

‘A Study on Investors Preference for Investments in Equity Mutual Fund through Systematic Investment Plan (SIP) during Various Equity Market Conditions’

By Ms. Anuja Gonate

Guided by : Dr. Leena Modi

ABSTRACT

The relationships between the growth of the economy, saving, and investment are a hot topic among economists around the world. These kinds of high levels of savings and investments are the key factors that influence the economy and lead to sustainable and robust long-term growth. Most people in India invest in mutual funds through systematic investment plans. This research is undertaken to understand the preference of investors in equity mutual funds through a Systematic investment plan. Sixty-three responses were recorded from various parts of Pune and Pimpri Chinchwad. The research reveals that the maximum investors are private sector employees followed by people conducting business. 41.3 % of the respondents have been invested in equity mutual funds through SIP for less than 2 years, 30.2 % from 2 to 5 years. 50.8% agree that the Risk involved in Mutual funds is considerably less than other investment instruments. 68.3 % of respondents preferred category of a company for investment through SIP are Funds having major investment in Public sector undertaking and Funds having major investment in Privately owned companies 63.5% agree that the Flexibility in SIP mode helps to achieve higher returns to investors. 63.5 % agree that a volatile trend in the equity market motivates to invest through SIP mode. 65.1 % are satisfied with the performance of an investment through SIP mode and 27% are highly satisfied with the performance of an investment through SIP mode.

INTRODUCTION

The history of mutual funds in India entertains the chronological evolution and development of mutual funds as a method of investment in the country. It aims at tracing the inception, growth, and different milestones in the journey of the mutual fund industry in India.

The introduction of Unit Trust of India (**UTI**) in the year 1963 marks the beginning and serves as the country's first mutual fund that introduced the concept to retail investors. The central aim is to secure funds from the public and use them for investment in a diversified portfolio of securities to provide investors with attractive returns.

A systematic investment plan (**SIP**) is an investment vehicle offered by many mutual funds to investors, allowing them to invest small amounts periodically instead of lump sums. The frequency of investment is monthly, quarterly, semi-annually, and annually.

In SIPs, a fixed amount of money is debited by the investors in bank accounts periodically and invested in a specified mutual fund. The investor is allocated several units according to the current Net asset value. Every time a sum is invested, more units are added to the investor's account.

Mutual funds have provided retail investors with the opportunity to restructure their financial landscape. It serves as a fascinating vehicle for investment that has played a crucial role in the mobilization of savings from individuals and channeling them into different financial

instruments, thereby fostering the creation of wealth and rapid growth in the economy of the country. There are different phases in the history of mutual funds.

BENEFITS/ADVANTAGES OF SYSTEMATIC INVESTMENT PLAN

The power of compounding

A modern and lucrative alternative

Rupee cost average

Minimum investment maximum profit

Helps to achieve the financial goals

Convenient

Protect the capital

OBJECTIVES OF THE STUDY

1. To understand investing preferences among the investors through SIP in equity mutual funds.
2. To identify the various factors of mutual funds investment done through SIP affects the investors.
3. To evaluate the Awareness of the investors.
4. To find out the level of satisfaction of the investors.
5. To find out the opinion about return on investment of the investors.

SCOPE OF THE STUDY

The study focuses on investor's preference for equity mutual funds through SIP investment during various market conditions. The study creates a huge scope for understanding the investment awareness of the investors, the level of satisfaction of investors, opinions about the investment of investors, and various factors among the investors.

LIMITATIONS OF THE STUDY

1. Only preferences for the sip in mutual funds are studied in this research.
2. Only awareness and expected rate of returns are discussed, whereas it is influenced by various other factors.

LITERATURE REVIEW

Different researchers conducted studies on investor's preferences and perceptions of mutual funds. Some of the findings from those studies have been enumerated below:-

A study conducted by Parihar and Sharma R (2009) in the Agra region with 200 respondents found that demographic variables like age, gender, and income had a strong association with the investor's attitude towards mutual funds.

According to Saini S., (2011), it has been found that investors' behavior, investors opinions, and perceptions relating to various issues like type of mutual funds scheme, its objective, role of financial advisors, sources of information, deficiencies in the provision of services, investors opinion related to factors that attract them to invest in mutual funds and challenges before the Indian mutual funds industry etc. The study also found that investors seek liquidity, simplicity in offering documents online trading, and regular updates through SMS.

Dr. Vyas (2011) showed that mutual funds ranked fifth as investment preference after gold, fixed deposits, life insurance schemes, post office schemes, and

PDF.

R Padmaja (2013) identified that investors investing in mutual funds are not aware of the functioning of the mutual funds. The researcher suggested conducting some awareness programs to increase the awareness of the investors for growth in the mutual fund industry.

Priti Mane (2016) found that investors feel risky investing in mutual funds because they think that mutual funds are more risky than other investment options. The awareness levels of mutual funds among the investors is very low and they are having partial knowledge about various mutual funds benefits.

RESEARCH METHODOLOGY

In this research study, a research pattern is used which is quantitative and includes a larger sample size collected from primary and secondary sources.

DATA COLLECTION

PRIMARY SOURCE

The researcher prepared 13 questions and received responses from 63 respondents from various age groups, who are residing in different parts of the city. Questions included Age, occupation, information about Mutual funds (sip), Monthly Income, The amount you invest in Equity mutual funds (SIP) monthly, and so on. Questions framed were close-ended questions having like scale format. Questions were prepared on google form and responses were collected online. The data is analyzed to conclude.

SECONDARY SOURCE

Samples Collected

All of the responses were collected from 63 respondents, out of which some are students, government employees, private sector employees, businesspeople, self-employed, professionals, and home homemakers of all age groups. All responses were collected from the Pimpri-Chinchwad and Pune region.

TOOLS USED FOR ANALYSIS

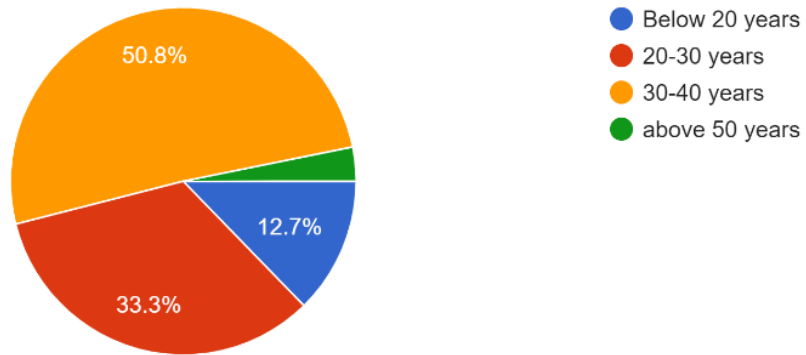
Pie diagrams are used for analyzing the data collected.

ANALYSIS AND INTERPRETATION OF DATA

The data collected are analyzed and interpreted as follows.

1. Age Group of the Respondents:-

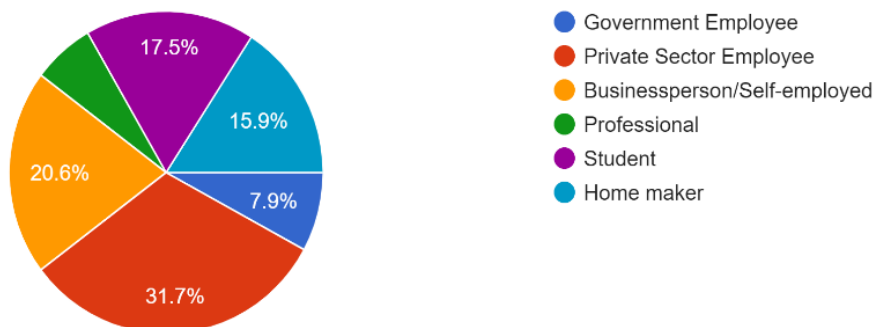
63 responses



From the above data collected, we can understand the age group of the respondents for this research 50.8% of investors are between the ages of 30 and 40. 33.3% of respondents are between the ages of 20 and 30. 12.7% of respondents are below the age of 20 years. 3.2 % of respondents are above 50 years of age.

2. Occupation of the Respondents:

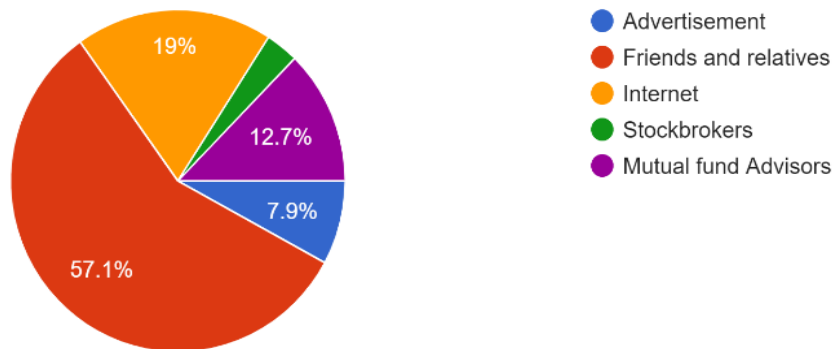
63 responses



Out of the total responses of 63 investors, it is understood that 31.7% of them are private sector employees 20.8% of the investors are Business persons .17.5 % are students .15.9% are homemakers, 7.9 % are government employees 6.3 % are professionals.

3. Where do you get information about Mutual funds (SIP):-

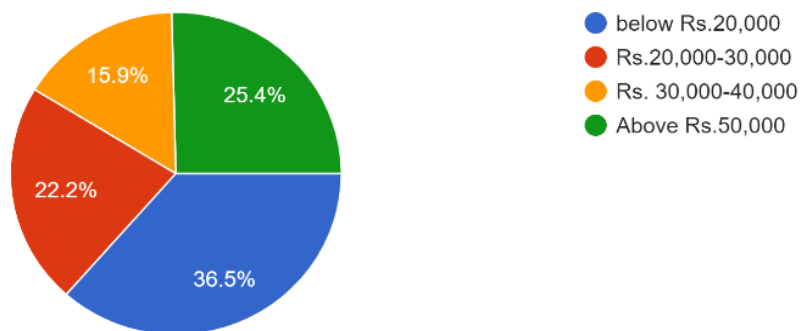
63 responses



The above pie chart reveals that 57.1% of the respondents are getting awareness through friends and relatives, 19% of the respondents getting awareness through the Internet, 12.7% of the respondents getting awareness through mutual fund advisors, 7.9% of the respondents getting awareness through Advertisement, 3.2% of the respondents getting awareness through stockbrokers.

4. What is your Monthly Income?

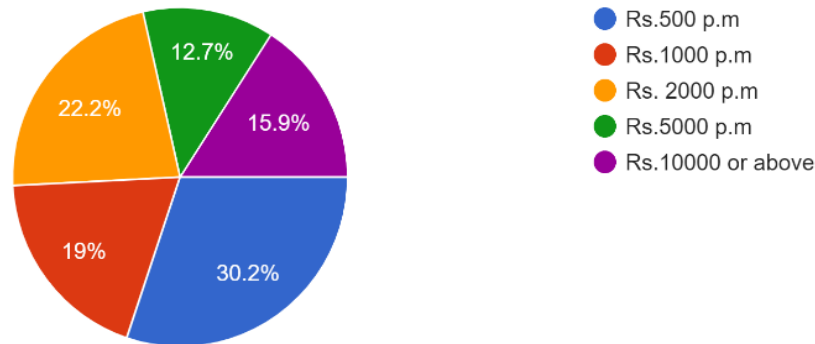
63 responses



The above pie chart indicates that 36.5% of respondents have a monthly income below Rs.20000, 22.2% of respondents have a monthly income of Rs.20000-30000, 25.4% % of respondents have a monthly income above 50000, 15.9 % of respondents have monthly income of rs.30000-40000.

5. The Amount you Invest in Equity Mutual Funds (SIP) Monthly

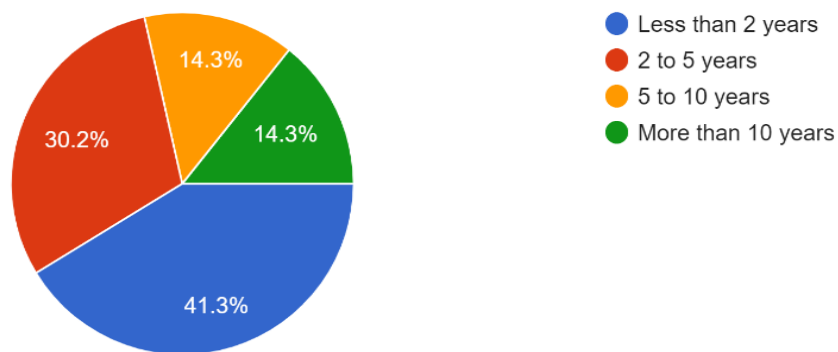
63 responses



30.2 % of respondents preferred to invest Rs.500p.m. 22.2% of respondents preferred to invest Rs.2000 p.m.19 respondents preferred to invest Rs.1000p.m.15.9% respondents preferred to invest Rs. 10000 or above. 12.7 % of respondents preferred to invest Rs.5000p.m

6. The Period since you are Investing in Equity Mutual Fund(s) through SIP

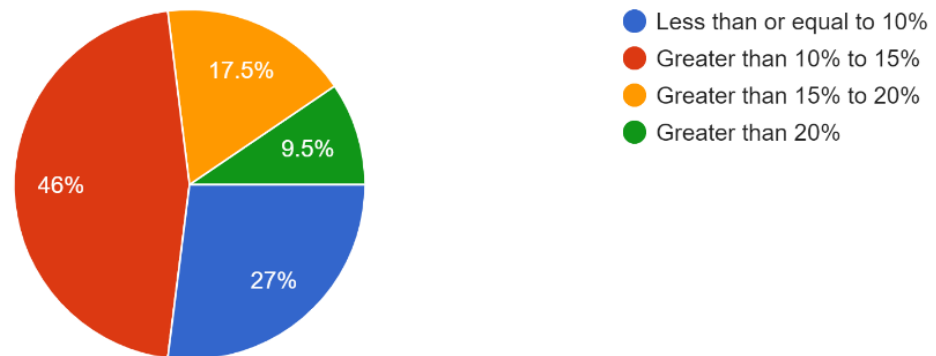
63 responses



41.3% of respondents are investing in a sip for less than 2 years.30.2 % of respondents are investing in a sip from 2 to 5 years. 14.3 % of respondents are investing in a sip for 5-10 years and more than 10 years respectively.

7. An expected Average Annual Return from Equity Mutual Funds Invested through SIP:

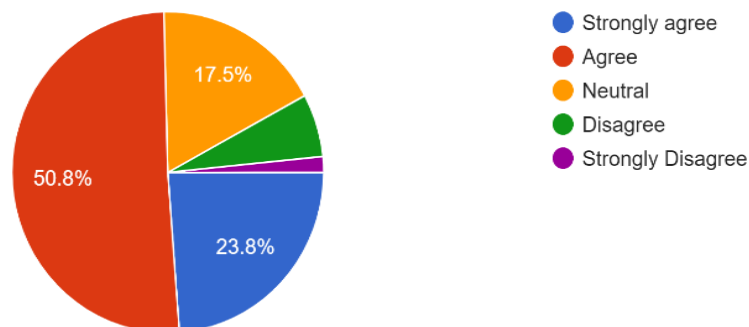
63 responses



46% of the respondents expect an average annual return from equity mutual funds to be greater than 10% to 15 %, 27% of the respondents expect an average annual return from equity mutual funds to be less than or equal to 10%.17.5% of the respondents expect an average annual return from equity mutual funds is greater than 15% to 20%. 9.5 % of the respondents expect an average annual return from equity mutual funds to be greater than 20%.

8. Risk involved in Mutual funds is considerably less than other Investment

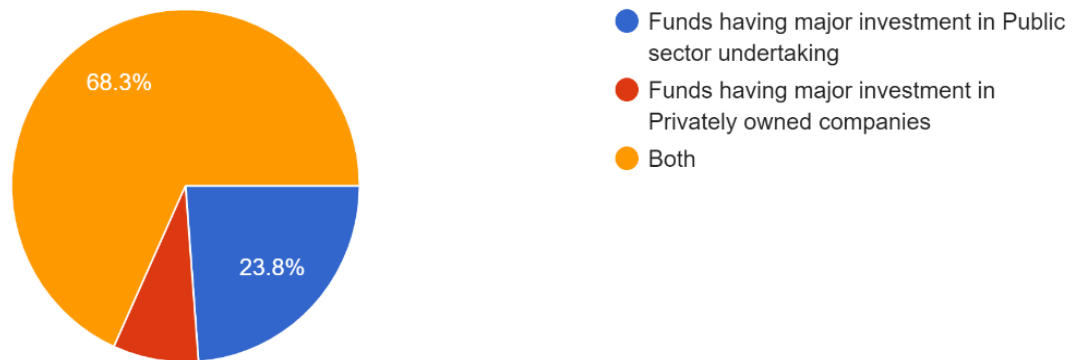
63 responses



23.8% of investors strongly agree that the Risk involved in Mutual funds is considerably less than other investment.50.8% of respondents agree that the Risk involved in Mutual funds is considerably less than other investments. 17 % of respondents have a neutral response on the Risk involved in Mutual funds being considerably less than other investments.

9. Most preferred category of a Company for Investment through SIP –

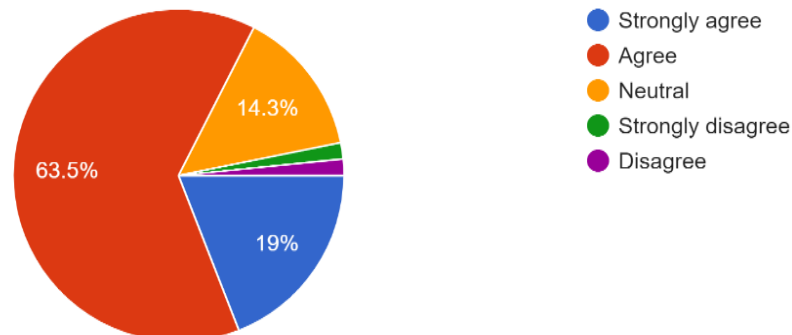
63 responses



68.3 % of respondents preferred categories for investment through sip are Funds having major investment in Public sector undertaking and Funds having major investment in privately owned companies. 23.8% of the respondents' preferred category for investment through SIP are Funds having major investment in Public sector undertaking.

10. Does the Flexibility in SIP mode help to achieve Higher Returns to Investors?

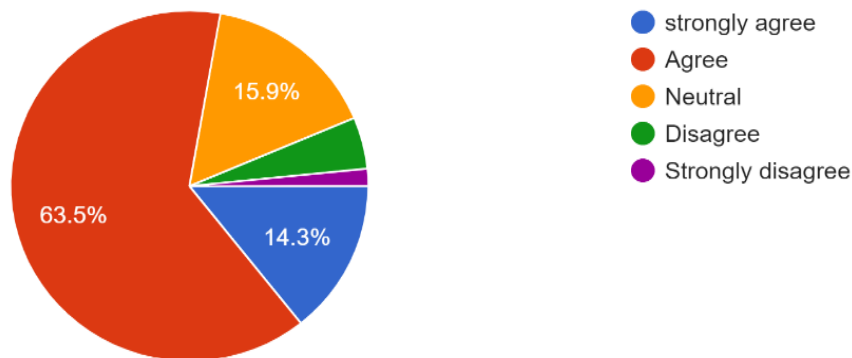
63 responses



63.5% of respondents agree that Flexibility in SIP mode helps to achieve higher returns to investors. 19% of respondents strongly agree that Flexibility in SIP mode helps to achieve higher returns to investors. 14.3% of respondents are neutral that Flexibility in SIP mode helps to achieve higher returns to investors.

11. A volatile Trend in the Equity Market Motivates to Invest through SIP mode.

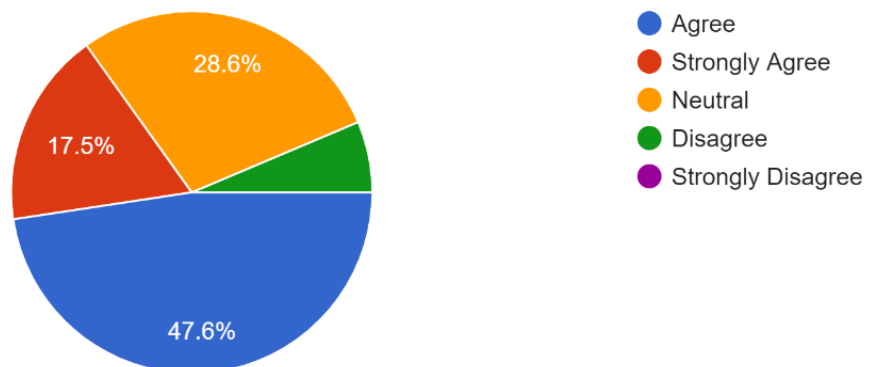
63 responses



63.5% of respondents agree that a volatile trend in the equity market motivates them to invest through SIP mode. 14.3 % strongly agree that A volatile trend in the equity market motivates them to invest through SIP mode. 15.9% respondents take neutral response.

