously appreciated ..
4. The analysis of the findings was very positive and it reflected the focus of top management on the areas related to job involvement. The findings as reflected in the pie charts shows a positive trend in the features related to Job involvement.



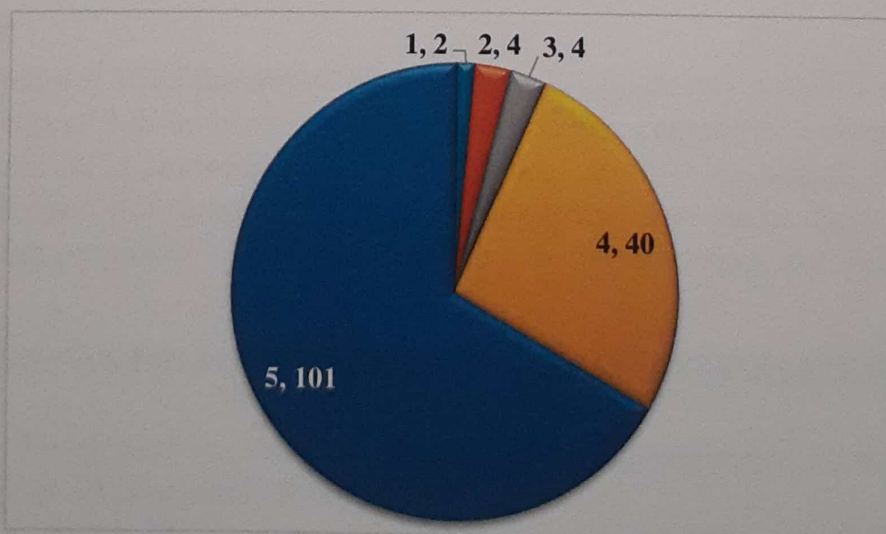
### GENDER



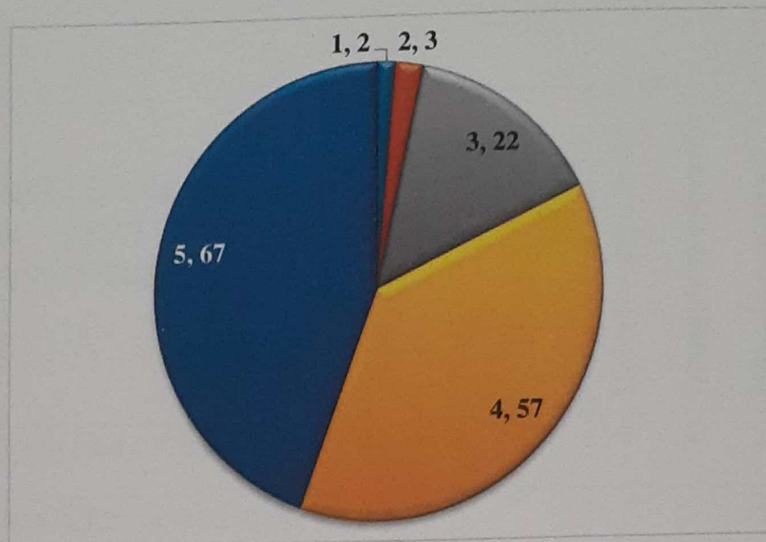
### APPRECIATION OF WORK



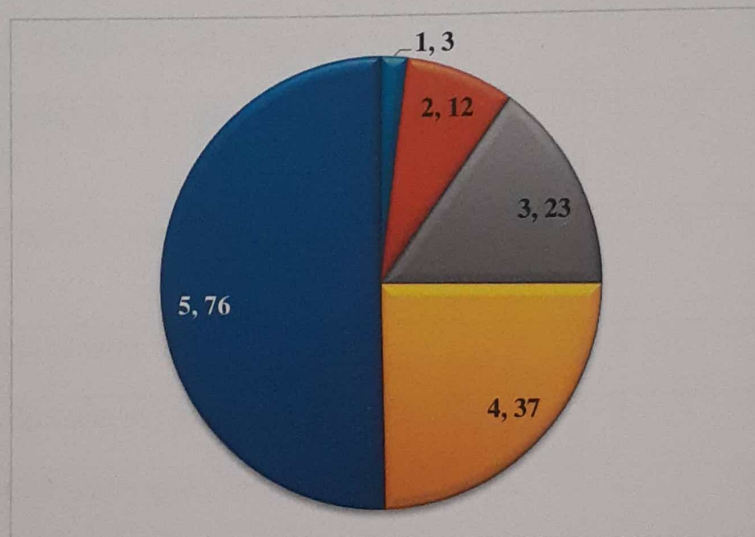
### JOB INTEREST



### GOOD BOSS



### ADVANCEMENT OPPORTUNITY



### CONCLUSION

It can thus be concluded from the above findings, how organizations are shifting their energy and focus towards drivers of Job Involvement in terms of training empathetic bosses or leaders, having contests and events to acknowledge the contribution of their personnel, instituting training programmes to sharpen and hone skills of their employees and make them fit for promotion, constantly reviewing employees' work and creating a fit between their capabilities and ambitions with work.