12. The Same Investment Strategy will be continued in coming Future

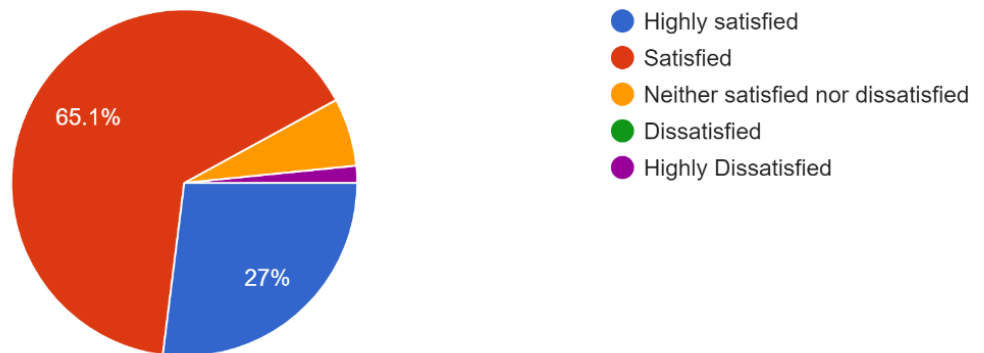
63 responses



47.6 % agreed that the same investment strategy will be continued in the coming future. while 17.5% of respondents strongly agreed that the Same investment strategy will be continued in the coming future.

13. Satisfaction of Performance of an Investment through SIP mode.

63 responses



65.1% of the respondents are satisfied with the performance of an investment through sip mode. 27% of the respondents are highly satisfied with the performance of an investment through sip mode.

FINDING

From the above analysis, the findings can be stated as follows:

1. From the above data collected, we can understand the age group of the respondents for this research. 50.8% of investors are between the ages of 30-40. 33.3% of respondents are between the ages of 20 and 30. 12.7% of respondents are below the age of 20 years. 3.2 % of respondents are above 50 years of age.
2. The research states that the maximum investors are private sector employees followed by people conducting business.
3. The research reveals that 57.1% of respondents got information about mutual funds from friends and relatives.
4. The research states that out of 63 responses, 36.5 % of investors have income below Rs.20000 and 25.4% have rs.50000 monthly.
5. The findings shows that 30.2% of the respondents invest Rs. 500p.m in sip. 22.2% RS. 2000 p.m. and 15.9% of Rs. 10000 and above.
6. The collected data reveals that 41.3 % of the respondents are investing in equity mutual funds through sip from less than 2 years, 30.2 % from 2 to 5 years. 14.3 % are from more than 10 years old.
7. The study shows that 46% of respondents expect the average annual return to be greater than 10 % to 15%. Followed by 27% expect less than or equal to 10%.
8. From the research it was found that 50.8% agrees the Risk involved in Mutual funds is considerably less than other investment instruments.

9. The findings of the research states that 68.3 % of respondents preferred category of a company for investment through SIP are Funds having major investment in public sector undertaking and Funds having major investment in privately owned companies
10. The research reveals that 63.5% agrees flexibility in SIP mode helps to achieve higher returns to investors.
11. The research shows 63.5 % agrees a volatile trend in the equity market motivates to invest through SIP mode.
12. The findings reveals that 47.6 % agrees the same investment strategy will be continued in the coming future.
13. The research shows that 65.1 % are satisfied with the performance of an investment through SIP mode and 27% are highly satisfied with the performance of an investment through SIP mode.

RECOMMENDATIONS

1. More clarity towards the investments should be given to individuals through lectures, seminars, etc.
2. Financial institutions need to introduce more schemes to the investors to attract sip investment.
3. To create more awareness among the investors.

CONCLUSION

Mutual fund plays a very important role in financial market development as well as the income growth of the investors. The mutual fund investment in India through SIP is increasing with every passage of time. In this SIP investment in a mutual fund, the equity market is adding extra fuel. The rising equity market lures many investors to invest in the equity market with the help of mutual fund investment through systematic investment plans. The study also identified the important factors that affect mutual fund investment through SIP during various equity market conditions. The present study identifies the role equity market conditions play in the satisfaction of the respondents with consideration of various mutual fund factors.

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“An Analytical Study on Investment Pattern of Individual Investors – Concerning Youngsters”.

By Ms. Swati Nair

Guided by: Dr. Leena Modi

ABSTRACT

Investment refers to the employment of funds on assets with the motto of earning income or capital appreciation. Investment means putting your money into something so that it gives a return out of that investment. Investment is considered to be one of the most successful ways for financial appreciation for facing the future. This research is undertaken to understand the investment pattern of the individual focusing on the youngsters in the nearby vicinity. 63 responses were recorded from various parts of Pune, Pimpri-Chinchwad. According to the study, 44.4% of the investors are between the age of 20-25 years old out of which some are conducting business, working individuals, and even students. 50.8% agree with the statement that investment plays an important role in future planning. 54% agree that tax planning plays an important role in investment decisions. 52.4% of respondents say that it is difficult to choose a better investment option, for which as a solution 71.4% of people will approach an investment consultant to solve their difficulty. 44.4% agree that investment is directly influenced by tax systems. 28.6% of respondents strongly agree that investment is a better option for retirement purposes only. 33.3% responded that investment is just a way out for reducing the tax burden and improving financial wealth. 46% agreed that investment is a better passive income option. For knowing the investors' choice regarding investments, most of them showed interest towards mutual funds, followed by shares, bank deposits, and insurance, and the least of them showed interest in bonds. The analysis of the study shows the investment behavior of young investors.

KEYWORDS

Investment decisions, Investment Planning, Retirement benefits, Tax planning, Investment Consultants, Financial Instruments.

INTRODUCTION

In today's scenario, the economy of the country is been developing for many years. The entire world is talking and concerned about investments and their returns. Investors play an important role in the investment practices in the country. Nowadays more highlight is on the country's younger generation. Inquisitiveness and knowledge imparted among youngsters regarding investments in the educational system have a huge impact on the investment behavior of the entire economy.

Investment is the employment of funds on assets to earn income or capital appreciation. Investment means putting your money to work to earn more money or in other words, it is sacrificing money today for future return. Investment is one of the most successful ways to make financial provisions for the future, where most of the conditions are uncertain and unpredictable. With a well-planned investment, one can get the satisfaction of safety and surety in life.

The term investment refers to a financial commitment that includes risk with an expectation of positive returns. Investor behavior plays an important role in the economy. Understanding the investor's difficulties and resolving them could greatly impact the developing economy of the country to prosper.

Deciding how much to invest, where to invest, and knowing the tax systems, and benefits before and during retirement is important for investment decisions. Investors have distinct opinions in terms of investing since the expectation of earning a positive return plays an important role. In today's economy, various financial instruments are available which makes it difficult for investors to choose the best option for earning a positive return.

OBJECTIVES OF THE STUDY

To understand the investing behavior among young investors.

To understand their concerns while investments

To understand their interest in which of the financial instruments.

To understand their passive income opinion.

To understand the expectation of investment among young investors.

HYPOTHESIS

H1: There is a difference between age and awareness about investment planning.

H2: There is a relation between Tax systems and Investment patterns.

H3: There is a relation between occupation and Financial Instrument in which investors invest.

SCOPE

In today's economic environment, there is a wide variety of choices among young individuals regarding investments, financial instruments to invest, concerns about investment, and reasons for investing creating a huge scope for understanding the investment behavior of the younger generation influencing our developing economy. The respondents are youngsters from different parts of the city.

LIMITATIONS OF THE STUDY

Only the investing patterns of youngsters are studied, which is just a part of the entire investment system in the economy. Only tax benefits and tax planning are discussed, whereas investment is influenced by various other factors. Retirement benefits are discussed but investment has several other benefits.

RESEARCH METHODOLOGY

In this research study, a research pattern is used which is quantitative and includes a larger sample size collected from primary and secondary sources.

DATA COLLECTION

PRIMARY SOURCE

The researcher prepared 15 questions and received responses from 63 respondents who are up to the age of 30, and who are residing in different parts of the city. Questions included Age, Occupation, and Investment myths, Concerns, Investment planning, and choosing a better financial instrument. Questions were prepared on Google Forms and responses were collected online from various individuals below the age of 30, this covered working individuals, people conducting business, and students.

SECONDARY SOURCE

Secondary data is collected from the internet.

SAMPLES COLLECTED

All of the responses were collected from 63 respondents, out of which some are students, working individuals, and people conducting business below the age of 30. Some all the responses were collected from the Pimpri-Chinchwad and Pune regions.

TOOLS USED FOR ANALYSIS

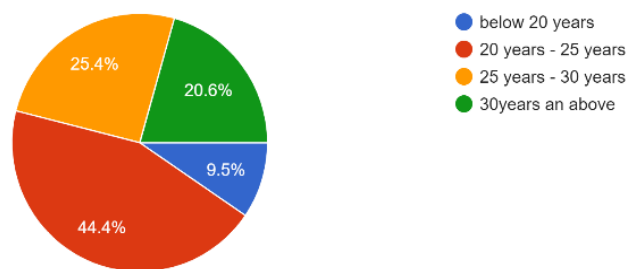
Pie diagrams and bar diagram is used for analyzing the collected data

ANALYSIS AND INTERPRETATION OF DATA

The data collected are interpreted as follows:

1. Age Group of the respondents:

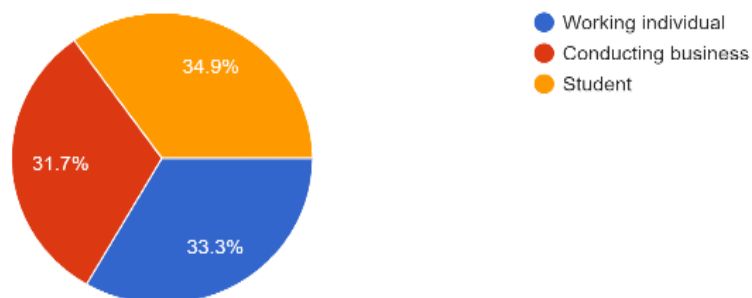
63 responses



From the above data collected, we can understand the age group of the respondents for this research. Here, 44.4% of investors are between the age of 20-25. 25.4% of the investors are between the age of 25-30. Only 20.6% of investors are above the age of 30. Below the age of 20 years are 9.5% of the total.

2. Working/conducting business or studying

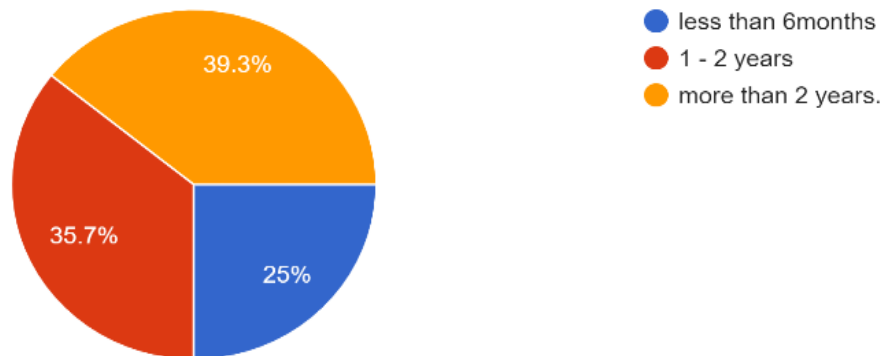
63 responses



Out of the total responses of 60 investors, it is understood that 34.9% of them are students 33.3% of the investors are working individuals and 31.7% of them are conducting business.

3. If working, no. of years working

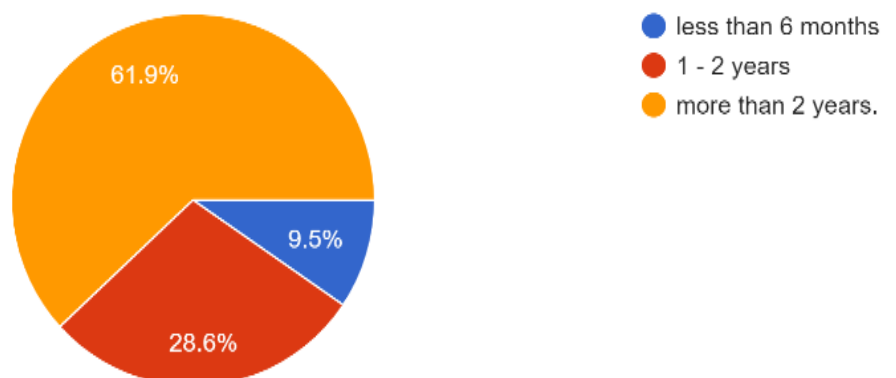
28 responses



For further clarification of the nature of investors, other Responses were collected to understand their number of years of working, out of the research it was found that 39.3% of the investors working had work experience of more than 2 years. 35.7% have work exposure between 1-2 years. Only 25% of the respondents were having work exposure below 6 months.

4. If conducting business, no. of years conducting business

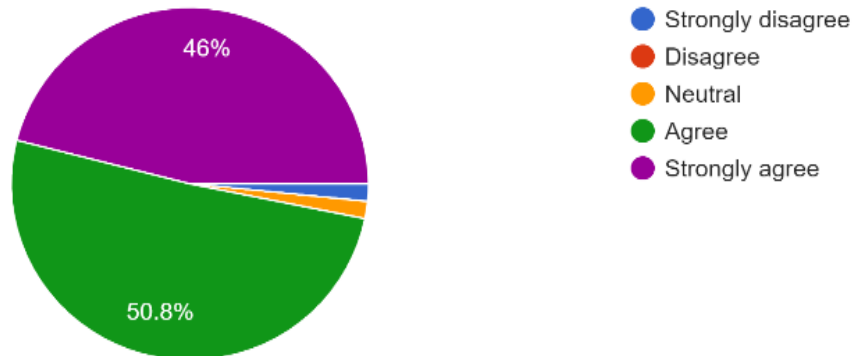
21 responses



For further clarification of the nature of investors, another response for understanding their number of years conducting business. 61.9% of investors have been conducting business for more than 2 years, whereas 28.6% of them have conducting business between 1-2 years. Only 9.5% of them are newly conducting business.

5. Investment plays an important role in terms of future planning.

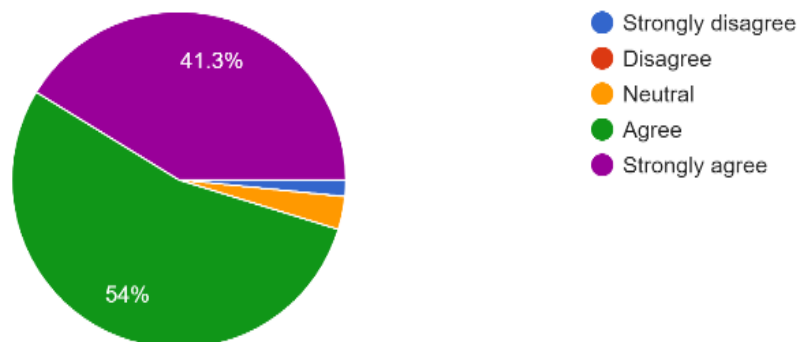
63 responses



From the above pie diagram, it is observed that 50.8% of investors strongly agree that investment plays an important role in terms of future planning. 46% of 63 responses agree that investment is important. Whereas very nominal investors of 1.6% strongly disagree with the statement and 1.6% of the total have a neutral response towards the importance of investment for the future.

6. Tax planning plays an important role in investment

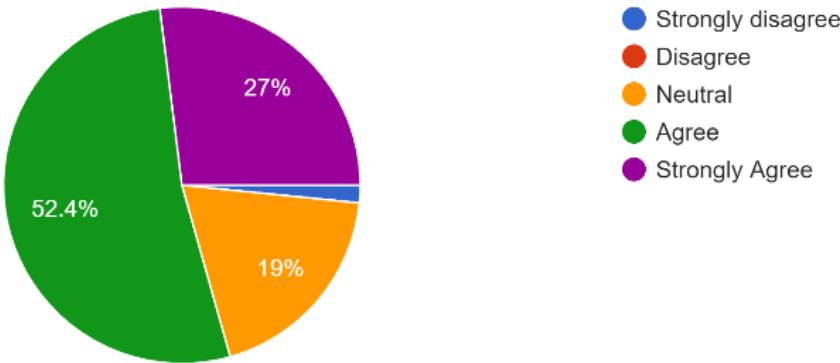
63 responses



Out of 63 responses collected, 41.3% strongly agree that tax planning plays an important role in investment activity. Whereas 54% agree 3% have a neutral response towards the statement and 1.7% of them strongly disagree that tax planning is important for investment decisions.

7. Choosing the best investment plan is difficult

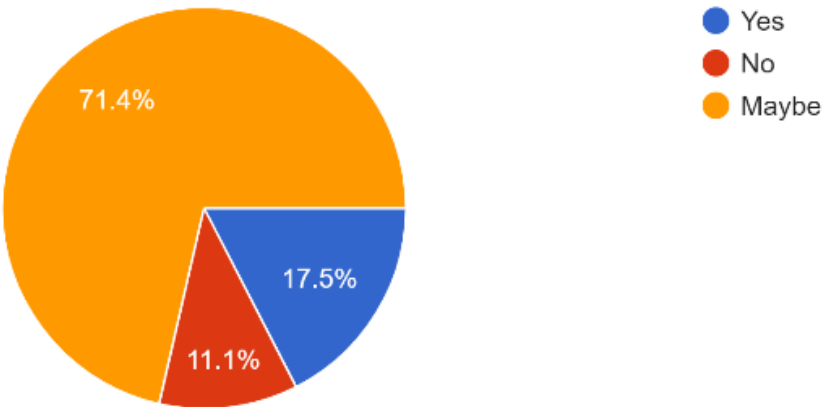
63 responses



From the above diagram, we can say that 52.4% of the total responses recorded agree that choosing the best investment plan is difficult. 27% strongly agree that the best investment choosing is difficult. 19% of the respondents have a neutral view on this statement and a nominal percent of 1.6 strongly disagree.

8. Will you approach an investment consultant for investment planning?

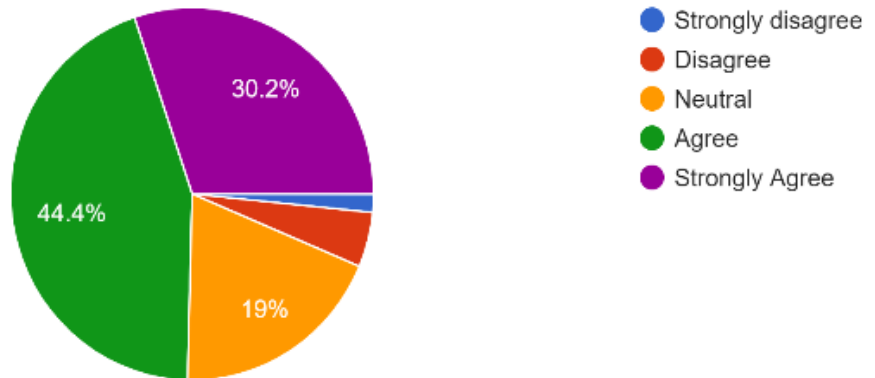
63 responses



From the responses collected, 71.4% have a mixed thought about approaching an investment consultant for investment planning. 17.5% will approach an investment consultant for investment planning and 11.1% will not consult for planning investment.

9. Investment planning is influenced by tax systems.

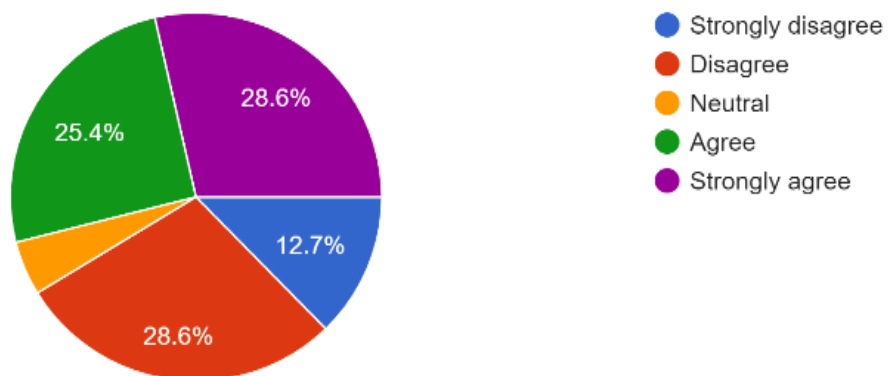
63 responses



Here, 44.4% of investors agree with the view that investment plans are influenced by the tax systems of the economy. 30.2% strongly agree that investment plans are influenced and 5.4% disagree with this view. Only 19% of them have a neutral response towards investment planning and its relation to tax systems.

10. Investment is a better option only for retirement purposes.

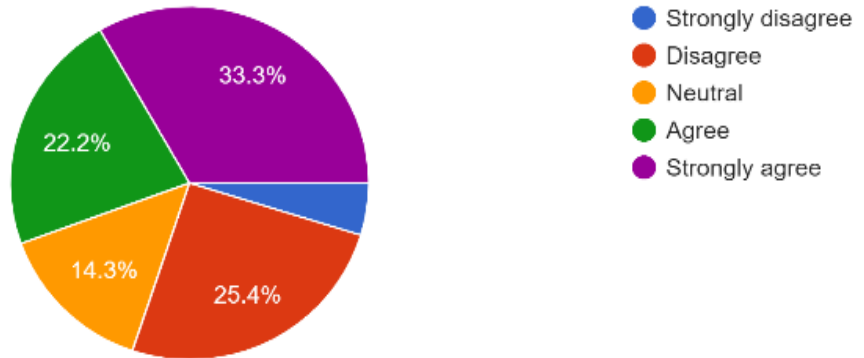
63 responses



From the responses received, 28.6% strongly agree and equally disagree with the question of investment as a better option for retirement purposes only. 25.4% agree that investment has benefits for the future and 12.7% strongly disagree. The rest of the percent of Responses are neutral.

11. Investment is done only to reduce the tax burden.

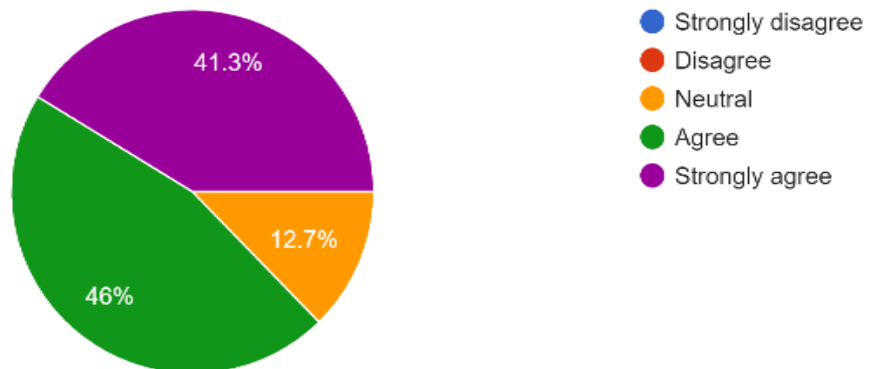
63 responses



The above responses say that 33.3% strongly agree that investment is done only to reduce tax benefits. 22.2% agree and 25.4% disagree with the statement that investment is only for reducing tax benefits. 14.3% have a neutral viewpoint and the rest of the respondents strongly disagree.

12. Is investment a better passive income option?

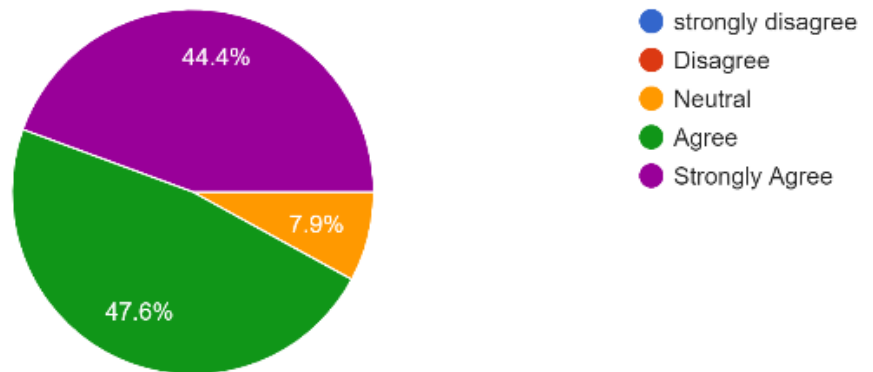
63 responses



According to the above pie diagram, it states that 46% agree that investment is a better passive income option. Whereas 41.3% strongly agree and 12.7% have neutral views on investment being a better passive income option.

13. Investments aimed at reducing the financial burden and improving financial wealth.

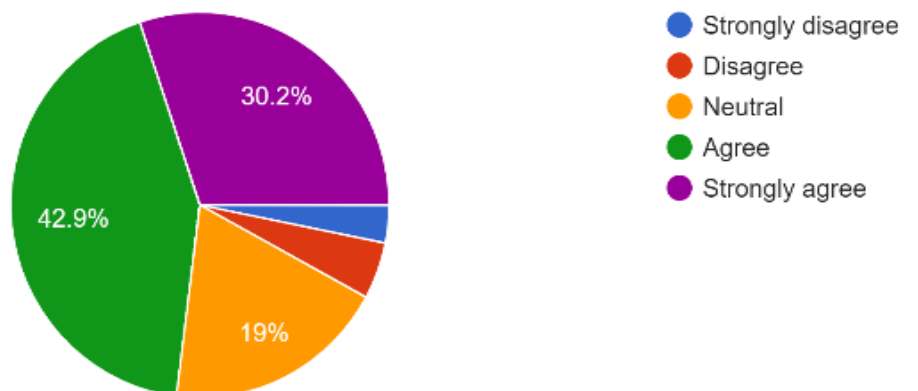
63 responses



Here, 47.6% of the total responses say that investment aims at reducing the financial burden and improving financial wealth. Where 44.4% strongly agree and 7.95 have a neutral view of investment being reducing the financial risk.

14. Choosing a better investment option is difficult

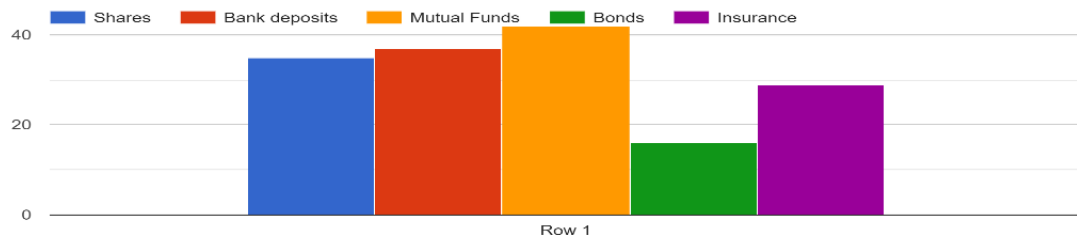
63 responses



The above pie chart states that 42.9% agree that choosing a better investment is difficult, 30.2% states that they strongly agree and 19% has a neutral view. The rest strongly disagree of the thing that choosing a better option for investing is difficult.

15. In which financial instrument would you like to invest

In which financial instrument would you like to invest ?



For understanding the choices of the investors for investing a question was raised, where it says that most of the investors prefer investing in mutual funds, backed by the interest of investing in shares and bank deposits. Some prefer investing in insurance too and very least percent of investors invest in bonds.

Findings

From the above analysis, the findings can be stated as follows:

1. For, the question regarding the age of the respondent it can be seen that out of 63 responses, 44.4% are from people between the ages of 20-25 years, followed by people between 25-30 years and above 30 years 9.5% are respondents below the age of 20. The research states that the maximum investors are working individuals, students and followed by people conducting business.
2. The research states that out of people conducting business, 61.9% people are having experience more than 2 years, whereas the number of people having experience of more than 2 years as a working individual is more.
3. The findings shows that out of 63 responses, 50.8% of respondents agree with the statement that investment plays an important role in future planning. Whereas 54% of respondents favour the statement that tax planning plays an important role in investment decisions. Respondents believe that tax planning directly affects their investment decisions.
4. The research reveals that out of the total, 52.4% of the total responses recorded agree that choosing the best investment plan is difficult. 27% strongly agree that the best investment choosing is difficult. 19% of the respondents have a neutral view on this statement and a nominal percent of 1.6 strongly disagree.
5. The study shows that 71.4% of the total respondents say that they will approach an investment consultant for better investment decisions, and some of them say that they will not consider taking advice from an investment consultant.
6. The research states that 41.3% strongly agree that tax planning plays an important role in investment activity. Whereas 54% agree 3% have a neutral response towards the statement and 1.7% of them strongly disagree that tax planning is important for investment decisions.
7. For the statement that investment is a better option only for retirement purposes, we can see a mixed opinion in the research survey, 28.6% of responses agree and the same no. of responses disagree that investment is only for retirement benefits. Some of them strongly disagree and some also have neutral opinions on this question raised as a part of understanding the investment behaviour of youngsters.

8. The finding states that 33.33% of people strongly agree that investment is done only to reduce the tax burden. 25.4% disagree with this question raised. 47.6% of respondents agree that investment aims at reducing financial burden and improving financial wealth. We can see a positive result for this question raised for understanding the benefits understood by young individuals for an investment made
9. The study shows that out of 63 responses, 46% responses agree with the idea that investment is a better passive income option. Some strongly agree and some have neutral thoughts for considering investment as a passive option.
10. The study shows that 42.9% of respondents state that it is difficult to choose an investment option. There are disagreed responses as well as neutral thoughts among the investors.
11. For the question asked regarding, the financial instruments young investors would like to invest in, the majority of people prefer investing in mutual funds, backed by bank deposits, shares, and insurance and the least of the responses chose bonds for investment purposes.

RECOMMENDATIONS

1. More clarity regarding the investments should be given to youngsters through lectures, seminars, etc.
2. We can see that the age group below 25 prefers investments, the people above 25 should be made more aware of investments and their benefits.
3. Investment consultants are preferred for making investment decisions by youngsters.

CONCLUSION

Investment patterns are affected by various factors in the economy. Tax planning is just another factor which is been given more importance by the investors. Investors find it difficult to choose a better option for investment which is a very concerning point in terms of the financial development of the economy. Hence, we can say that more importance towards imparting investment knowledge is important among youngsters for a better future of the economy.

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‘An Overview of Online Purchasing’

By Mr. Vishnu Nair

Guided by: Dr. Leena Modi

ABSTRACT

In today's world, people have different lifestyles of living. With their busy schedules people do feel uncomfortable going out to crowded places for purchasing, they also feel this as time consuming. So, Online Shopping has become a big trend in the market as it saves a lot of time and opens a wide range of variety for customers to choose from. Hence the topic of an overview of online purchasing is selected for the study. Ten questionnaires were prepared and collected the responses from 30 respondents. The questions were based on comfort in online shopping, customers' trust in online sellers, availability of a wide range of products online, the impact of social media on online purchasing, and so on. The research reveals that 36.7% of customers frequently purchase from online platforms. 36.7% of customers always prefer online shopping to traditional in-store shopping. Only 33.3% of customers always trust online sellers to provide accurate product descriptions and deliver good quality goods. 80% of customers said yes, the availability of a wide range of products and options is a significant factor in online purchasing. 50% of customers read the reviews and ratings before purchasing online platforms.

KEYWORDS

Customer, E-commerce, Online Purchasing, Preferences, Digital.

INTRODUCTION

In the digital age, the act of purchasing goods and services has undergone a profound transformation. Online purchasing, often referred to as e-commerce, has emerged as a dominant force in the global economy. The convenience of shopping from the comfort of one's home, coupled with the vast array of products and services available at the click of a button, has reshaped consumer behavior and redefined the retail landscape. Online purchasing has increased very popularity for various reasons. There are different factors such as increasing fuel prices, overcrowded traditional markets, etc. Customers can easily get all the details about the product that they are searching for with reviews being posted by the existing customers on the online platforms. This overview sets out to explore the complicated world of online purchasing, searching into its evolution, the driving forces behind its popularity, the advantages it offers, and the challenges it presents. As we go ahead with this journey through the virtual passage of e-commerce, it becomes apparent that online purchasing is not just a transactional experience but a dynamic, ever-evolving ecosystem with profound implications for consumers, businesses, and the broader society.

The rapid growth of E-commerce has revolutionized the way consumers make purchases. This overview explores the dynamics of online purchasing, covering key aspects such as the evolution of e-commerce, the factors driving its popularity, and the challenges it presents. It delves into the advantages and disadvantages of online shopping, including convenience, variety, security, and potential drawbacks like privacy concerns and digital fraud. Additionally, the abstract highlights the future trends and innovations in online purchasing, emphasizing the role of emerging technologies like augmented reality and artificial intelligence. By examining these aspects, this overview provides a comprehensive understanding of the online purchasing landscape, which is crucial for consumers,

businesses, and policymakers in the digital age.

OBJECTIVES OF THE STUDY

1. To analyse the key drivers behind the increase in popularity of online purchasing.
2. To know the trust of customers in online sellers.
3. To know the customer's view regarding the availability of a wide range of products online.

HYPOTHESIS

Online purchasing has become the preferred shopping method for a significant portion of consumers.

SCOPE OF THE STUDY

The research covers areas like Consumer Behavior, E-commerce Platforms, Security and Trust, Payment Methods, Customer Reviews and Ratings, Logistics and Fulfilment, Returns and Refunds, Cross-border E-commerce, Emerging Technologies, and so on.

LIMITATIONS

The limitations of the study are as follows:

1. Online purchasing is considered for the study.
2. The study is done by taking only the customer's point of view.

RESEARCH METHODOLOGY

This study is carried out based on both primary and secondary sources.

These collections of data were presented in the following sections.

PRIMARY DATA:

Primary data were collected using systematically prepared questionnaires from online purchasers in Pune city. A set of 10 questions were prepared and received responses from 30 respondents.

SECONDARY DATA

Secondary Data is collected from the internet.

SAMPLE

Responses were received from 30 respondents who are online purchasers. The respondents are students and working employees. These respondents are from Pune city.

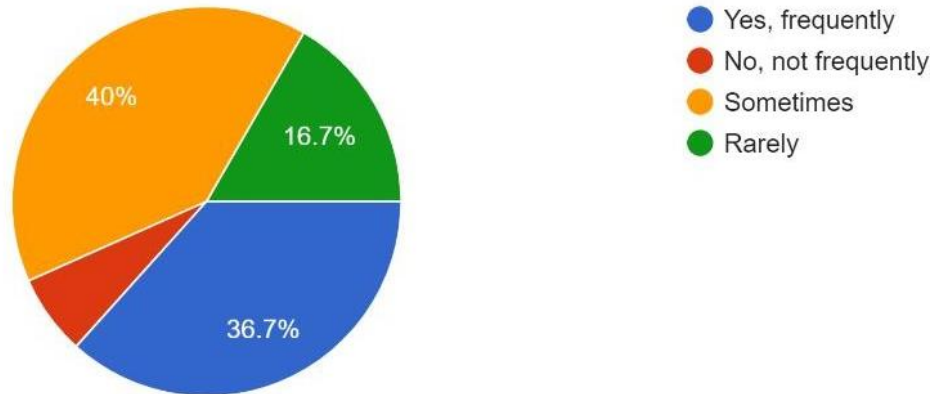
TOOLS USED FOR ANALYSIS

A pie diagram is used to analyze the data.

ANALYSIS AND INTERPRETATION OF THE DATA

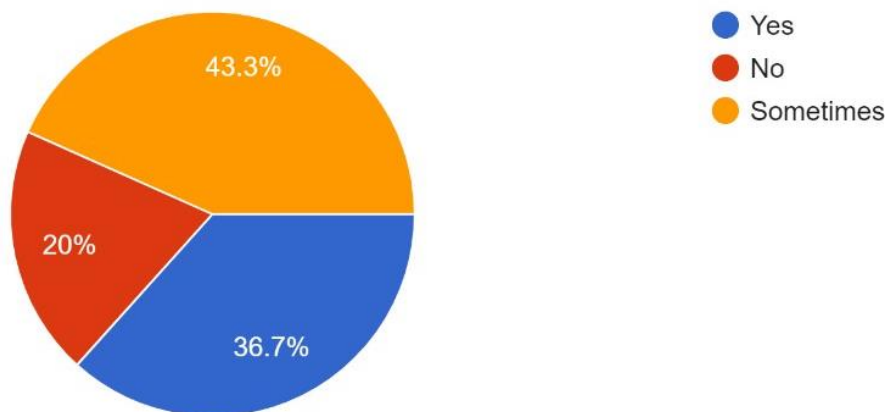
The collected data is analyzed and interpreted as follows:

1. Do you shop online?

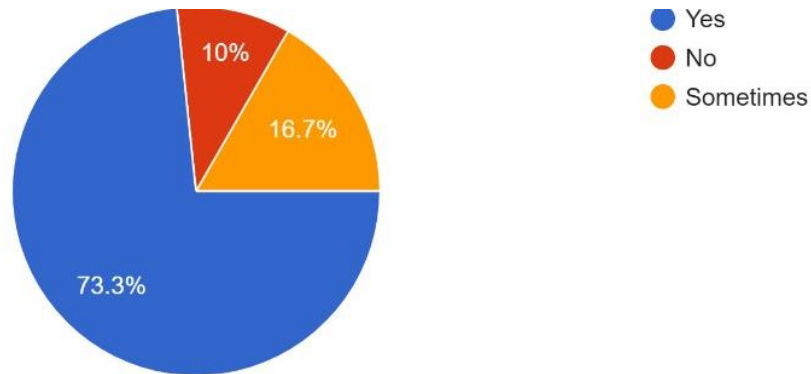


From the above diagram, we can say that 40% of customers sometimes shop from online platforms and 36.7% of customers frequently purchase. Only 16.7% of customers rarely purchase from online platforms. 6.6% of remaining customers do not shop frequently through online platforms.

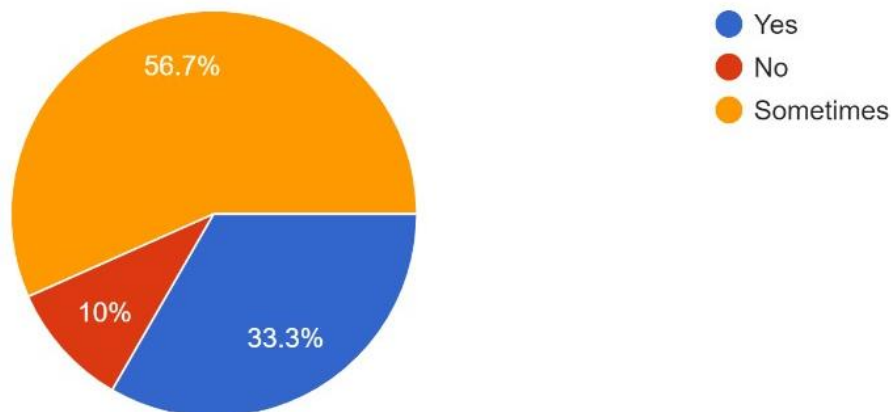
2. Do you prefer online shopping over traditional in-store shopping?



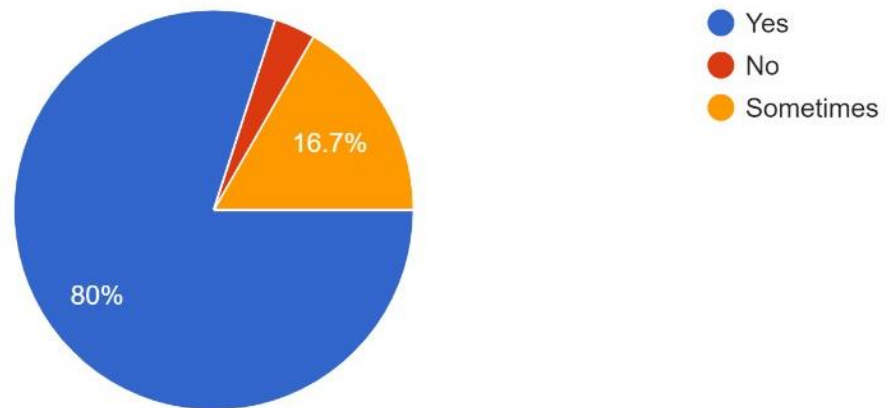
From the above diagram, we can say that 43.3% of customers only sometimes prefer online shopping over traditional in-store shopping. 36.7% of customers always prefer online shopping to traditional in-store shopping. The remaining 20% of customers do not prefer online shopping over traditional in-store shopping.