### MEASURING AREAS OF JOB INVOLVEMENT (QUESTIONNAIRE)

Dear Sir/ Madam,

Thank you for sparing time to fill this questionnaire. I promise to keep your responses confidential. This is purely for academic interest



SR. NO.	PLEASE CIRCLE THE ONE NUMBER FOR EACH QUESTION THAT COMES CLOSEST TO REFLECTING YOUR OPINION ABOUT IT.						
		Disagree very much	Disagree moderately	Disagree slightly	Agree slightly	Agree moderately	Agree very much
1	I feel I am being paid a fair amount for the work I do.	1	2	3	4	5	6
2	There is a chance for promotion on my job.	1	2	3	4	5	6
3	My supervisor is quite competent in his/her job.	1	2	3	4	5	6
4	I am satisfied with the benefits I receive.	1	2	3	4	5	6
5	When I do a good job, I receive the recognition for it that I deserve	1	2	3	4	5	6
6	Many of our rules & procedures make doing a good job easy.	1	2	3	4	5	6
7	I like the people I work with.	1	2	3	4	5	6
8	I sometimes feel that my job is meaningful.	1	2	3	4	5	6
9	Communication seems good within this organization.	1	2	3	4	5	6
10	Pay raises are good	1	2	3	4	5	6
11	Those who do well on the job stand a fair chance of being promoted.	1	2	3	4	5	6
12	My supervisor is fair.	1	2	3	4	5	6
13	The benefits we receive are as good as most other organizations offer.	1	2	3	4	5	6
14	I feel that the work I do is appreciated.	1	2	3	4	5	6
15	My efforts to do a good job are seldom blocked by red tape.	1	2	3	4	5	6
16	I like doing the things I do at work.	1	2	3	4	5	6
17	The goals of this organization are clear to me.	1	2	3	4	5	6

18	People get ahead as fast here as they do in other places.	1	2	3	4	5	6
19	I enjoy my co-workers.	1	2	3	4	5	6
20	I often feel that I know what is going on with the organization.	1	2	3	4	5	6
21	I feel a sense of pride in doing my job.	1	2	3	4	5	6
22	I like my supervisor.	1	2	3	4	5	6
23	My job is enjoyable.	1	2	3	4	5	6
24	Work assignments are fully explained.	1	2	3	4	5	6

**NAME:**

**AGE:**

**GENDER: MALE/FEMALE**

**NO OF YEARS IN THIS ORGANIZATION:**

**TOTAL WORK EXPERIENCE:**



# INFLUENCE OF ADVERTISEMENTS ON BUYING

By T.Y.B.Com students- Meryl, Shankar, Triksha, Renuka, Annapurna, Sajjan

## INTRODUCTION

Advertisements have been established to be rampant and a dominant influence on society. The widespread use of advertisements by manufacturers and marketers cannot be undermined. In contemporary times, advertisements are known to dominate the drivers of consumers buying.

## MEDIA

Over the years, the forms of media have changed. Today social media on the internet has become a permanent fixture especially among youth. With the growing interest in social media like Facebook, Instagram, Twitter, Linked In, complementing with the use of other traditional media like television, radio, print and outdoor, the choices of influence are a plenty. With this rationale, this research is an attempt to investigate the range of impact of each of these media among community today.