3. Is the growth of e-commerce platforms and marketplaces contributing to the trend?

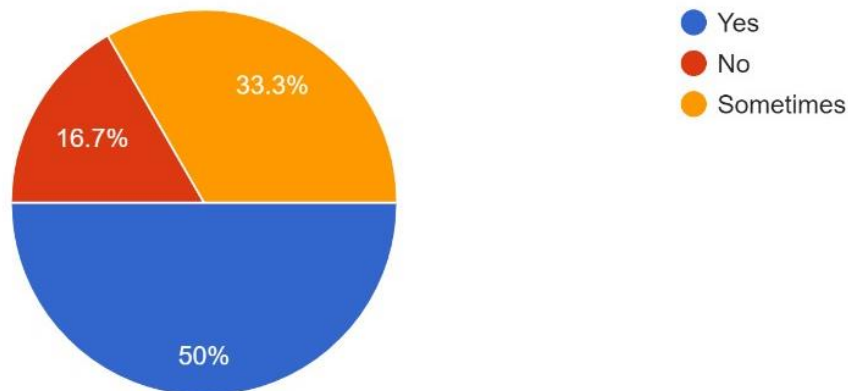
From the above diagram, we can say that 73.3% of customers said yes and agreed that the growth of e-commerce platforms and marketplaces does contribute towards the trend. 16.7% of customers said that sometimes the e-commerce platforms contribute to the trend and the remaining 10% of the customers said no that the growth of the e-commerce platforms and marketplaces does not contribute to the trend.

4. Do you trust online sellers to provide accurate product descriptions and deliver quality goods?

From the above diagram we can see that 56.7% of customers sometimes trust online sellers to provide accurate product descriptions and deliver good quality goods. 33.3% of customers said yes that they do trust the online sellers to provide accurate product descriptions and deliver good quality goods. The remaining 10% of customers said no they don't trust the online sellers.

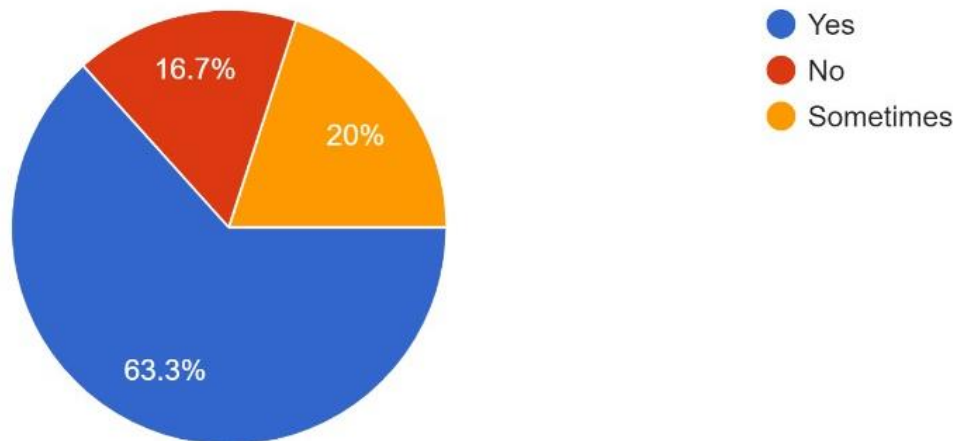
5. Is the availability of a wide range of products and options a significant factor?

From the above pie diagram we can say that 80% of customers said yes, the availability of a wide range of products and options is a significant factor in online purchasing. 16.7% of customers said sometimes the availability of a wide range of products and options is a significant factor in online purchasing. The remaining 3.3% of customers said no.

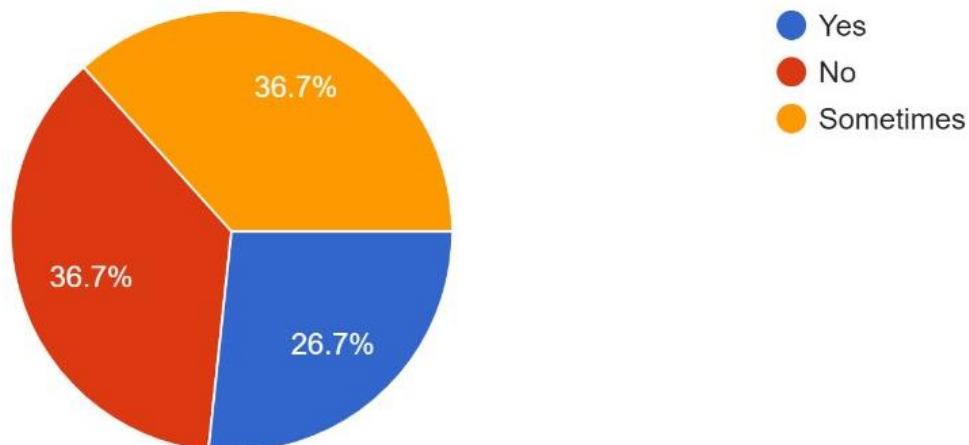
6. Do customers value the ability to read reviews and ratings before making a purchase?

From the above diagram, we can say that 50% of customers read their reviews and ratings before purchasing online platforms.

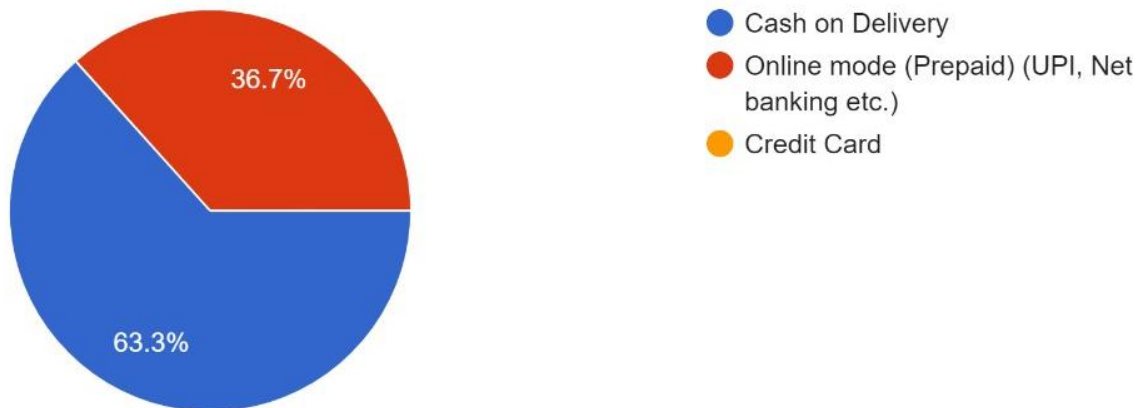
33.3% of customers sometimes read the reviews and ratings before making a purchase. The remaining 16.7% of customers do not read the reviews or ratings before purchasing online platforms.

7. Is the influence of social media and digital marketing driving online sales?

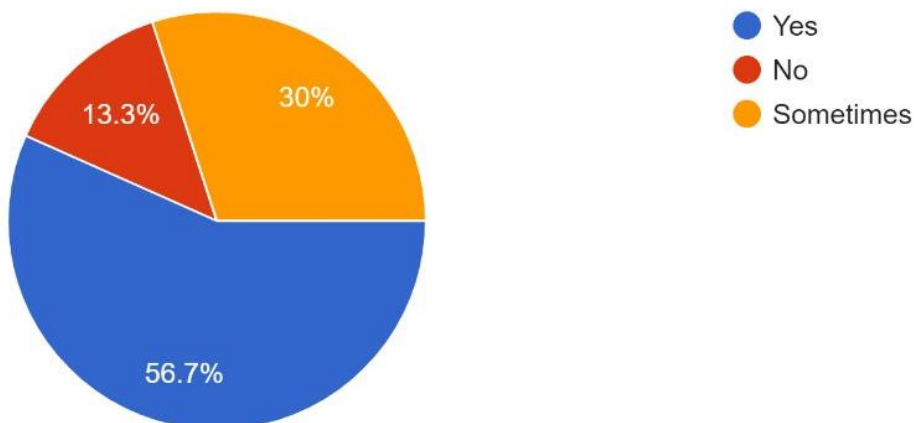
From the above diagram, we can say that 63.3% of customers agree that the influence of social media and digital marketing has boosted online sales. 20% of customers say that sometimes the influence of social media and digital marketing boosts online sales. The remaining 16.7% of people disagree that the influence of social media and digital marketing has boosted online sales.

8. Are concerns about data security and online payment options affecting the popularity of online shopping?

From the above diagram, we can say that 36.7% of customers equally said no that concerns about data security and online payment options do not affect the popularity of online shopping. On the other hand, 36.7% of people feel that sometimes the data security and online payment options do affect the popularity of online shopping. The remaining 26.7% of customers completely agree that the concerns about data security and online payment options affect the popularity of online shopping.

9. Which payment method do you prefer while making the transactions?

From the above diagram, a majority of 63.3% choose cash on delivery as their payment option while making transactions through online platforms. The remaining 36.7% of people prefer an online mode of payment while making online purchases.

10. Do customers prefer the convenience of shopping online from the comfort of their homes?

The above diagram says that a majority of 56.7% of customers prefer the convenience of shopping online from the comfort of their homes. On the other hand, 30% of people sometimes prefer the convenience of shopping online from the comfort of their homes. 13.3% of customers said that they do not prefer the convenience of shopping online.

FINDINGS

1. The research reveals that 40% of customers sometimes shop from online platforms and 36.7% of customers frequently purchase. Only 16.7% of customers rarely purchase from online platforms. Whereas 6.6% customers do not shop frequently through online platforms.
2. For the question do you prefer online shopping over traditional in-store shopping? 43.3% of customers only sometimes prefer online shopping over traditional in-store shopping. 36.7% of customers always prefer online shopping to traditional in-store shopping. The remaining 20% of customers do not prefer online shopping over traditional in-store shopping.
3. Is the growth of e-commerce platforms and marketplaces contributing to the trend? For this question, the response was that 73.3% of customers said yes and agreed that the growth of e-commerce platforms and marketplaces does contribute to the trend. 16.7% of customers said that sometimes the e-commerce platforms contribute to the trend and the remaining 10% of the customers said no that the growth of the e-commerce platforms and marketplaces does not contribute to the trend.
4. For the question of whether you trust online sellers to provide accurate product descriptions and deliver quality goods, the findings were that 56.7% of customers sometimes trust online sellers to provide accurate product descriptions and deliver good quality goods. 33.3% of customers said yes that they do trust the online sellers to provide accurate product descriptions and deliver good quality goods. The remaining 10% of customers said no they don't trust the online sellers.
5. Findings reveal for the availability of a wide range of products and options that 80% of customers said yes, the availability of a wide range of products and options is a significant factor in online purchasing. 16.7% of customers said sometimes the availability of a wide range of products and options is a significant factor in online purchasing. The remaining 3.3% of customers said no.
6. For the question of whether customers value the ability to read reviews and ratings before making a purchase findings were that 50% of customers read the reviews and ratings before purchasing online platforms. 33.3% of customers sometimes read the reviews and ratings before making a purchase. The remaining 16.7% of customers do not read the reviews or ratings before purchasing online platforms.
7. For the question is the influence of social media and digital marketing driving online sales, findings reveal that 63.3% of customers agree that the influence of social media and digital marketing has boosted online sales. 20% of customers say that sometimes the influence of social media and digital marketing boosts online sales. The remaining 16.7% of people disagree that the influence of social media and digital marketing has boosted online sales.
8. For the question the customers are concerned about data security and online payment options affecting the popularity of online shopping, findings are 36.7% of customers equally said no that the concerns about data security and online payment options do not affect the popularity of online shopping. On the other hand, 36.7% of people feel that sometimes the data security and online payment options do affect the popularity of online shopping. The remaining 26.7% of customers completely agree that the concerns about data security and online payment options affect the popularity of online shopping.
9. The study reveals the question of which payment method you prefer while making the transactions, is 63.3% choose cash on delivery as their payment option while making

transactions through online platforms. The remaining 36.7% of people prefer an online mode of payment while making online purchases.

10. For the question of whether customers prefer the convenience of shopping online from the comfort of their homes, the findings were that 56.7% of customers prefer the convenience of shopping online from the comfort of their homes. On the other hand, 30% of people sometimes prefer the convenience of shopping online from the comfort of their homes. 13.3% of customers said that they do not prefer the convenience of shopping online.

RECOMMENDATIONS

1. The seller should increase the wide variety of goods to increase online selling.
2. Sellers should make sure about the safety of online payments so that the customers will not be at a loss.
3. Seller should advertise online purchasing on social media.
4. Goods should be displayed in a 3D format so customers can understand the goods properly.

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‘A Study on the Problems of Building Construction Workers at Pune Site’

By Ms. Bhoomika Jeswani

Guided by Dr. Leena Modi

ABSTRACT

The construction industry has many challenges that affect the well-being of its employees, including safety at work, compensation, job security, health, hours of work, discrimination, and housing. This abstract highlights the significance of collaboration between stakeholders, particularly construction corporations, government agencies, labor unions, and advocacy groups, to address these diverse concerns. Proposed remedies include improved safety measures, equitable compensation structures, consistent work opportunities, expanded health benefits, and anti-discrimination activities. Through proactive engagement with these concerns, the construction industry has the potential to greatly improve the quality of life and well-being of its workers.

A few of the many issues that construction workers deal with are housing, discrimination, working hours, pay, job security, and health. By taking proactive measures to address these problems, the construction sector may raise the standard of living and well-being of its workforce.

BK Enterprises specializes in the manufacture of steel grills and windows, with 12 years of experience in the industry. BK Enterprises, known for its workmanship and trustworthiness, has established itself as a trusted name in the building industry. With a dedicated workforce and a commitment to quality, the company provides outstanding goods that are suited to the demands of its customers. BK Enterprises' expertise spans multiple projects, delivering creative solutions while assuring customer satisfaction. As a market leader, BK Enterprises continues to set standards for excellence, establishing a benchmark for steel fabrication in grills and windows in the building industry.

The findings of research on the problems of constructing construction workers at a Pune location suggest considerable hurdles for these individuals. Common issues included safety hazards, inadequate salary, employment uncertainty, health concerns, discrimination, and housing challenges. Root causes were identified through stakeholder viewpoints and data analysis, indicating industry-wide systemic challenges. The report underlines the urgent need for improvements and proposes practical solutions such as increased safety measures, equitable wage structures, better health care, and anti-discrimination activities. These recommendations seek to address identified issues while also improving the well-being and quality of life of construction workers at the Pune site, resulting in a more sustainable and equitable construction industry.

KEYWORD

Occupational Safety, Labour Conditions, Wage Structures, Temporary Employment, Physical Health.

INTRODUCTION

Construction is a vital industry that involves planning, designing, and executing various structures and infrastructures, including residential homes, commercial buildings, bridges, roads, and industrial facilities. It combines engineering, architecture, project management, and skilled labor to bring architectural and engineering visions to life. The industry is diverse, with specialized sectors like residential, commercial, civil, and industrial construction, each with unique challenges. It involves professionals like architects, engineers, project managers, contractors, tradespeople, and laborers. Construction projects are complex and involve careful

planning, budgeting, procurement, and resource coordination. The industry constantly evolves, adopting new technologies, materials, and sustainable practices to meet modern society's demands and enhance safety, efficiency, and environmental responsibility in construction processes.

BK Enterprises in Pune has a skilled and diverse workforce, collaborating efficiently in various areas such as manufacturing, logistics, and administration. Their commitment to excellence and adaptability have helped the company establish a strong presence in the region. With the collective effort of 50 to 70 workers, the company continues to grow and thrive in this competitive market.

The result of an overview conducted on issues confronted by specialists working at a development location uncovered a few key issues. These challenges included concerns approximately security, with laborers communicating the requirement for way better security measures and gear to relieve on-site mishaps. Moreover, numerous laborers detailed insufficient access to appropriate healthcare and housing, emphasizing the requirement for moved-forward living conditions and therapeutic offices. Moreover, issues related to reasonable compensation, work security, and work fulfillment were raised, demonstrating the significance of tending to workers' rights and in general well-being.

The overview discoveries emphasize the noteworthiness of moving forward the working conditions and welfare of development location laborers to form a more secure and more conducive environment for their work.

OBJECTIVES

The objectives of this study on the problems faced by construction workers at construction sites are as follows:

1. To Quantify and Prioritize Problems it Analyzes issues based on prevalence, severity, and impact.
2. To Examine Health and Well-being: Investigate physical and mental health concerns
3. To Identify Key Issues Recognize primary challenges faced by construction workers.
4. To Analyse Job Security Examine employment stability and contract work prevalence

LIMITATION

While conducting a study on the problems faced by construction workers at construction sites, it is important to acknowledge the potential limitations that may affect the scope and generalizability of the findings. These limitations include:

1. In the construction site worker challenges, only one company's operations were taken into consideration.
2. The study on problems faced by workers at the construction site is limited to the Pune area, providing insights specific to this region.
3. The study focuses on addressing problem-solving for workers, aiming to improve their working conditions and overall well-being.

RESEARCH METHODOLOGY

In this research study, the research structure is used which is quantitative and includes a larger sample-sized collected data from primary and secondary sources.

Data Collection

Primary Source

The researcher prepared 12 questions and received 56 respondents from various age groups. Questions include age, number of dependents, educational level, work experience information about the workers working in the construction line. Questions framed were close-ended questions having like scale format.

Questions were prepared on Google form and responses were collected online. The data is analyzed to conclude.

Samples Collected

All of the responses collected from 56 respondents are from the workers working at B K enterprises in the construction area. All responses were collected from the Pimpri-Chinchwad and Pune region.

Tools and Techniques for Analysis

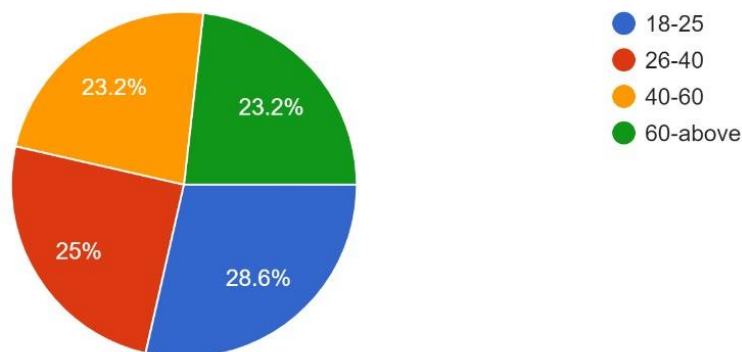
Pie chart is used to analyze the data.

Analysis & Interpretation

Collected data is analyzed and interpreted to reach the conclusion.

AGE DISTRIBUTION

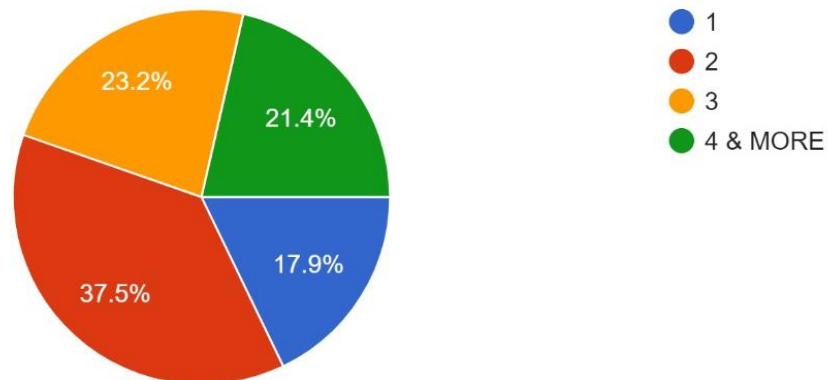
56 responses



As shown in the above analysis, the age distribution of workers working in construction sites is from 18 years to 25 years the percentage that is 28.6% for 26 years to 40 years the percentage is 25% for 40 years to 60 years the percentage is 23.2%, and for 60 years & above the percentage is 23.2%. As per the analysis, 18 years to 25 years age people are working more on construction sites.

NUMBER OF DEPENDENT

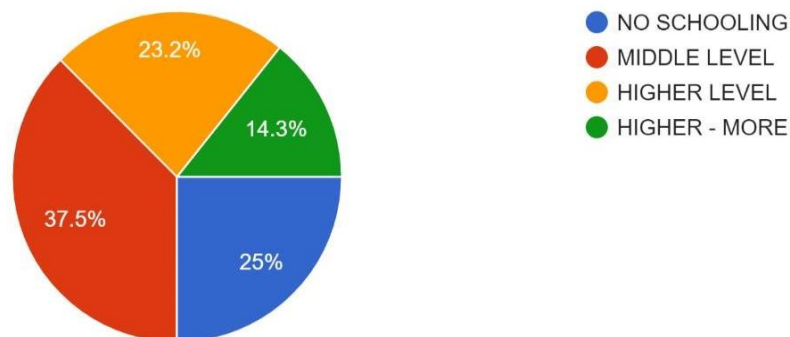
56 responses



As shown in the above analysis 17.9% of respondents reported having only one dependent, indicating a relatively small number of dependents within this group. 21.4% of the survey participants stated they have two dependents, suggesting that a significant portion of the respondents have a moderate number of dependents relying on them. A considerable 23.2% of respondents reported having three dependents, highlighting that a substantial segment of the surveyed population bears the responsibility of supporting a family of three. A combined 37.5% of respondents mentioned having four or more dependents.

EDUCATION LEVEL

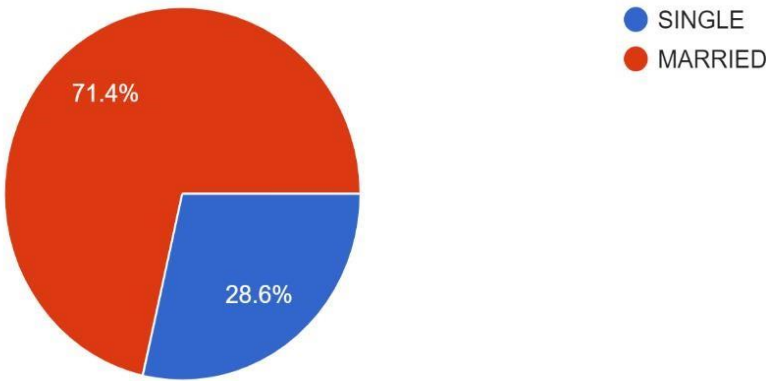
56 responses



As shown in the above analysis the no schooling percentage is 25% Middle-level percentage is 37.5%, the higher level percentage is 23.2%, and from higher to above level of education percentage is 14.3%

MARTIAL STATUS

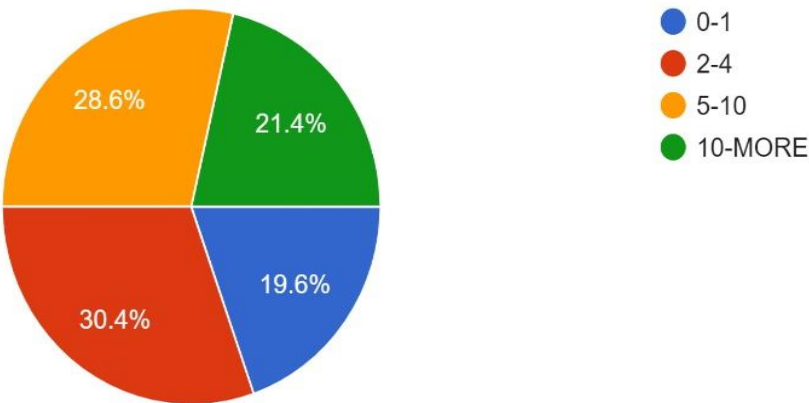
56 responses



As Shown in the above analysis 71.4% of workers are married and 28.6% of workers are single.

HOW MANY YEARS YOU ARE WORKING

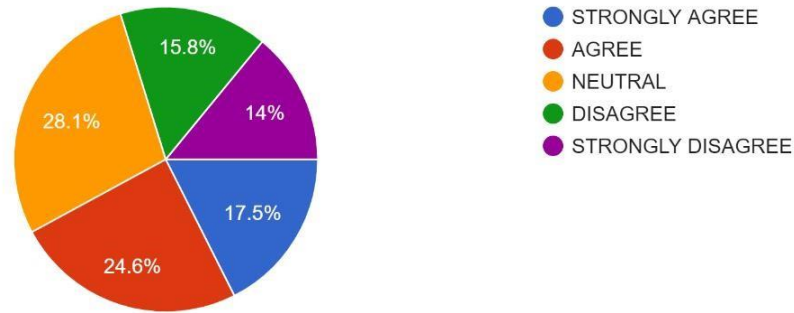
56 responses



As shown in the above analysis the experience of working from 0 to 1 year is 19.6%.from 2 years to 4 years is 30.4%, from 5 years to 10 years is 28.6%, and from 10 or more years experience of working is 21.4 percent people.

DO YOU GET REGULAR WORK

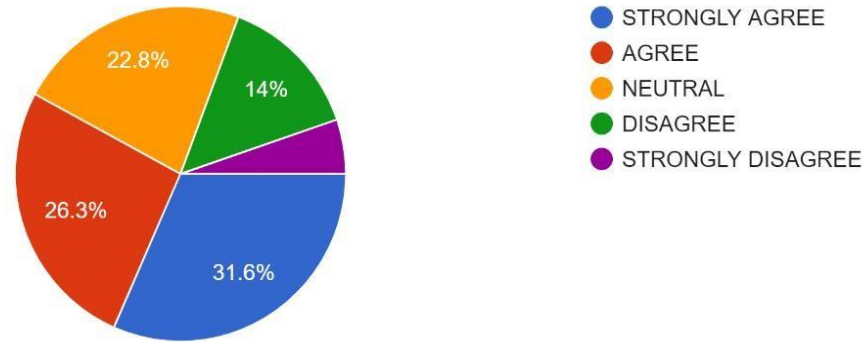
57 responses



As shown in the above analysis the percentage of getting work regularly is 42.1% neutral on getting daily work is 28.1 and not getting work daily is 29.8%.

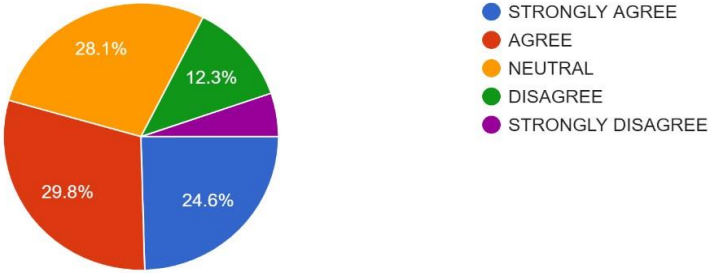
RISK IN WORK IS PROTECTED WITH THE INSURANCE POLICY

57 responses



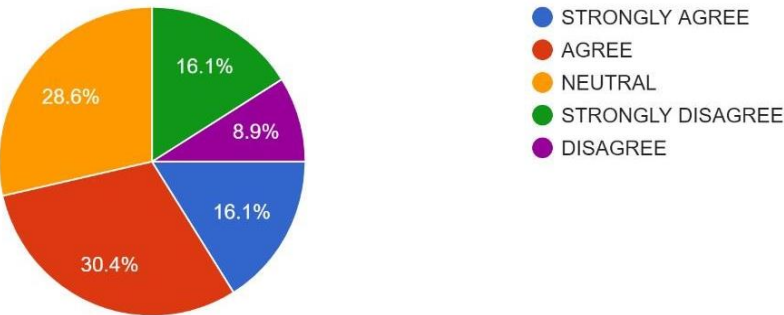
As shown in the above analysis 57.9% of workers agree that the risk in work is protected by the insurance policy 22.8% of people are neutral that the risk in work is protected by the Insurance Policy somewhere 14% people disagree with the protected insurance risk in work.

Do you believe that your job in construction has had a significant impact on your physical health?
57 responses



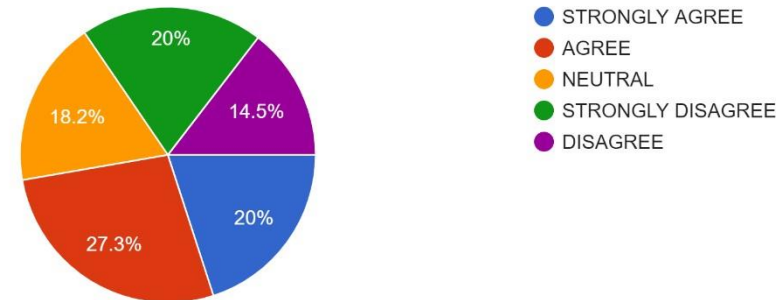
As shown in the above analysis 54.4 % of workers agree that the impact of construction work on their health, 28.1% are neutral on that and 12.3% do not agree.

YOUR WORK AFFECT YOUR CHILDRENS EDUCATION
56 responses



As shown in the above analysis 46.5 percent of workers agree that their jobs affect their children's education 28.6 percent of workers are neutral in their views and 25 percent of workers do not agree.

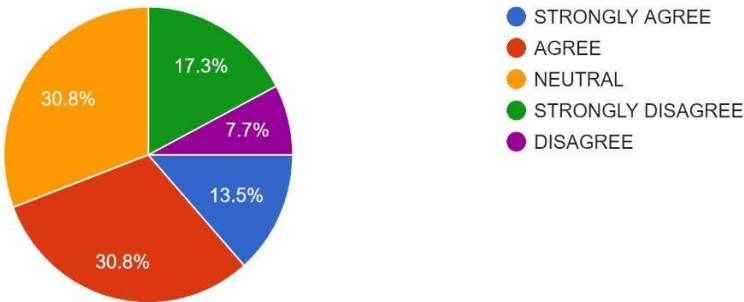
DO YOU GET PROPER HYGENIC FACILITIES AT SITE
55 responses



As shown in the above analysis 47.3 % of workers agree on getting proper hygienic facilities at the site 18.2 % are neutral and 24.5 disagree with the hygienic facilities.

DO YOU MIGRATE IN SEARCH OF WORK

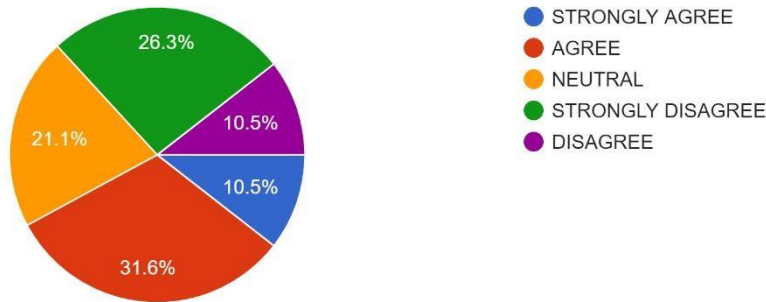
52 responses



As shown in the above analysis the percentage of migrated workers is 44.3% 30.8% of workers are neutral with migration and 25% of workers do not migrate for the work

DO YOU GET LABOUR CAMPS NEAR YOUR WORK PLACE

57 responses



As shown in the above analysis 42.1% agree on getting the labor camp near their workplace but 21.1 % of workers are neutral about getting a labor camp near their workplace and 36.8% of workers disagree with getting the labor camp near their place.

FINDINGS

1. According to the data analysed, 42.1% of workers support having a labour camp close to their place of employment, while 21.1% are neutral about the idea and 36.8% oppose it.
2. In the aforementioned analysis, 57.9% of workers agree that work-related risks are covered by insurance, while 22.8% of respondents are indifferent to this claim. The other 14% of respondents dispute that work-related risks are covered by insurance.
3. The analysis shows that the age distribution of workers on construction sites is as follows: for workers aged 18 to 25, the percentage is 28.6%; for workers aged 26 to 40, the percentage is 25%; for workers aged 40 to 60, the percentage is 23.2%; and for workers aged 60 and beyond, the percentage is 23.2%.
4. The study reveals that more people between the ages of 18 and 25 are employed on construction sites.
5. The findings states that 44.3% of workers move, 30.8% are neutral toward migration, 25% do not migrate for employment and 54.4% of workers agree that construction work influences their health, while 28.1% are unsure and 12.3% are not sure.

RECOMMENDATIONS

These recommendations should be actionable and tailored to address the specific problems identified in your study. For example, you may suggest:-

- Strengthening safety protocols and training programs.
- Ensuring fair wages and benefits for workers.
- Improving working conditions, such as shelter, sanitation, and rest areas.
- Encouraging the use of personal protective equipment (PPE).
- Promoting the establishment of worker support networks or organizations.

CONCLUSION

In conclusion, our study on the problems faced by building construction workers at a Pune site has shed light on several critical issues that demand attention and action. These hardworking individuals are the backbone of the construction industry, yet they often work in challenging conditions that affect their safety, well-being, and job satisfaction. Our findings have revealed that safety concerns are a paramount issue, with a pressing need for the enforcement of stringent safety measures and improved training. Workers' wages and benefits, too, do not always align with the demands and risks of their profession, underlining the importance of fair compensation

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‘A Study of Service Industry Tourism about Customer's Preferences of Traveling'

By Ms. Shubhada Karmalkar

Guided by: Dr. Leena Modi

ABSTRACT

Analyzing people by analyzing people's thoughts, we can know how tourism agencies should increase their efficiency. A survey of people helps to know what people want and what is needed of people to tourism agencies. Tourism is one type of service industry. According to a study, 40% of people travel for leisure or tourism. 46.7% of people plan trips by train. 96.7% of people agree with the statement is travel charges are higher during the festive season. 50% of people prefer tourist destinations is beach destinations. 53.3% of people choose a travel agency according to a friend's suggestions. 100% of people agree that the family package is more affordable than the single package. 46.7% of people prefer communication channels interacting with the tourism service provider is in personal they want to meet. 63.3 % of people like to travel with family. 60% of people choose the same travel agency again is hospitality. This study reveals how much people's suggestions, and needs, are important for travel agencies to increase their efficiency.

INTRODUCTION

From 'the land of the rising sun' to 'the incredible state of India' and from 'heaven on earth' to 'God's own country', every part of India has its unique essence and culture. India not only has a diverse ethnicity among people but huge diversity in terms of flora and fauna. India takes pride in being one of the oldest civilizations and all of its varied vibrant cultures. People tend to adopt the commodities that they see most frequently. Hence, advertisement and promotion have become a common way of reaching millions of people at the same moment. Before a product is launched in the market, its promotion starts to flash on every screen. Similarly, today in every corner of the world, the beauty and heritage of the region are being promoted; it not only keeps the heritage alive but also contributes to the economy of the nation. "It is accepted as the potent engine for inclusive social economic progress at the universal level through its forward and backward linkages and ability to create employment in the economy. The tourism sector has a very high employment potential with approximately 90 jobs creation per 5 Rs. 10 Lakhs of investment". In 2015, the Travel & Tourism Competitiveness Index (TTCI) of the World Economic Forum ranked India 52nd out of 141 countries (65th out of 140 countries in 2013).

Tourism can be inter-national or intra-national depending upon the origin and destination of a tourist. International tourism is a vital source of income for an economy as it adds up to the Forex reserves of a country's economy. Growth in the tourism industry boosts the economy of a country and in return, it improves employment and infrastructure. At present, India has huge potential in the tourism industry in terms of employability and revenues. Improvements have been made, apart from good infrastructure, hotels, and roads, tourism also demands efficient telecommunication, banks, health care, security facilities, etc have to be developed, which seems promising enough to attract tourists across the world.

KEYWORD

Tourism, people, travel agency, hospitality.

OBJECTIVE OF THE STUDY

To know exactly what people want from a travel agency?

To know how travel agency improves efficiency itself.

To know whether people give priority to cost or hospitality.

SCOPE

The research paper covers most of the aspects of tourism what as the opinion of people and the needs of people.

LIMITATIONS OF THE STUDY

Only one travel agency is taken for the study.

Only the study is limited to what people want and how it affects travel agency

RESEARCH METHODOLOGY

In this study, a research design is used which is quantitative as it allows a larger sample size. Data is collected from primary and secondary data.

DATA COLLECTION

PRIMARY SOURCE

The researcher prepared ten questions and received responses from 30 respondents who like to travel. Questions were based on traveling and what people want from travel agencies or tourism. Prepared questions in multiple-choice questions. Questions were prepared on google forms and responses were collected online. The data collected is analyzed to conclude.

SECONDARY SOURCE

Secondary data is collected from the internet.

SAMPLE

Responses were received from 30 respondents who like to travel. Some of the respondents are younger people, some are old and some are medium age group people. The respondents are from different parts of Maharashtra. Some people from Pune, Mumbai, Nashik, and Pimpri–Chinchwad.

TOOLS USED FOR ANALYSIS

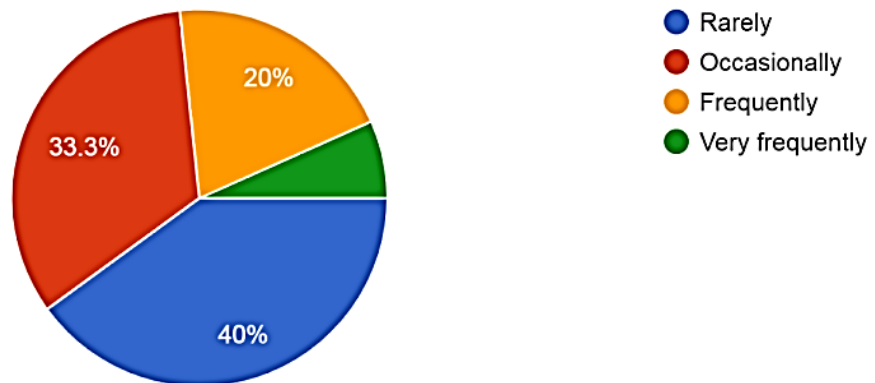
A pie diagram is used to analyze the data.

ANALYSIS AND INTERPRETATION OF THE DATA

The researcher used a pie diagram to analyze the data. The collected data is analyzed and interpreted as follows:

How often do you travel for leisure or tourism?

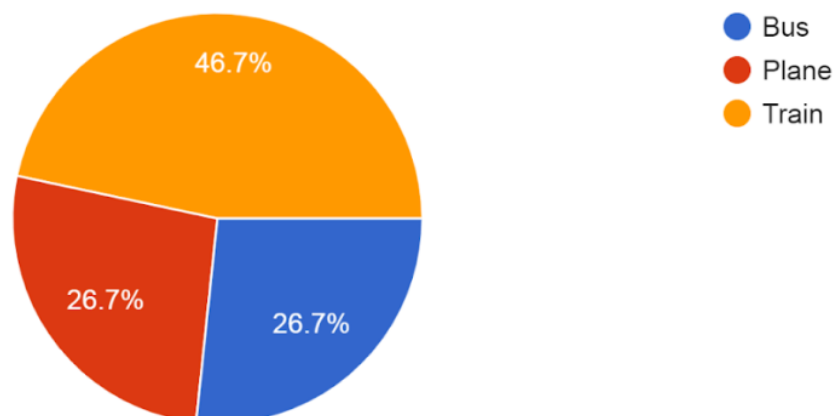
30 responses



From the above diagram, we can say that 40% of people travel rarely 33.3% of people travel occasionally 20% of people travel frequently and 6.7% of people travel very frequently.

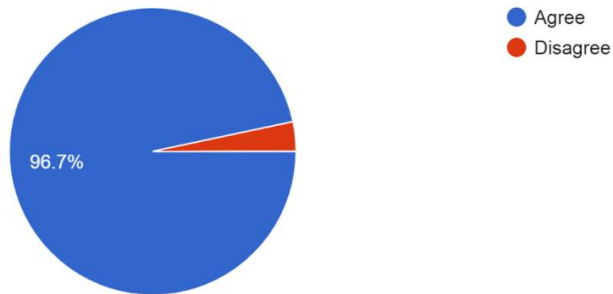
How do you typically plan your trips?

30 responses



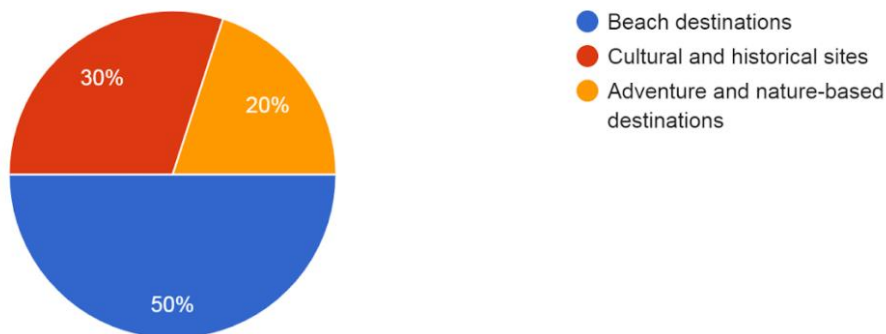
The above diagram shows that 46.7% of people like to travel by train, 26.7% people like to travel by bus, and 26.7% like to travel by plane.