## OBJECTIVE OF THE STUDY

1. To measure the impact of different media on buying choices
2. To measure areas of trust in media

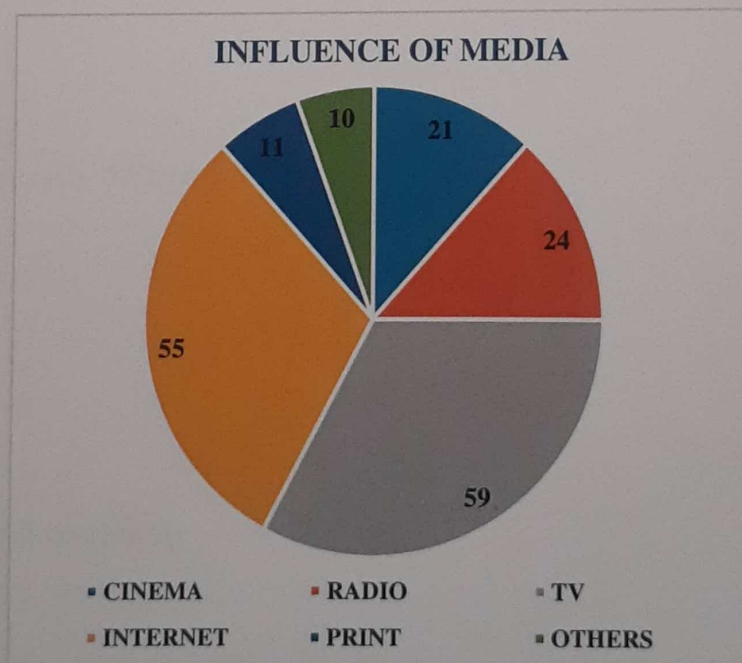
## FINDINGS AND DISCUSSION

A primary data collection of information through questionnaires revealed the following. The total number of respondents was 170.

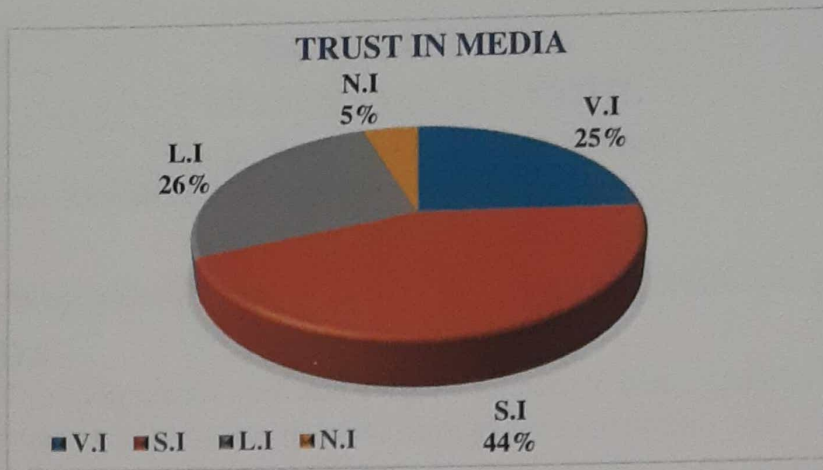
The average age was 20 years

Total male respondents was 86 and female was 84

157 said yes in response to the positive influence of advertisements for their buying choices.



The trust factor of the media forms, reveals a somewhat important driver through the impact of television and the social media. It appears that verbal publicity still holds a priority place as a medium of influence.



**VI: Very Important SI: Somewhat Important LI: Least Important NI: Not Important**

## CONCLUSION

The dominance and impact of advertisements in various buyer choices cannot be underestimated. Advertisements are established to rule the lives of consumers today. They are exposed to varied forms of the same with little effort. Hence as a medium, advertisers need to exercise caution and care while delivering messages and values, as society character is hugely developed through these media. As validated in the above research findings, the buyers are convinced only by demonstration and visual illustrations. These appear to have a deep impact in their choices of buying. However the forms of media are supplemented by verbal publicity too.

## QUESTIONNAIRE

### INVESTIGATION OF MEDIA: INFLUENCING CHOICE OF BUYING

*Name of respondent*

*Age:*

*Occupation:*

*Gender:*

*Shampoo Purchased*

*Influence of Advertisement: YES/NO*

*Which Media*

*Radio*

*T.V*

*Cinema*

*Print*

*Internet*

*Others*

*Which media you trust completely*

*Radio*

*T.V*

*Cinema*

*Print*

*Internet*

*Others*

*How important is influencing your choice of brand*

*Very important/ somehow important/ little important/ not important*



**BOOK REVIEW**  
**MAHATMA GANDHI**  
(A.K. Bhagwat & G.P. Pradhan)

*By M.Com student- Shubham Vishwakarma*

**KEYWORDS**

Injustice, Swaraj, Independence, Freedom, Satyagraha, Colour Bar, *khadi*, Self-Reliance.

**INTRODUCTION**

“Mahatma Gandhi” is an immortal book and a legacy for ages to come. Gandhiji’s life was a pursuit of truth. His uncommon greatness was revealed through his experiments with truth. This book is an autobiography which throws light on the different facets of Gandhiji’s personality and describes the moments of sunshine and storm in his life.