Travel charges are higher during festive season?
30 responses



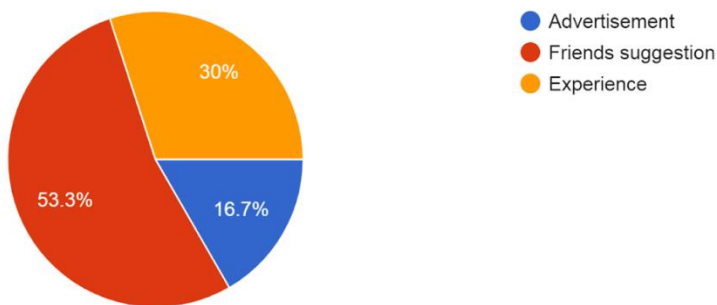
The above diagram shows that 96.7 % are agree and 3.3% of people are disagree.

What type of tourist destinations do you prefer?
30 responses



The above diagram shows that 30% of people like beach destinations, 20% of people like culture and historical sites, and 50% of people like adventure and nature-based destinations.

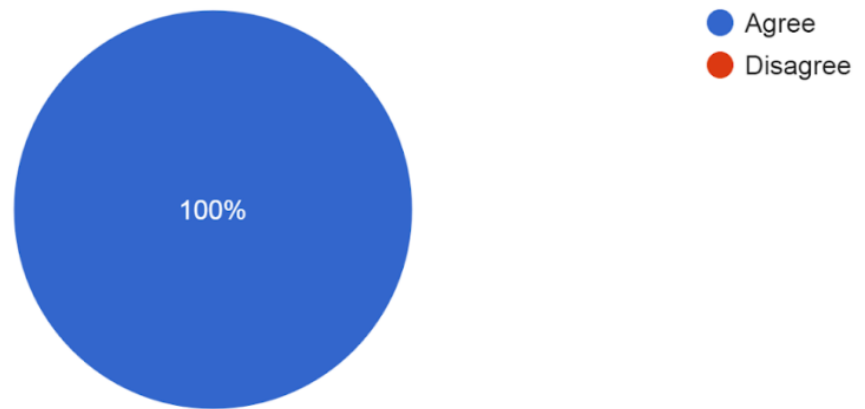
How you choose travel agency?
30 responses



The above diagram shows how people choose the travel agency 16.7% of people choose by advertisement, 30% of people choose by experience and 53.3 % of people choose by friend suggestion.

Is the family package more affordable than the single package?

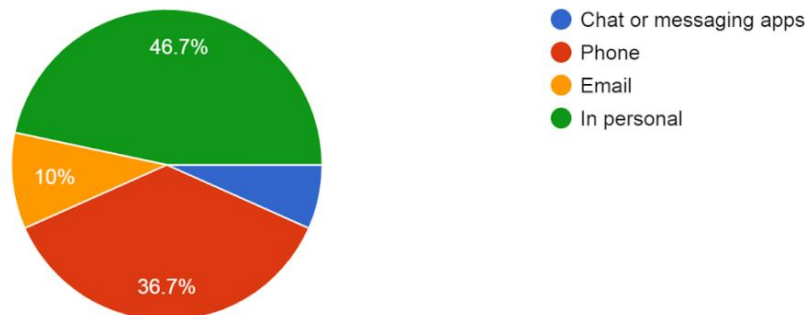
30 responses



The above diagram shows that 100% agree that a family package is more affordable than a single package.

What communication channels do you prefer when interacting with tourism service providers?

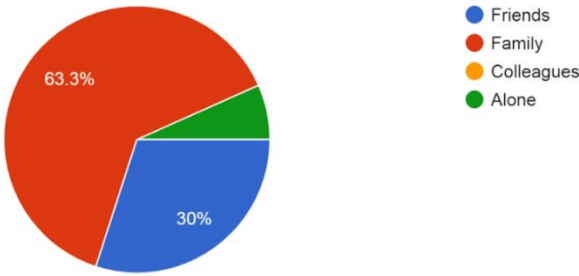
30 responses



The above diagram shows that 6.7% of people like to interact with travel agencies via chat and messaging, 10% of people like to interact with travel agencies by email, 36.7% people like to interact with travel agencies on the phone and 46.7% of people like to interact with a travel agency in personal.

Who would you like to travel with?

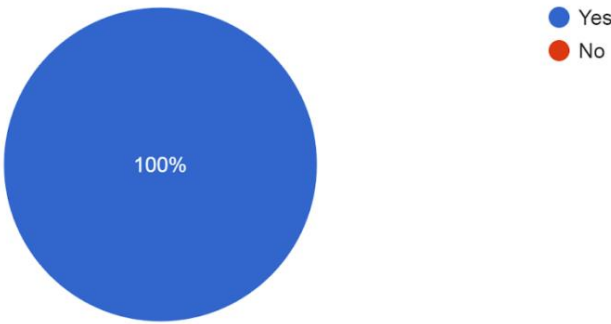
30 responses



The above diagram shows that 6.7% of people like to travel alone, 30% of people like to go on trips with friends, and 63.3% of people like to travel with family.

Do you actively seek eco-friendly or sustainable tourism options when planning your trips?

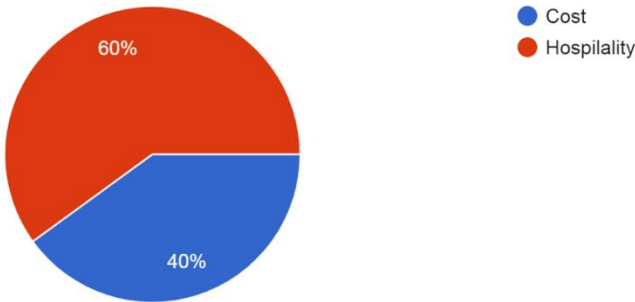
30 responses



In above diagram shows that 100% of people actively seek eco-friendly or sustainable tourism options when planning trips.

On what basis do you choose the same travel agency again?

30 responses



The above pie chart shows that 40% of people choose the old travel agency again based on hospitality and 60% of people choose the old travel agency again based on cost.

FINDINGS

1. The public responses show that 40% of people travel rarely 33.3% of people travel occasionally 20% of people travel frequently and 6.7% people travel very frequently.
2. The research reveals that 47% of people like to travel by train, 26.7% people like to travel by bus, and 26.7% like to travel by plane.
3. The study reveals that 30% of people like beach destinations, 20% of people like culture and historical sites, and 50% of people like adventure and nature-based destinations.
4. The finding reveals that 16.7% of people choose by advertisement, 30% people choose by experience and 53.3 % people choose by friend suggestion.
5. The research found that 100% agree that a family package is more affordable than a single package.
6. The research found that 6.7% of people like to interact with travel agencies via chat and messaging, 10% of people like to interact with travel agencies via email, 36.7% of people like to interact with travel agencies on the phone and 46.7% of people like to interact with a travel agency in personal.
7. The research reveals that 6.7% of people like to travel alone, 30% of people like to go on trips with friends, and 63.3% of people like to travel with family.
8. From the data analysis, it was found that 100% of people actively seek eco-friendly or sustainable tourism options when planning trips.
9. According to research, 40% of people choose an old travel agency again based on hospitality and 60% of people choose an old travel agency again based on cost.

RECOMMENDATION:

1. People rarely go on trips so plan trips according to them.
2. Most people afford a train so increase the travel by train
3. A large number of people like beach destinations so plan more
4. People trust more to talk personally so appoint good stuff
5. Most people like to travel with families so plan family trips or packages more
6. People choose the same travel agency based on hospitality so try to give good services to the client.

CONCLUSION

People's or clients' opinions are more important and they affect travel agencies but they also help to improve the efficiency of travel agencies or tourism.

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“Study of Employee Retention Strategies in Organization”

BY- Aanchal Dudhani, Bhavna Harjani, Anmol Kukreja (TYBBA)

Guided by: Ms Sonam Poptani

ABSTRACT

Employee retention, or keeping good employees on board, is a big challenge for companies today. This study digs deep into why employees leave and how companies can make them want to stay. We talked to 61 people to understand their thoughts, and it turns out that good pay and liking the job are crucial. If companies don't pay attention, they might lose their best people and hurt their future. In this research paper, we present innovative strategies aimed at retaining employees, offering a roadmap for organizational success.

KEYWORDS

Retention, Attrition, Contemporary business, Repercussion, Work-life Balance.

INTRODUCTION

Employee retention refers to the organization's capacity to keep its workforce engaged and committed over an extended duration. It is essentially a systematic approach wherein the workforce is inspired and supported to remain with the organization for an extended period, contributing to the long-term sustainability of the company.

The core objective of Employee Retention is to ensure the happiness of both stakeholders – employees and employers.

Retaining employees is not simply about handling paperwork. It fundamentally relies on employers understanding and addressing the various challenges employees face. Effective retention strategies are essential to prevent talent loss and associated costs. Understanding factors influencing retention and implementing appropriate measures is vital for organizational success.

FACTORS INFLUENCING EMPLOYEE RETENTION

To understand why employees choose to stay or leave their jobs, we conducted a detailed survey with 61 participants. Through their feedback, we gained valuable insights into what influences their decisions. By analyzing their responses carefully, we identified the main factors that affect employees' commitment to their jobs. This survey forms the basis for exploring the various elements that impact strategies to retain employees.

1. **Leadership and Management** – Effective Leadership and management play an important role in influencing employee retention within an organization. A company's ability to retain talented employees is intricately linked to the quality of leadership provided by its managers.

2. **Good Benefits (Compensation)** - Besides salary, benefits like health insurance and retirement plans are essential. Offering these perks shows the organization's commitment to employee welfare. Some benefits are stated below –
 - i) **Competitive Salary:** A competitive salary is a fundamental factor in employee retention. When employees feel that their compensation aligns with industry standards and reflects their skills and contributions, they are more likely to remain with the organization. Regular salary reviews and adjustments based on market trends are crucial in retaining top talent.
 - ii) **Comprehensive Benefits Packages:** Beyond salary, the quality of benefits offered by an organization influences retention. Health insurance, retirement plans, and other perks contribute to employees' overall job satisfaction. A comprehensive benefits package demonstrates the organization's commitment to the well-being and financial security of its workforce.
 - iii) **Performance-Based Incentives:** Incentive programs tied to performance can significantly impact employee retention. Bonuses, profit-sharing, or stock options based on individual or team achievements motivate employees and provide a tangible reward for their efforts. Performance-based incentives create a sense of fairness and recognition.
3. **Praise and Recognition** - Employees feel appreciated when their hard work is acknowledged. Regular praise boosts morale and encourages them to stay committed.
4. **Salary Concerns** - When employees feel they're not fairly compensated for their efforts, they may seek better-paying opportunities. Fair pay and occasional raises help retain talent.
5. **Work Environment** - A supportive workplace where everyone gets along fosters a sense of belonging and commitment. Positive relationships with colleagues make employees want to stay.
6. **Desire for Better Pay** - Employees often seek better pay and benefits. Fair compensation and additional perks demonstrate the organization's care for their well-being.
7. **Positive Relationships** - Strong relationships with supervisors and coworkers contribute to job satisfaction. Feeling valued and supported by the team encourages employees to stay.
8. **Work-life balance** - Employees value time for personal pursuits alongside work. Flexible schedules and adequate time off help maintain a healthy work-life balance, increasing retention.

9. **Manageable Workload** - Excessive workload can lead to burnout and dissatisfaction. Providing manageable workloads ensures employees feel valued and respected, encouraging them to stay.
10. **Chances to Grow** - Employees want opportunities to learn and advance in their careers. Providing training and chances for promotion shows you're invested in their success, making them want to stay with the company.

INNOVATIVE RETENTION STRATEGIES -

These are some innovative employee retention strategies that go beyond traditional approaches.

- **Individualized Career Pathways:**

Tailor career development plans to each employee's skills and aspirations. Utilize AI-driven tools to assess strengths, weaknesses, and interests, guiding employees toward personalized growth opportunities within the organization.

- **Dynamic Learning Platforms:**

Establish a cutting-edge learning environment with interactive and dynamic online platforms. Utilize gamification, virtual reality, and augmented reality to make training engaging and relevant. Encourage continuous learning, enabling employees to acquire new skills and stay adaptable.

- **Wellness Programs with a Tech Twist:**

Integrate wearable technology and apps into wellness programs. Provide fitness challenges, mindfulness exercises, and health-tracking tools to promote a healthy work-life balance. This not only fosters well-being but also enhances a sense of community among employees

- **Real-time Feedback Systems:**

Replace traditional annual performance reviews with continuous feedback systems. Utilize real-time feedback apps to facilitate ongoing communication between employees and managers, helping to address concerns promptly and recognize achievements regularly.

- **Flexibility Beyond Remote Work:**

Extend flexibility beyond remote work options. Offer flexible scheduling, compressed workweeks, or job-sharing arrangements.

- **Internal Mobility Platforms:**

Create an internal job marketplace where employees can explore opportunities within the organization. This encourages career growth without the need to leave the company, fostering loyalty and commitment.

- **Recognition through Tech-Enabled Platforms:**

Leverage technology to implement employee recognition programs. Utilize social recognition platforms, where colleagues can acknowledge each other's achievements, creating a positive and collaborative work culture.

- **Collaborative Spaces and Virtual Teams:**

Foster collaboration through innovative virtual team-building activities and collaborative spaces. Use virtual reality to create immersive team experiences that bridge geographical gaps, promoting a sense of unity among remote and on-site employees.

- **Financial Well-being Programs:**

Offer innovative financial well-being programs, including personalized financial planning tools and resources. This not only reduces financial stress but also demonstrates a commitment to the overall welfare of employees.

- **Cultivate Intrapreneurship:**

Encourage employees to explore entrepreneurial initiatives within the company. Provide resources and support for innovative projects, allowing individuals to contribute to the organization's growth while fueling their entrepreneurial spirit.

- **Community Engagement Initiatives:**

Engage employees in impactful community projects. Create opportunities for volunteering, social responsibility initiatives, or partnerships with local organizations. This instills a sense of purpose and community, contributing to overall job satisfaction.

NEED AND IMPORTANCE OF EMPLOYEE RETENTION -

1. **Cost Savings:** Retaining employee's saves money on recruiting, hiring, and training.
2. **Productivity and Performance:** Experienced, engaged employees are more productive.
3. **Knowledge and Skills Retention:** Retaining employees preserves institutional knowledge.
4. **Employee Engagement:** Engaged employees contribute to a positive work culture.
5. **Customer Satisfaction:** Well-trained employees provide better customer service.
6. **Company Reputation:** High turnover can harm an organization's reputation.
7. **Team Unity:** Stable teams work more effectively together.
8. **Succession Planning:** Retaining key employees is crucial for future leadership roles.
9. **Innovation and Creativity:** Long-term employees contribute to innovation.
10. **Employee Loyalty:** Loyal employees contribute to the organization's success.

LIMITATIONS OF THE STUDY-

1. The study was conducted online through a Google questionnaire.
2. The sample size was small as there were only 61 responses collected from employees of various organizations.

RESEARCH METHODOLOGY -

Classes of respondents to be contacted -

Data of Employees of various organizations of age group 18 and above were collected.

SAMPLING METHOD -

Judgmental sampling through the Likert scale.

METHOD OF DATA COLLECTION

Primary data -

Data was collected through online Google forms and the questionnaire was framed with close-ended questions.

Secondary data -

Secondary data was collected through various websites, books, and related articles.

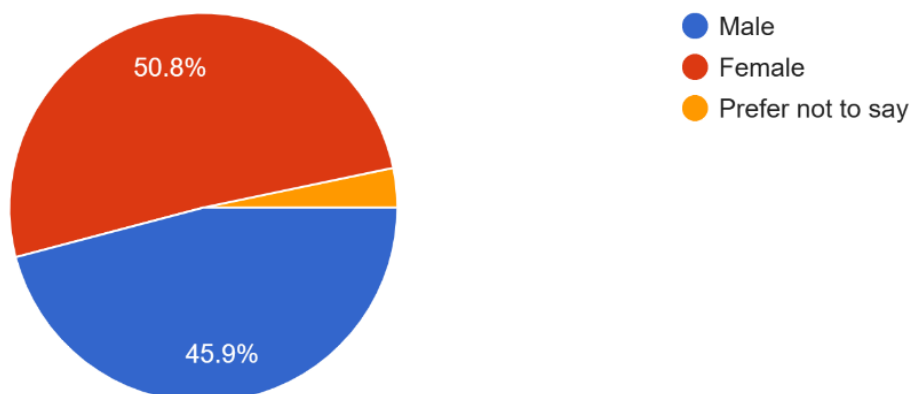
Sample size

A total of 61 responses were collected from employees through Google Forms.

Data Analysis and Interpretation-

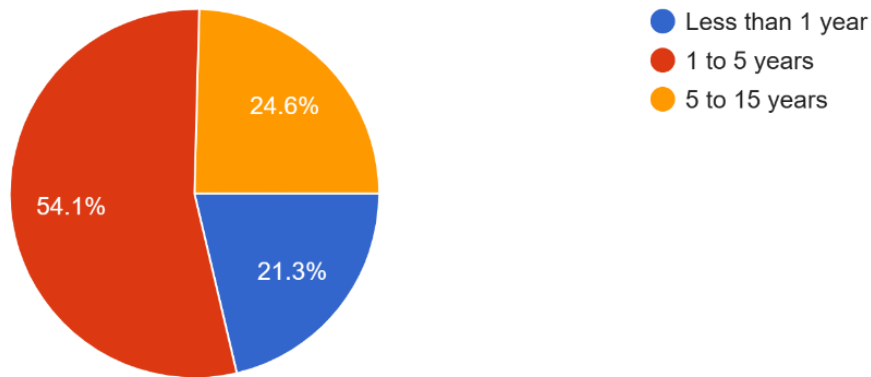
Various dimensions that were covered are –

1. Gender –



There was an equal number of male and female respondents.

2. Time in Organisation –

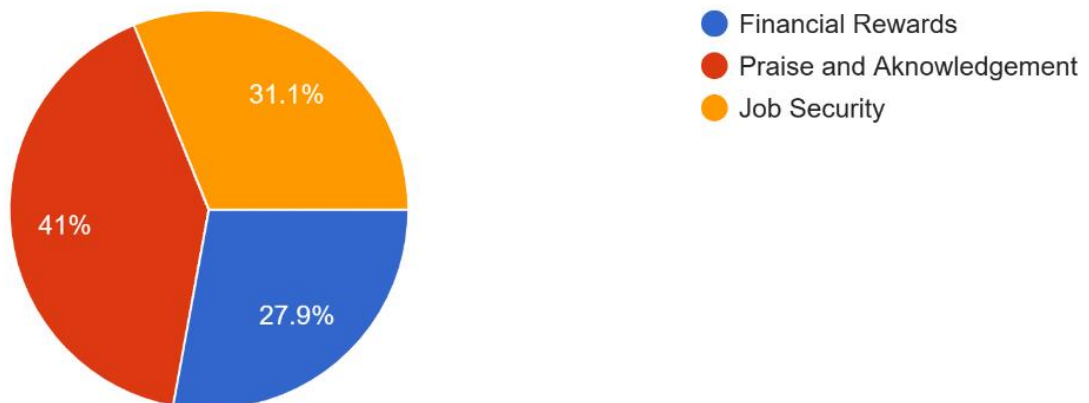


54.1% of respondents have been working in their current organization for 1-5 years.

Followed by 24.6% of respondents for 5-15 years.

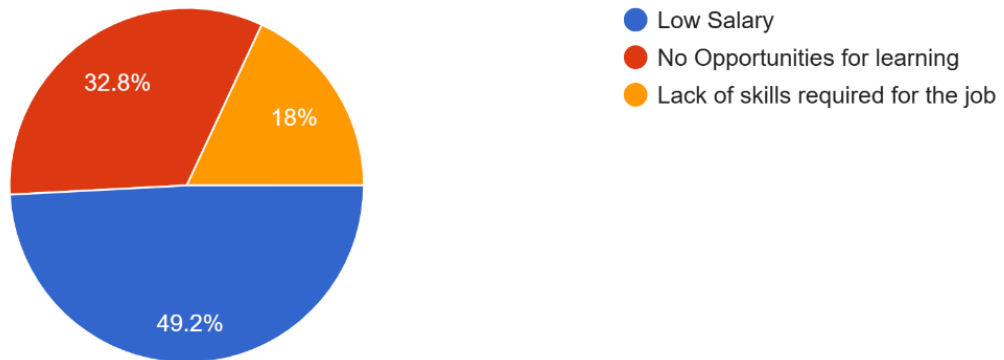
Followed by 21.3% who have been working less than one year in their current organization

3. Factors that affect the level of motivation at work-



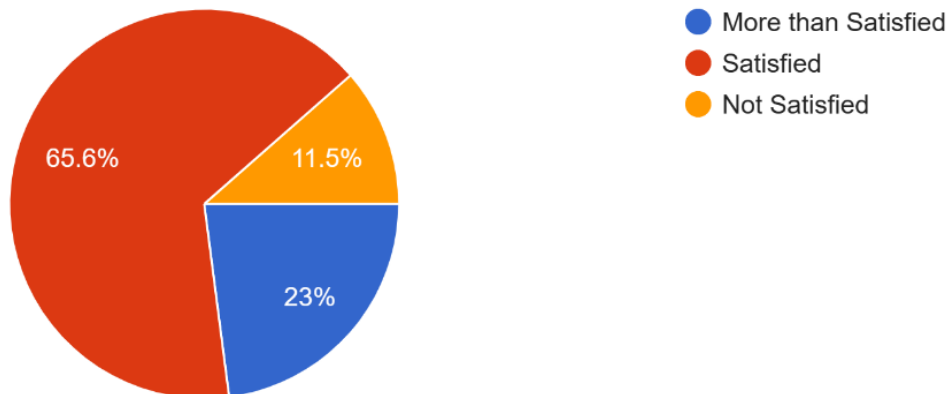
Praise and acknowledgment of employees were a topmost factor affecting the level of motivation at work.

4. Factors that demotivate the employees in their work-



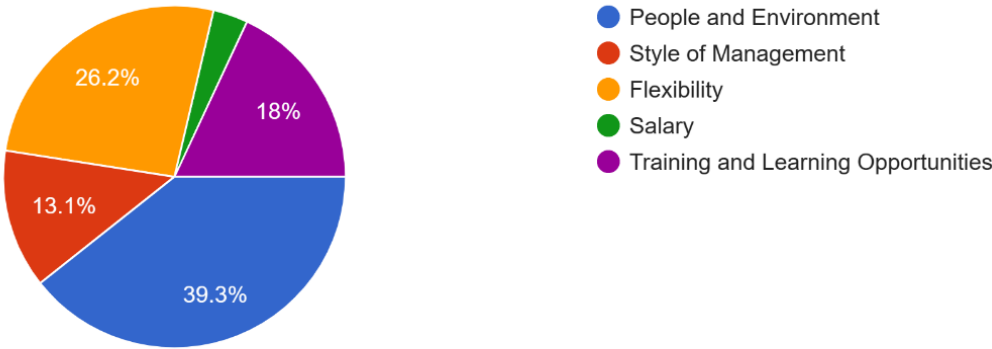
Half of the employees stated that low salary was the supreme factor that demotivated them in their work.

5. Level of Satisfaction in Work –



A larger portion of employees are satisfied with their work.

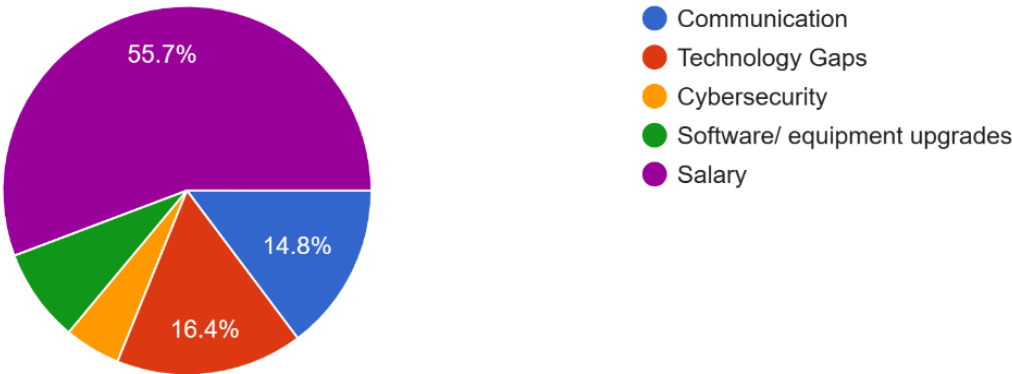
6. Things that employees liked best in their workplace –



As it is truly said, "Man is a Social Animal", it is proved by the above data.

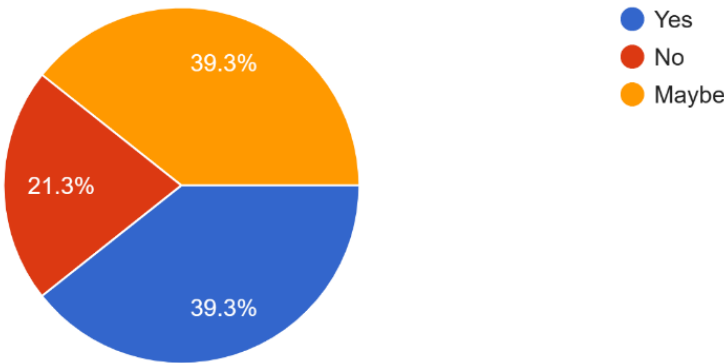
People and environment are the primary things they like in their organization, followed by Flexibility, Training, and other factors.

7. Things that employees think need improvement in the workplace –



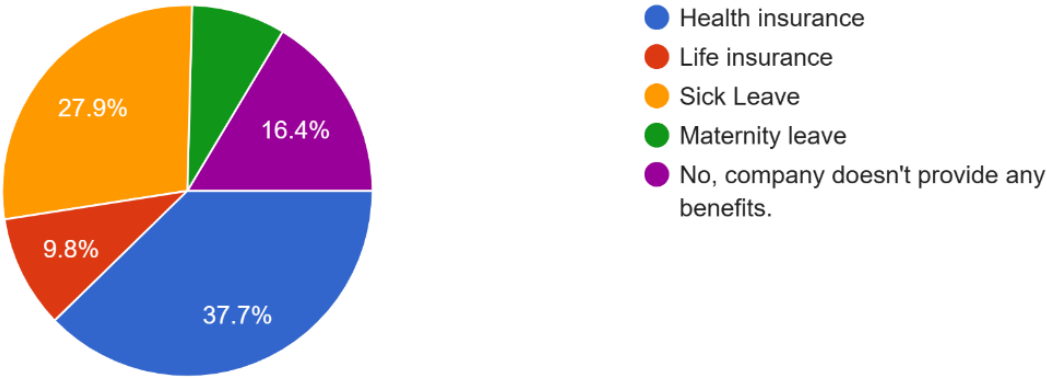
Salary is one of the leading factors that employees feel should be improved in their workplace along with Technological Gaps.

8. Compensation for Employee Work-



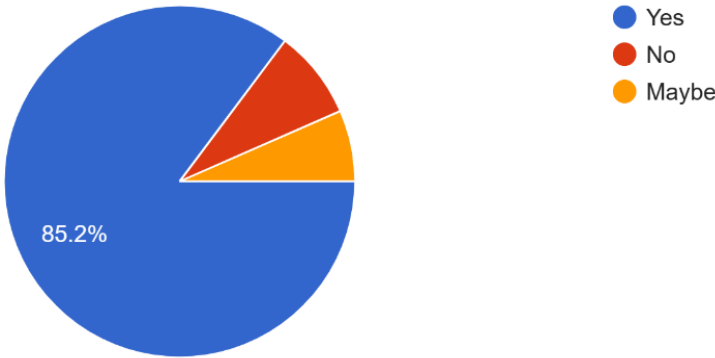
There is a parity between the employees who feel that they are compensated well and the employees who are not sure whether they are well compensated or not.

9. Benefits provided to employees by Management-



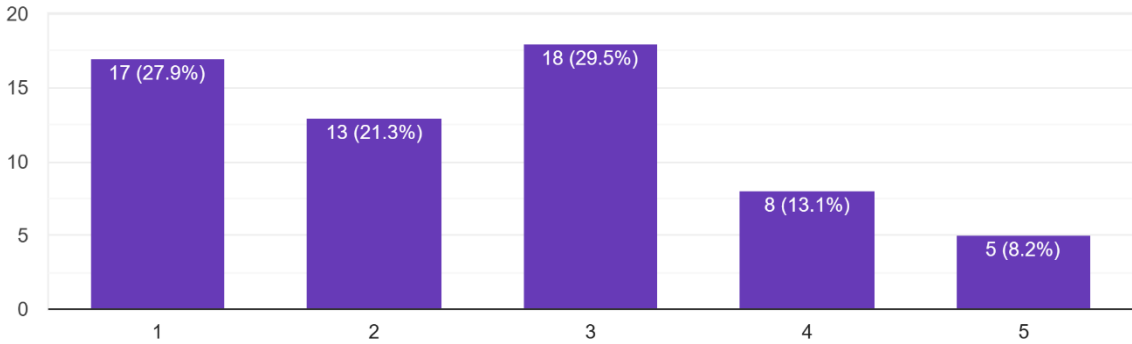
Health Insurance is the apex benefit provided to employees followed by sick leaves.

10. Professional relationship with superiors –



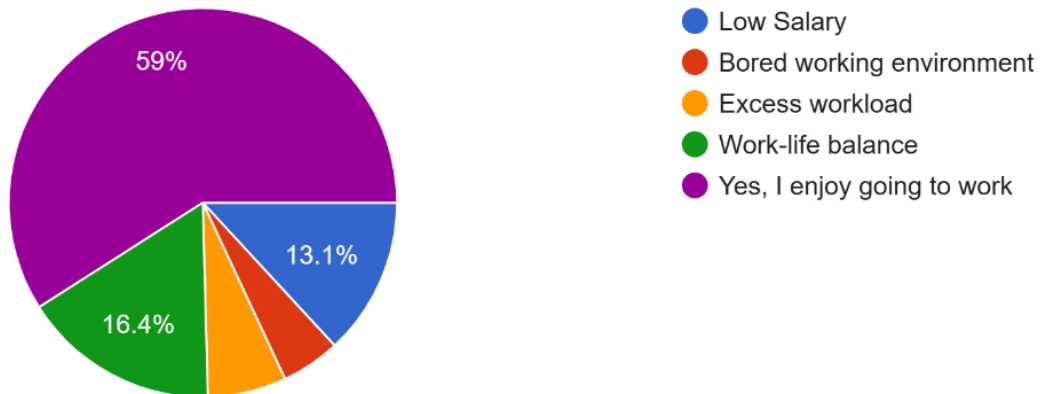
The majority of employees mentioned that they had an outstanding relationship with their superiors.

11. Scale of Satisfaction of communication with the team –



On average, the employees had "Neutral" Communication within the team, followed by an increased number of employees who were "Dissatisfied."

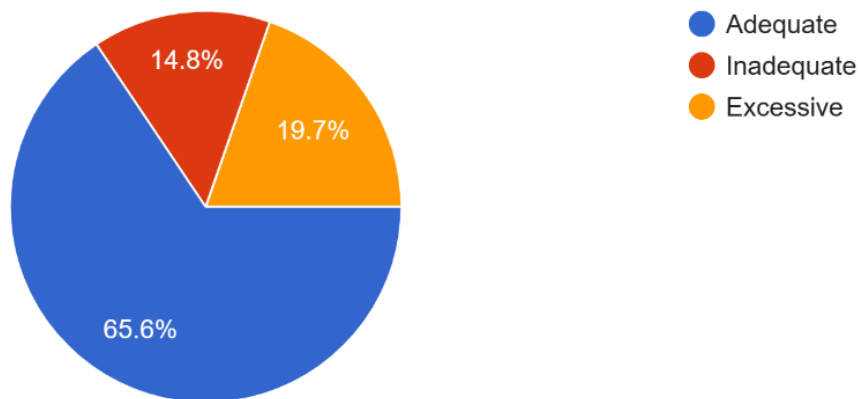
12. Aspects that influence employees to go to work every day.



More than 50% of respondents stated that they enjoy going to work every day and perform their level best.

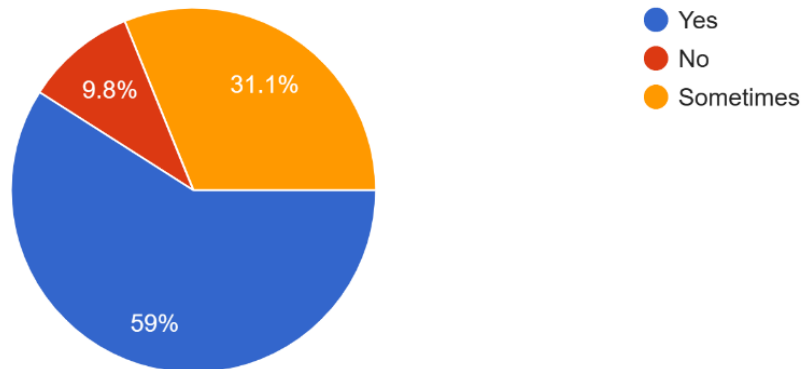
Subsequently, work-life balance was also an important aspect.

13. Ratings of the current workload of the workforce –



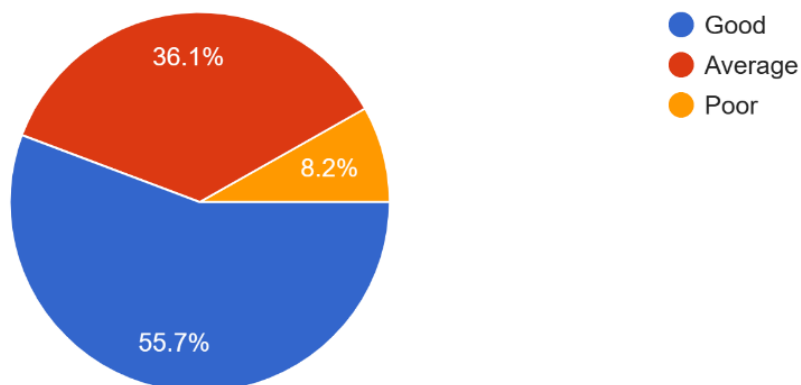
A vast number of respondents, that is, 65.6% experienced that the workload was Adequate

14. Encouragement of Employees by the management to meet their benchmark-



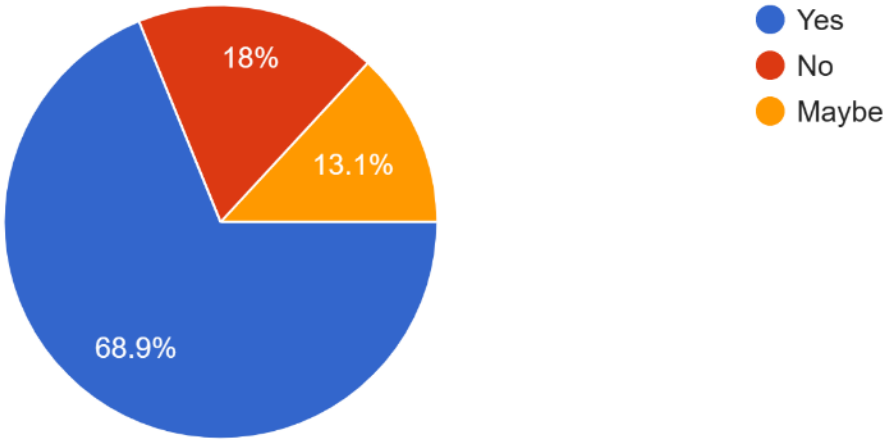
59% of employees mentioned that they are well applauded and encouraged to perform better.

15. Ratings by the employees for the management style of their supervisor –



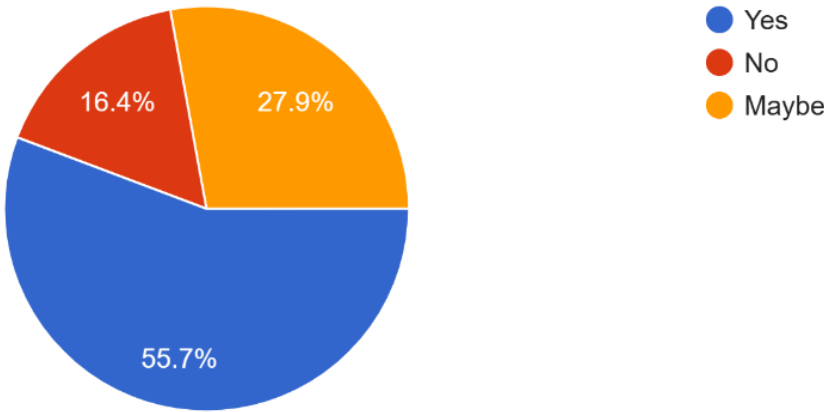
55.7% of employees stated that the management style of the supervisor was good. Followed by Average and poor.

16. Opportunities for growth of employees (Training, Seminar, etc)-

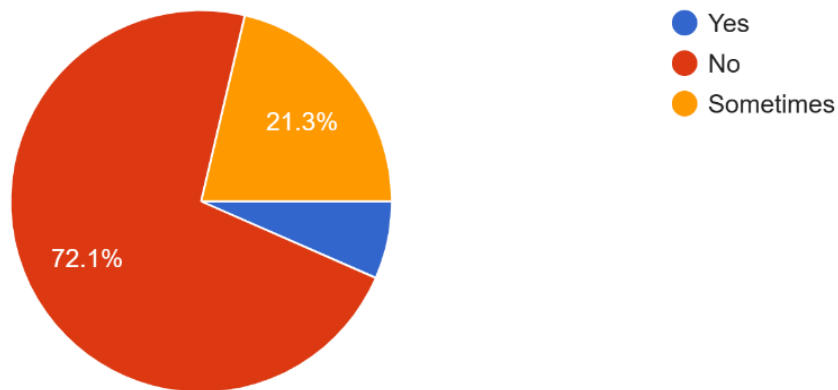


A larger portion of respondents claimed that the company provides opportunities for growth like Training, Seminars, etc.

17. Alignment of Company's values with Employee's values –

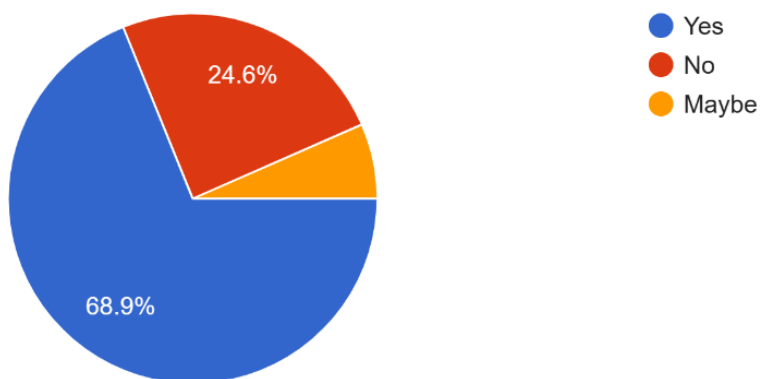


The majority of respondents stated that their values align with the company's values.

18. Workplace bullying experienced by employees-

On average, the majority of respondents mentioned that there was no workplace bullying.

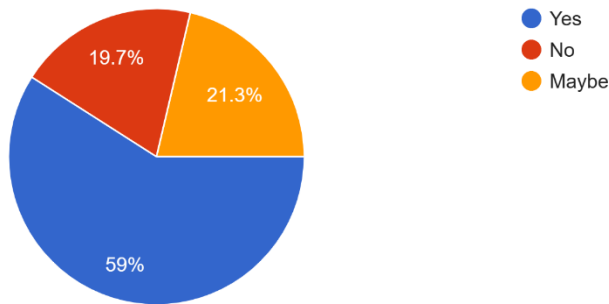
Subsequently, 21.3% of respondents disclosed that they were sometimes a part of workplace bullying.

19. Employees training and information about the Prevention of Sexual Harassment [POSH] policies at workplace –

"Education is the most powerful tool", is reflected in the above data.

A majority of employees at the workplace were well-trained and informed about POSH policies.

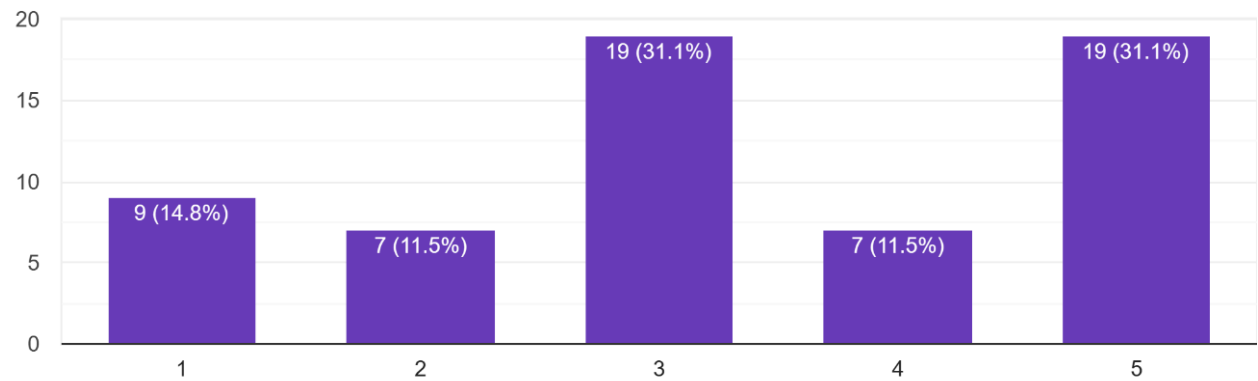
20. Presence of Internal Complaint Committee (ICC) in the organization-



A remarkable aspect was highlighted in the above data, which stated, that the organization had an ICC.