**SYNOPSIS**

This autobiography is divided in eleven parts starting from Salt March and his childhood days, his experience in South Africa where he experimented with the powerful weapon of Satyagraha and his transformation from Mohan to Mahatma, his various experiments on fundamental principles of Truth and God, till the year 1921, after which his life was so public that he felt there was hardly anything to write about. Gandhi’s non-violent struggle in South Africa and India had already brought him to such a level of notoriety, adulation and controversy that when asked to write an autobiography mid-way through his career, he took it as an opportunity to explain himself. Accepting his status as a great innovator in the struggle against racism, violence and colonialism, Gandhi felt that his ideas needed deeper understanding. Gandhiji explains that he was after truth rooted in devotion to God and attributed the turning point, success and challenges in his life to the will of God.

**ANALYSIS**

Gandhi says that his attempt to get closer to this divine power led him seek purity through simple living, dietary practices (he called himself a fruitarian), celibacy and ahimsa- a life without violence. It is in this sense that he calls his book “The Story of My Experiments with Truth”, offering it also as a reference for those who would follow his footsteps. Gandhi’s Autobiography is one of the best sellers and is translated in nearly all languages of the world. Perhaps never before on so grand scale has any man succeeded in shaping the course of history while using the weapon of Peace – Ahimsa (Non-violence). To many it will have the value of a new Bible or a new Gita; for here are words that have come out from the depth of truth, here is tireless striving that stretches its arms towards perfection. “Autobiography” in a way is a “confession of Gandhi’s faith, a very basic document for the study of his thought”

The author has advised to adopt Gandhiji's ideals through this book. Just as Gandhiji was truthful and non-violent, every human should follow this path. Every person in the country should fight for their rights, self-esteem, and safety. And we should fight till we win. Never be afraid of punishment in the fight of your rights. There should be unity among the people.

The author has summed up the life span of Mahatma Gandhiji very well and presented it in a beautiful way. As we all know, Gandhiji was born on 2 October 1869 in Porbandar. Gandhiji inherited virtues and values from his hardworking father. To go to the bottom of anything and make the decision by knowing the whole truth, was his innate quality. The turning point of Mahatma Gandhi's life came when he read the story of Shravan and Raja Harishchandra, then he decided that in his lifetime, he would walk only on the path of truth and non-violence. The important Satyagraha in his life took place on March 12, 1930. Which we know as the salt Satyagraha. Their only purpose for Satyagraha was to have the same purpose as the air and water are free, however salt is also needed for every house and it should be free too. They started this Satyagraha with 78 Satyagrahis from Sabarmati



and completed 241 miles in Dandi with thousands of people. During this walk, he explained the meaning of unity and swaraj to the people and united them together and gave them courage to fight. The people loved their thinking and so, joined this mission.

Gandhiji decided to go to England to pursue law and become a barrister. This was the most important decision of his life. It was very expensive to go, but his brother and mother arranged the money together and sent Gandhiji to England. Gandhiji wandered on his way several times to go to music, dance, etc. But by remembering his mother's words he returned to India after completing the studies. When he came to India he was not happy with his work, then he decided to go to South Africa. This tour was with a businessman Dada Abdulla. He felt sorry for his Indian brothers who were treated like slaves. The white people did not do any work on their own. They used to get all the work from Indians there. Atrocities and non-violence with the Indians in South Africa was not accepted by Mahatma Gandhiji and he raised voice against non-violence and removed the Black Act. Gandhiji helped Indians to get rights in South Africa. When Gandhiji came back to India in 1896, then Gokhale was one of the leader of that time. Gokhale apprised Gandhi of problems in India. Gandhiji travelled across India. In this tour, he saw only poverty, slavery and backward minded society. He told them to fight for their rights, fight for self-respect and be united among themselves. While roaming, Gandhiji had organized non-violence for the rights of the mill workers in Ahmedabad and farmers in Champaran. During all this work, Gandhiji also went to jail several times. In between, British government passed the Rowlett Act, which caused frustration among the Indians and they all started fighting together, during which the Jallianwala Bagh massacre took place and the Bondoli Satyagraha occurred.

During World War II, England sought help from India. Taking advantage of this opportunity, the Ruling Party Congress pledged that if England goes away from India, they would be helped. But England was not ready to accept this condition, which became known. All the revolutionaries were put in jail. After a few years after leaving the jail, the country got independence by fighting back for freedom.

Gandhiji continued his work. He worked for the development of the country, building cottage industries, companies, hospitals, schools. At the same time, while India was fighting to separate the country, Gandhiji explained the meaning of unity and wanted to stop but due to some leaders, it failed and resulted in separation of Pakistan from India. On January 30, 1948, Gandhiji was walking towards Birla House, when a man named Nathuram Godse came from a crowd of people and shot 3 bullets in Gandhiji's chest. Thus the end of a great human being.

This text is on Gandhiji's life who fought against injustice – both political and social. Under his leadership, millions of Indians fought bravely for Swaraj, in a non-violent manner. Gandhiji was the greatest enemy of the British Empire, and yet a great friend of the British people.