Additionally, employees were benefitted by ICC.

21. Employee's feasibility to stay with their present employer for the next 2 years –



An equivalent value of data is reflected, stating that employees are most likely to stay with employees, and on the other hand, its value is neutral.

CONCLUSION-

In conclusion, employee retention is a critical aspect of organizational success, as it directly impacts productivity, morale, and overall business stability. Companies that prioritize and invest in retaining their employees stand to gain numerous benefits, including increased institutional knowledge, a positive work culture, and a competitive edge in the talent market.

Effective employee retention strategies involve creating a conducive work environment, offering competitive compensation and benefits, providing opportunities for professional growth and development, and fostering strong communication between management and staff. By recognizing and addressing the needs and concerns of employees, organizations can build a loyal and motivated workforce.

Moreover, employee retention is not a one-time effort but an ongoing process that requires continuous evaluation and adaptation to changing dynamics in the workplace. Companies that understand the value of their human capital and actively work towards retaining talent are more likely to thrive in the long run.

We can summarise by saying employee retention is not just about keeping individuals within the organization; it's about cultivating a positive and supportive workplace that encourages employees to stay, grow, and contribute to the overall success of the company. The investment in employee retention pays off in terms of organizational stability, innovation, and sustained competitiveness in the ever-evolving business landscape.

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EFFECT OF ARTIFICIAL INTELLIGENCE IN THE EDUCATIONAL SECTOR

By Sujal Kamble, Pratik Patel, Arman Shaikh

Guided by Ms. Palak Chablani

ABSTRACT

Artificial intelligence is today playing an important role in the development of our lives. The current study is to explore the effect of artificial intelligence in the educational sector and on Students' lives and teachers' lives. It is also observed that a large number of teachers and students are adopting the modernized technology of artificial intelligence. However, this evolution comes with challenges. Ethical considerations surrounding data privacy, algorithmic bias, and the digital divide necessitate careful navigation.

KEYWORDS

Artificial Intelligence (AI), Modernized Technology, Adaptive Learning, Student Engagement, Virtual Reality (VR)

1. INTRODUCTION

Teaching and learning is a process carried out for centuries. The performance of a student reflects the performance of a teacher. In general, a teacher is the evaluator of a student who values a student's uncertain criteria like discipline, creativity, innovation, grasping power, obedience towards the teacher, and the student's attention to the subjects and capacity of learning remembering understanding, and replicating the same in the exams. But rather than the academic sector a student can also be evaluated based on skills which he or she has built. A student who desires to acquire a skill that is not accessible to him in the school curriculum can learn with his access to global classrooms.

Global classrooms of platforms are accessible to the student with the help of AI. Artificial intelligence is a concept that is vastly growing among students and helping them to understand unclear concepts. According to the research conducted it is understood that AI is also helpful for teachers to explain the concept to the students.

1.1 RESEARCH PROBLEM:

- a) How does the integration of AI technologies impact student learning outcomes in various educational settings?
- b) How does AI impact the role of educators and their teaching methodologies? What are the challenges and opportunities for teachers in adopting AI tools?

1.2 RESEARCH METHODOLOGY

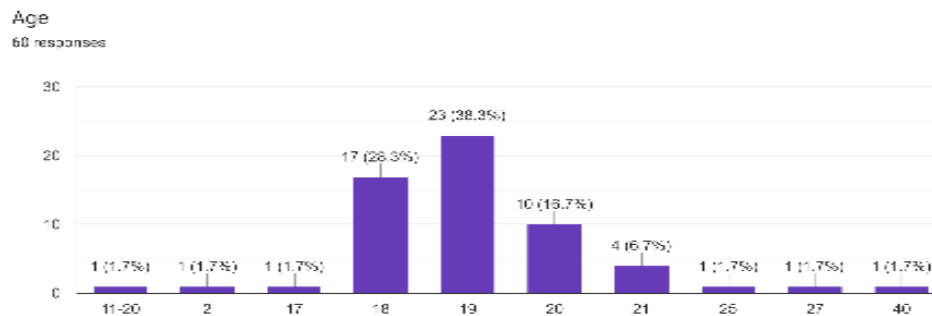
The research consists of two parts:

a theoretical part examining the effects of social media on education and mental health, and an empirical part utilizing a questionnaire survey among students of BBA and B.Com at Manghanmal Udham College of Commerce. The survey, which was conducted over two days, collected 50 responses, focusing on the EFFECTS OF AI ON EDUCATIONAL SECTOR.

DATA ANALYSIS AND INTERPRETATIONS:

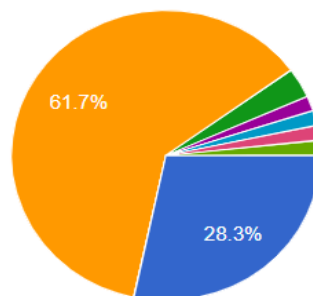
Various aspects that we covered through this descriptive research are as follows:

1. Age



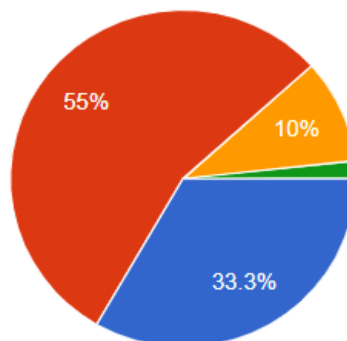
From the above graph, the majority of the respondents are between the age group 18-21 years who are aware of AI.

2. Course



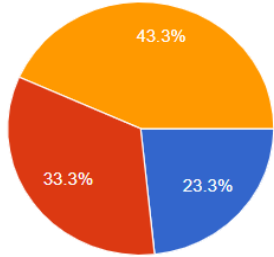
From the given pie chart, we can understand that most of the respondents are of the same degree i.e. 61.7% - Bachelor of Business Administration and 28.3% - Bachelor of Commerce.

3. Class



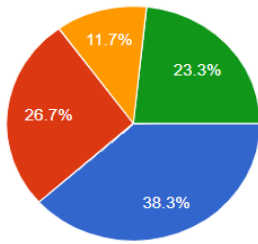
From the given pie chart, here are 50 responses for the distribution of students across different years:- The data reveals that 33.3% of respondents are first-year students. The largest group, constituting 55%, are enrolled in their second year. Only 10% of the respondents reported being in their third year.

4. What is the primary goal of integrating Artificial Intelligence (AI) in the educational sector?



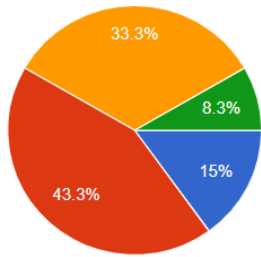
From the given diagram, out of 50 respondents, 43.3% aim for improved learning outcomes, 33.3% prioritize automating administrative tasks, and 23.3% focus on enhancing student-teacher communication in the education sector.

5. Which AI application is commonly used for personalized learning in education?



As we can see in the given diagram out of 50 respondents, Among various AI applications for personalized learning, 38.3% of educational institutions commonly utilize natural language processing to tailor educational content and assessments according to individual student needs. Following closely behind, 26.7% integrate machine learning algorithms to analyze student data and provide personalized recommendations for learning paths. Additionally, 11.7% employ robotics to create interactive learning experiences, while 23.3% leverage virtual reality technologies to immerse students in dynamic educational environments customized to their learning preferences and objectives.

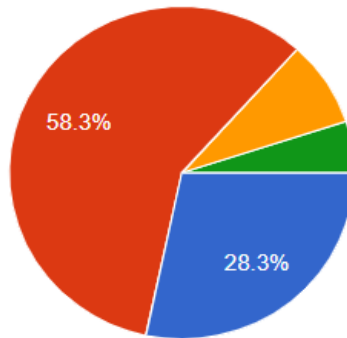
6. How can AI contribute to assessing student performance?



From the beside diagram, AI significantly contributes to student assessment, with 43.3% of institutions relying on automated grading and feedback systems to efficiently evaluate student performance across various subjects. Moreover, 33.3% leverage AI for organizing extracurricular activities, enhancing student engagement and holistic development. While 15% adopt AI for conducting physical exams and ensuring standardized and objective

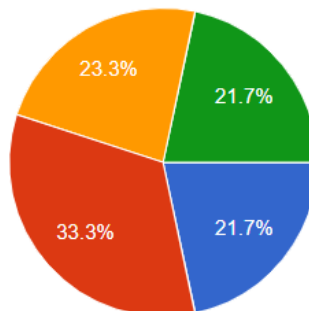
assessment procedures, only 8.3% stick to traditional assessment methods, potentially missing out on the benefits of AI-driven innovation in evaluating student learning outcomes comprehensively and efficiently. These diverse AI applications underscore their pivotal role in revolutionizing student assessment practices in educational settings.

7. What role does Machine Learning play in adaptive learning systems?



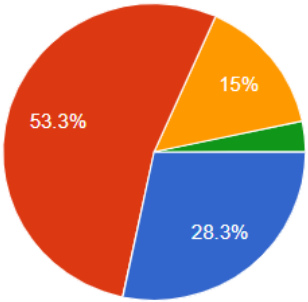
In adaptive learning systems, machine learning plays a crucial role, with 58.3% focusing on customizing learning paths tailored to individual student progress, ensuring personalized educational experiences. Additionally, 28.3% utilize machine learning algorithms to identify the most effective textbooks and resources for optimal learning outcomes. While 8.3% may employ machine learning in managing school finances, and only 5% apply it in designing school facilities, the primary emphasis remains on leveraging machine learning for adaptive learning, thereby enhancing student engagement and academic success through tailored educational approaches.

8. Which AI technology is commonly used for automating administrative tasks in educational institutions?



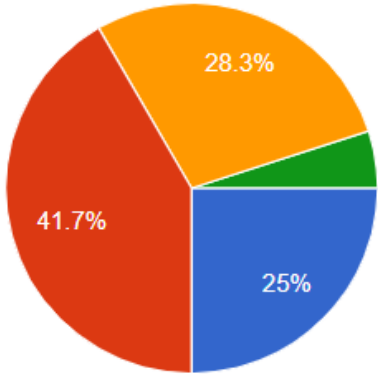
In educational institutions, various AI technologies are utilized for automating administrative tasks. Among these, 33.3% employ Natural Language Processing (NLP) to streamline tasks such as document processing and communication. Additionally, 23.3% rely on robotic process automation (RPA) for automating repetitive administrative processes like data entry and form filling. Speech recognition technology, accounting for 21.7%, facilitates tasks such as voice-controlled interfaces for administrative tools. Similarly, computer vision, also at 21.7%, aids in tasks like automated attendance tracking and campus security surveillance.

9. In what way can AI enhance teacher professional development?

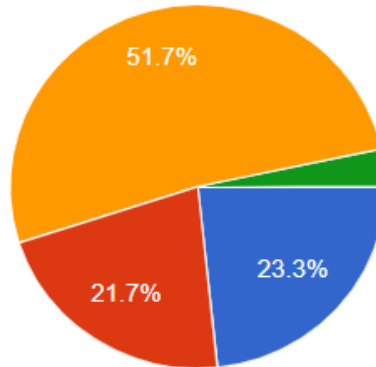


AI contributes to teacher development through various means. Specifically, 53.3% focus on providing personalized training modules tailored to individual needs, fostering continuous professional growth. Additionally, 28.3% utilize AI for generating report cards, streamlining administrative tasks, and allowing teachers to allocate more time to instruction. While 15% may rely on AI for handling disciplinary actions efficiently, only 3.4% utilize it in managing school infrastructure, indicating a primary emphasis on enhancing teaching skills and practices through personalized training and administrative support.

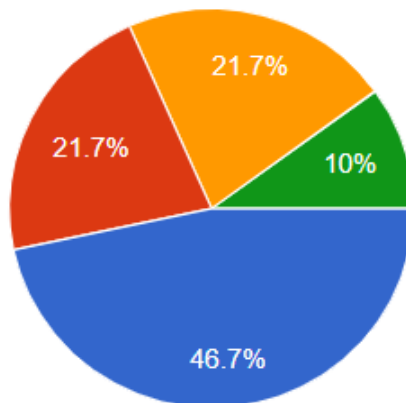
10. What is the purpose of using chatbots in the educational sector?



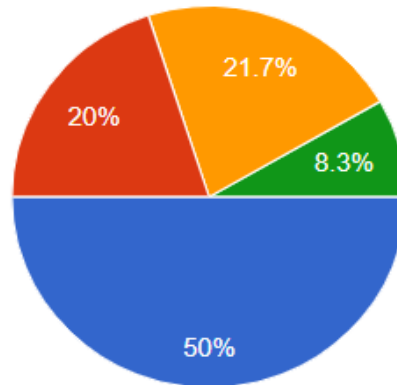
In the education sector, chatbots are commonly utilized for automating administrative tasks, with 41.7% dedicated to providing instant student support and ensuring prompt assistance for queries and concerns. Additionally, 28.3% of educational institutions employ chatbots for conducting parent-teacher conferences and facilitating efficient communication between stakeholders. While 25% of chatbots contribute to grading exams, and streamlining assessment processes, only a smaller percentage, 5%, are involved in organizing school events. These diverse applications highlight the versatility of chatbot technology in optimizing administrative efficiency within educational institutions.

11. How can AI contribute to the early identification of learning difficulties in students?

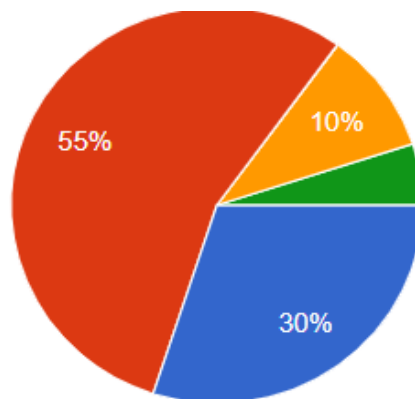
AI plays a pivotal role in early learning identification, with 51.7% of institutions relying on it to assess academic performance patterns, enabling timely intervention for students facing difficulties. Furthermore, 23.3% utilize AI for analyzing attendance records to identify potential issues, while 21.7% monitor social media activities to gauge students' well-being and engagement. However, a smaller percentage, 3.3%, is dedicated to arranging field trips, indicating a primary focus on leveraging AI for academic assessment and student support in early learning identification within educational settings.

12. Which aspect of education is Virtual Reality (VR) technology commonly associated with?

Virtual Reality (VR) technology in education is commonly associated with various aspects, notably, 46.7% for classroom management, enhancing immersive learning experiences. Additionally, 21.7% utilize VR for gamified learning, fostering engagement and interactivity. Another 21.7% integrate VR for attendance tracking and streamlining administrative processes. However, a smaller percentage, 10%, focuses on VR for library organizations, demonstrating its diverse applications within educational settings.

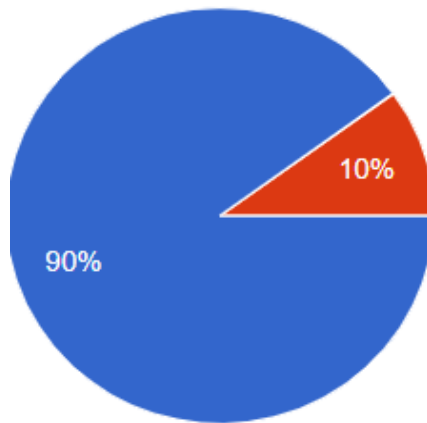
13. What ethical considerations should be taken into account when implementing AI in education?

When considering AI in education, ethical considerations encompass various aspects. Notably, 50% of the concerns revolve around privacy and data security, highlighting the importance of safeguarding sensitive information. Additionally, 20% of stakeholders express apprehension about the potential increase in teachers' workload due to AI integration. Moreover, 21.7% emphasize the risk of reduced student-teacher interaction, underscoring the need to maintain personalized learning experiences. However, a smaller percentage, 8.3%, raises concerns about the possibility of ignoring valuable technological advancements while addressing ethical implications in educational AI implementation.

14. How does AI contribute to improving educational outcomes?

In the realm of education, AI plays a crucial role in improving outcomes, with 55% emphasizing its capacity to enhance personalized learning experiences, tailoring education to individual needs. However, there are concerns, as highlighted by 30% of stakeholders, regarding AI potentially exacerbating disparities among students. Moreover, 10% express worries about AI's adverse effects on student motivation and engagement. Additionally, 5% voice concerns about the possibility of AI limiting access to educational assessments and feedback, underlining the need for thoughtful implementation to maximize its benefits while mitigating potential drawbacks.

15. What kind of impact has AI created on the educational sector?



AI has a predominantly positive impact on education, with 90% of its effects being beneficial. However, it's worth noting that 10% of the impact may also present negative consequences. This highlights the overall constructive role AI plays in enhancing educational processes, despite the existence of some potential drawbacks that need to be addressed.

➤ FINDINGS:

- **Purpose of AI in Education:-** Out of 50 respondents, 43.3% aim for improved learning outcomes, 33.3% prioritize automating administrative tasks, and 23.3% focus on enhancing student-teacher communication.
- **Common AI Application for Personalized Learning:-** Natural language processing AI application is commonly used for personalized learning.
- **AI Contribution to Student Assessment:-** AI contributes to organizing extracurricular activities & automated grading and feedback in assessing students' performance.
- **Machine Learning in Adaptive Learning:-** 58.3% is for customizing learning paths based on individual progress in the learning system.
- **Common AI for Administrative Tasks:-** Natural language processing technology is commonly used for automating administrative tasks.
- **AI in Teacher Development:-** Providing personalized training modules can enhance teacher professional development.
- **AI in Early Learning Identification:-** 51.7% of the respondents can contribute to AI through assessing academic performance patterns.
- **Chatbots in Education Purpose:-** 41.7% of students use chatbots to get instant support in the education sector.
- **Common Association of VR in Education:-** 46.7 % of the students think that education is VR technology commonly are associated.
- **AI in Education: Ethical Considerations:-** 50% of the students think that ethical considerations should be taken into account when implementing AI in education.
- **AI in Education: Outcome Improvement:-** Through personalized learning experiences, one can improve educational outcomes.
- **AI Impact on Education:-** AI has created a positive impact on the education sector.

➤ **RECOMMENDATIONS:**

- AI plays an indispensable role in facilitating my day-to-day educational endeavors, with 93.3% of respondents affirming its utility, while a minority of 6.7% express dissent. Its assistance spans various aspects, from information retrieval and conceptual understanding to personalized learning experiences, enriching and streamlining my educational journey.
- With 76.7% of respondents indicating that teachers should adopt AI technology in teaching, it suggests a prevailing sentiment in favor of integrating AI into educational practices. This majority opinion likely stems from several perceived benefits associated with AI in education. Despite the significant support for AI in education, it's essential to acknowledge the concerns voiced by the 23.3% of respondents who oppose its adoption. These concerns may include fears about job displacement among educators, potential biases in AI algorithms, overreliance on technology, and issues surrounding data privacy and security.
- **Strongly Agree (28.3%) and Agree (23.3%):** These respondents share the view that AI could indeed pose a threat to human intellect. Their agreement likely stems from apprehensions about AI outpacing human cognitive capabilities, potentially leading to a scenario where humans become overly reliant on AI systems or even face challenges in maintaining relevance in certain fields due to automation.
- **Disagree (5.05%) and Strongly Disagree (5.05%):** These respondents hold the view that AI does not pose a threat to human intellect. Their disagreement may be based on the belief that AI serves primarily as a tool to augment human capabilities rather than replace them entirely. They may also trust in human adaptability and creativity to navigate the challenges posed by AI effectively.

➤ **Conclusion:**

- The integration of artificial intelligence in the educational sector has ushered in a new era of possibilities. AI-driven tools can adapt to individual learning styles, providing tailored experiences that enhance comprehension and engagement. Automation of administrative tasks also improves efficiency, allowing educators to focus more on personalized interaction with students. However, challenges persist. Job displacement due to automation raises concerns about the future role of educators. Ethical considerations, such as data privacy and algorithmic bias, require careful attention to ensure a fair and inclusive learning environment. Striking a balance between leveraging AI for its benefits and addressing these challenges is pivotal for shaping a successful and ethical future for education.

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