# **IMPACT OF E-COMMERCE IN TRADITIONAL MARKETS**

*By Asmita Bhagat and B.B.A. students – Neelam Shah, Agnes Shaji, Namrata Singh, Harsha Sabnani, Harsha Bhagnani, Minal Pashine, Monika Sharma, Jyoti Singh.*

## **INTRODUCTION**

Traditional Business is a local store which offers its services or products to its local customers. It is a set-up where customers will have to visit the store physically to buy the products. Electronic Commerce is also known as e-commerce that consists of purchasing and selling of products or services through electronic systems like computer networks and the Internet. In this modern world of technology, e-commerce is becoming a very significant option for many businesses as there are lots of companies that are interested in developing their online store. E-commerce business is the strategy of selling products online through web space on some special price, offer price and discounts. Generally, people are moving from offline business to online business due to wide use of smart-phones, laptops and desktops. In today's world, e-commerce has become a necessity not an option. Now-a- day's people are so busy in their lives, that they don't have time to roam around for a basic product. It is established that consumers prefer to go out mainly for esteemed products like cars and houses. However this scene is also changing.

## **OBJECTIVES OF THE STUDY**

1. To understand the impact of E-commerce on traditional market retailers.
2. To understand how e-commerce influences consumers.

## **IMPACT OF E-COMMERCE IN TRADITIONAL MARKET**

E-commerce has a great impact on traditional markets. The main reason is the availability of all products which were earlier limited to big cities. Thus, we can conclude that the reachability of the products has increased multifold, since web has no boundaries. This is benefiting both businesses and consumers

Let's look at how a business is impacted due to availability of web space. Earlier, small cottage industries or manufactures from smaller cities were not getting the price they desired to sell the product. This became possible when they experienced that their products could be sold at a much higher price than what the traditional channels offered them. This did not mean that the traditional channel of sales died out. In fact, this has improved the quality of services that a seller offers since the right of rejection remains with the consumer. The portals which offer e-commerce platform to sellers are very strict in empaneling the vendors who sell through their portals. Some sites warn the vendor, that if the rate of rejection is higher than the permissible limit, they would eventually cancel their license. This in turn, ensures that the quality available to sell on a portal is always better. In a traditional market, since the choice of sale depends upon the salesmanship of the seller, a substandard product also could be sold. In a traditional scenario, there is a specific place from where seller could sell the product which was directly proportional to the demographics of that shop location. If the seller wanted to expand the business operations across the city, state, country or international boundaries, the investment required to set up such a huge operation is very high. If you compare this with the E-Commerce business, the entire cost of expansion is reduced drastically.

## **E COMMERCE INFLUENCING THE CONSUMERS**

In a traditional market, the consumer had limited choices and limited outlets from where he could buy products. E-commerce has opened new avenues and variety of choices, without the physical need to visit any store. This has facilitated the buyer to pay for the product in a non-traditional way i.e. through EMI, Paytm, Net banking, Credit and Debit Cards, thus increasing the buyers' capacity. The buyer in an e-commerce domain can reject the product even after delivery. India is a developing



market for e-commerce and different kinds of payment gateways are encouraging buyers to buy online by offering discounts and schemes.

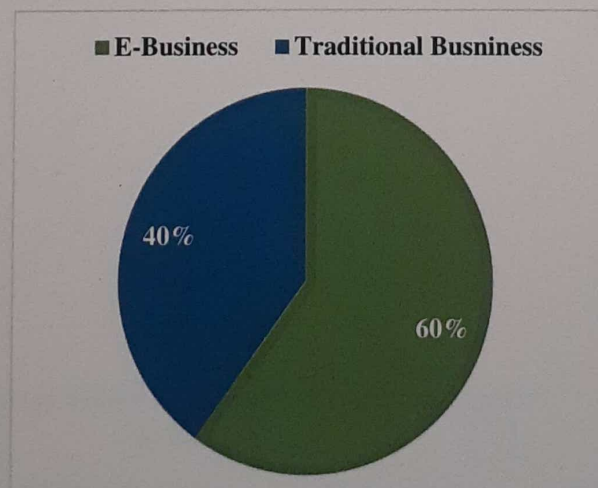
## METHODOLOGY

A questionnaire was designed and is related to study the overall positive and negative impact of E-commerce on retailers who prefer traditional business. About 35 retailers were contacted from Pimpri market. These retailers are from different businesses like electronics, mobile phones, clothing, shoes, bags, cosmetics and stationery. It was considered necessary to approach them individually, in order to understand their responses related to E-commerce.

And for consumers are concerned, we used the observation method. We interviewed our family, friends and relatives regarding E-commerce and traditional form of businesses.

## FINDINGS AND DISCUSSION

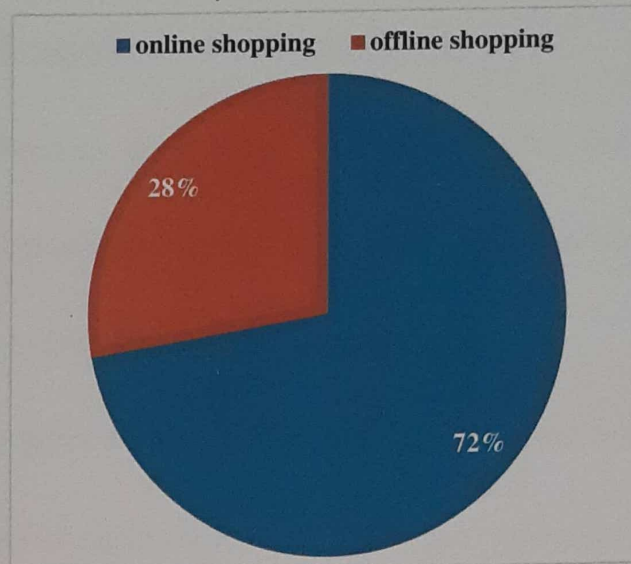
1. Many retailers find the shift from the high overhead costs of running a traditional business to the much lower expenses involved in running an e-business to be reason enough to make the change.
2. Retailers wouldn't want to be located in a dirty, shabby store. Their e-business should operate from an attractive, easy-to-navigate and highly functional website.
3. Online web-rooms run for 24 hours. Anyone can buy products anytime even on holidays whereas it's not possible in traditional business.
4. Small-business owners save a tremendous amount of money at start-up
5. Online stores are just a click away from you. It is easy to visit online store than offline store. Area or city doesn't matter.
6. In e-commerce business, they can serve their customers better, since they remain in direct contact with them. They can answer their queries much faster via e-mails and live chat.
7. Any merchant can start online business without spending much money because ecommerce platforms are available which are providing free ecommerce stores.
8. It becomes compulsory for each and every retailer to maintain stock of the products he is dealing with due to which a huge amount of money remains blocked in business.
9. In terms of payments, options are quick, convenient and user-friendly with the ability to transfer funds online.



**FIG 1: RETAILERS USING ONLINE TECHNOLOGY**

60% of traditional business are using E-commerce whereas 40% retailers are into traditional business but out of this 40%, more than half of the retailers are planning to shift from traditional to e-commerce, as they observed the myriad advantages.





**FIG 2 CONSUMERS USING E-COMMERCE AND TRADITIONAL BUSINESS**

72% of consumers prefer online shopping as they get lots of choices for their specific product whereas 28% of consumer still prefer to do offline shopping as they are not very convinced with online.

### CONCLUSION

Today, E-commerce is the latest mantra in increasing the sales. Shopping for goods electronically doesn't just save customers time and energy; it can also save them from paying sales taxes, provide them with more outlets to comparison-shop and eliminate the feeling of being pressured or followed around by a salesperson. Many customers, however, prefer the ability to personally inspect the merchandise, ask for advice and assistance and be able to take their purchases home immediately rather than having to pay shipping costs and wait for delivery. A traditional business satisfies those needs in addition to fostering an environment of trust through personal conversation and face-time.

### REFERENCES

<https://www.shopaccino.com>

<https://smallbusiness.chron.com>

### QUESTIONNAIRE

#### PART A

*Name:*

*Nature of Business:*

*Contact No:*

#### PART B

*Q.1. Are you using any online technology for your business?*

a. Yes  b. No

*Q.2. If not then, are you ready to use any technology for your business?*

a. Yes  b. No

*Q.3. Do you think so that due to E-commerce competition has increased?*

a. Yes  b. No

*Q.4. Is Ecommerce helping you to reduce overall cost?*

a. Yes  b. No

Q.5. Is Ecommerce helping you to reach targeted consumers?

a. Yes  b. No

Q.6. Do you think that you are reaching more consumers than before?

a. Yes  b. No

Q.7. Do your old customers are comfortable with online transactions?

a. Yes  b. No

Q.8. Are you able to deal with the customer queries?

a. Yes  b. No

Q.9. Due to E-commerce are you able to provide more benefits to the customers?

a. Yes  b. No

Q.10. Does E-commerce help you to reach the foreign customers?

a. Yes  b. No



# **SOCIAL MEDIA CONSULTING**

*By Mrs. Bijal Thaker and students of B.C.A. - Selina, Hanna, Nikki, Anju, Faruk, Amar, Aswhani, Ritesh, and Tanmay*

## **SOCIAL MEDIA**

In the past few years, rapid changes have taken place in the field of business due to increasing use of internet. Social media is used as one of the marketing tool. Social media is a rapidly growing tool to reach customers across the limits of time and place. This is possible due to increasing use of internet. Facebook, Instagram, Twitter, WhatsApp are different applications used by most of the smart phone owners. Social media has taken over the life of people. Facebook and WhatsApp are leading among all such applications. Most of the people owning smartphones are having WhatsApp and Facebook account. People find it easy to get connected with each other using such tools. The trends of market has changed now. Due to increasing use of mobile phones, one can immediately get connected with each other. Business owners use it to get connected with customers. Nowadays it is important to make use of such tools to be in the competition.

## **SOCIAL MEDIA CONSULTING**

Social media consulting allows business to get connected with many customers at a time. With the help of a counsellor, businesses can have better connections with online network. With the help of a social media consultant, businesses can have better chances to grow. In the last few years this has developed as a profession. Business owners can hire a social media consultant or can do it himself. Consultants should be aware of which tool should be used for effective results. Social media has become a key factor for effective marketing but it requires an effective market plan. Company's social media presence is very important to create a brand image. Staying on to social media platform will help business to maintain brand value. It is an easy way to connect with present customers as well as future customers. Businessmen has also understood this and thus, most of the businesses are now available on social media like Facebook, WhatsApp and Instagram. They create their identity on such platforms, periodically put new updates on it, and provide information to the customers about their products. Customers who have lack of time to go to the market to purchase something can opt for such methods so that by sitting at home, they can do shopping.

This helps the businesses to understand market trends and also keep themselves updated accordingly. This helps to have a strong connectivity with clients, as nowadays many clients prefer to be available online. It saves the time and efforts of client and business owner. Many companies have implemented social media tools to increase their business. This is one of the best methods to serve the client.

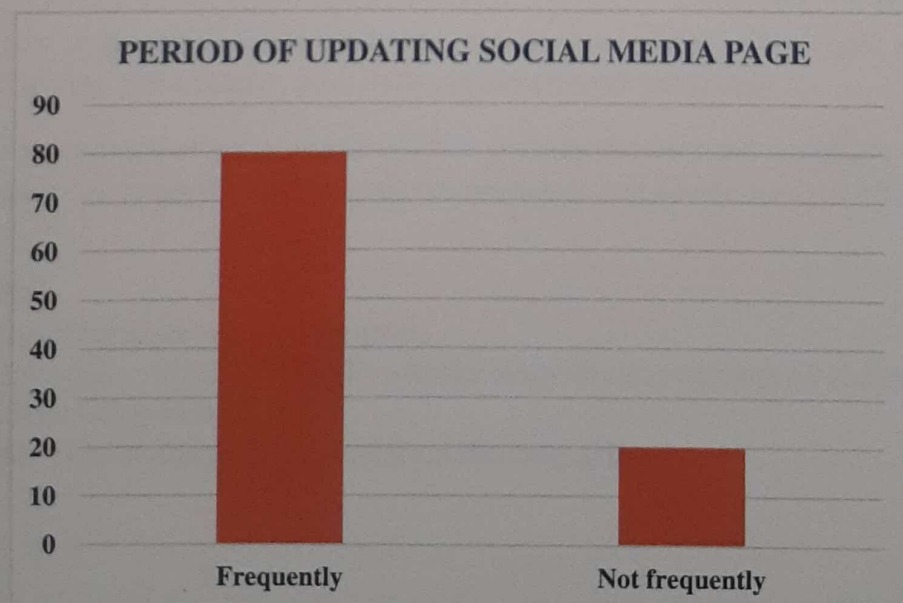
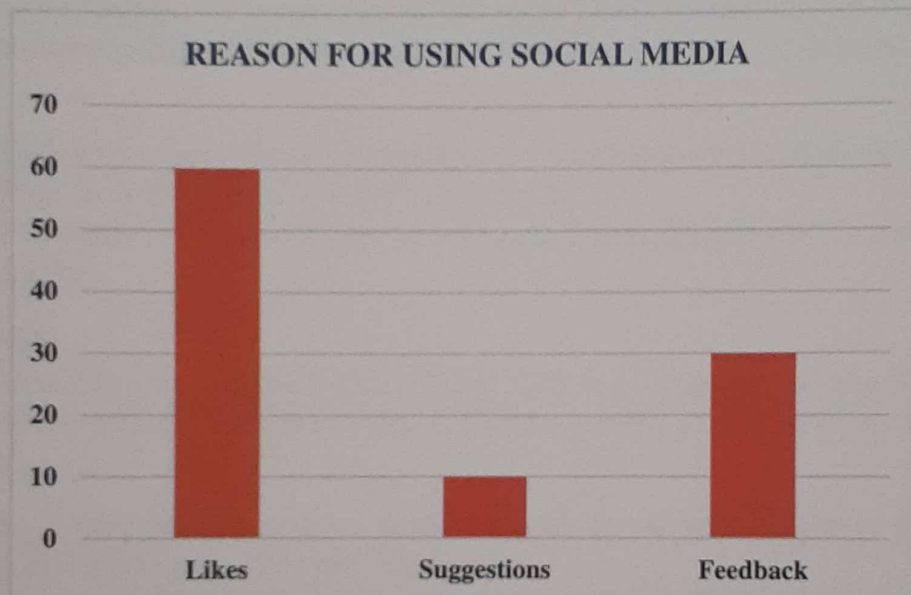
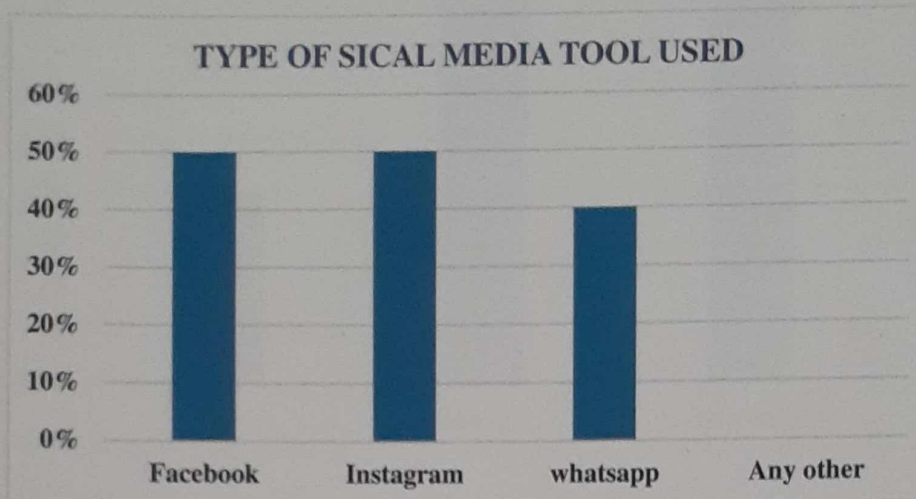
## **OBJECTIVES**

Businesses have to adopt social media not only to create brands but also to maintain brand value. Businesses have to think of social media strategies. If your business is not performing well, this will definitely help a business to grow. Social media counselling has opened a room for many business owners to connect with customers and for customers to connect with business. The objectives for social media consulting are as follows:

- Brand awareness
- To connect with customers
- To increase the sales
- To provide better customer support
- To make customers aware with different schemes and benefits
- To make customers aware with latest market trends

## FINDINGS AND DISCUSSION

The following are the results based on the questionnaire filled by some of the businesses in PCMC area.







## RECOMMENDATIONS

Based on the above findings, we come to know that social media counselling is definitely going to help positive business growth. The following points should be considered to increase the brand awareness.

- Followers count - “How many people are reaching to you for business purpose?” Periodical check should be performed for this.
- Popularity - “How much popular your page is over the network?” – should keep check for this.

## CONCLUSION

“How can we ensure that we are able to create brand value from time and resources that we are investing into social media?” - Businesses has to find the answers of this question by using the following points.

- By setting goals: businesses should set goals for the sales targets so that with help of social media tools, they can be achieved.
- Increase brand awareness: Social media has also enabled marketers to have a more quantitative understanding of their brand’s presence and reach in the online world. And now most social media platforms provide data related to the reach of your content, allowing you to report your online presence more accurately.

I will conclude by saying that social media is still a growing industry and consultants have a lot to learn. It is a highly customized platform available nowadays and should be used effectively to capture a market.

## REFERENCES

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# QUESTIONNAIRE

## SOCIAL MEDIA CONSULTING

Q.1. Name of your firm?

.....

Q.2. Adoption of Social Media?

Yes  No

Q.3. Types of social media used

Facebook  Instagram

WhatsApp  Any other (Please Specify)

Q.4. Types of Audience

Public  User

Q.5. Reason for choosing social media?

Likes  Suggestions

Feedback

Q.6. How often you update new content?

Frequently  Non-Frequently

Q.7. What is the budget allocated?

<10,000  >10,000

>20,000

Q.8. Promotional strategies adopted by you.

Gift  Discount

Vouchers

Q.9. How do you deal with negative comments

.....  
.....  
.....

Q.10. Who set up and maintain company's social media account?

By Self  Consultant