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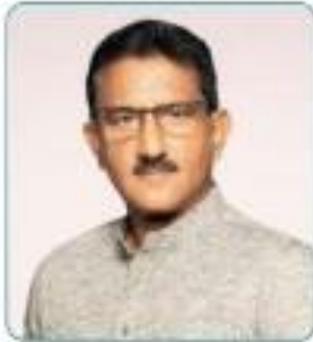*Help us scale up the impact of Research*

Volume 11

Atharva Educational Trust

Message

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Atharva Group is symbolic of Growth fuelled by a Passion for Innovation

The growth of Atharva was a truly ardous journey with several challenges. Today, Atharva is established among Mumbai's leading institutes in higher education standing amongst the preferred institutes in the feilds of Engineering, Business Management, IT, Hotel Management, Fashion, Film and TV as well as Drama and Performing Arts

Our commitment to provide global levels of education is total and the Atharva Group of Institutes is supported by a spacious and beautifuuly landscaped infrastructure that blends contemporary and traditional architecture.

AIMS has rigorously worked towards imparting global management philosophies to its students through its faculty, coming from diverse industry experience with sound academic research background. This blend is vital since we have to compete with the IIMs to get the best students.

Today, with over a decade of academic & research experience - Atharva Institute of management studies continues to impart "Thought Leadership" knowledge through its faculties and published research journals thus sharpening the skills of its management graduate and also supporting the Industry with ready professionals. AIMS students have continued to bag the institute several awards and accolades at various forums.

AIMS is ranked amongst the highest among B-Schools. All members of the Faculty play a critical role in administering the diverse academic and non-academic activities of the institute. Our aim, as always, is to nurture young, promising talent who will take their rightful place in the world of business with Confidence, Commitment and Competence!!!

Shri Sunil Rane, Executive President AET

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Editor:

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Dear Readers,

Managing the triple bottom line i.e. People, Planet & Profit is absolutely crucial for business sustainability. It is imperative that we as "Human" race, have to use resources which are available today, wisely, making sure that we leave some of them for our future generations. Thus sustainable development is crucial for society, economy & environment. There are major challenges to this perspective. But several ambitious, collaborative action-oriented strategies have evolved over a period of time. We present select papers presented during the conference, in this issue of our Journal.

Happy Reading!

Editorial Team

A STUDY ON CHANGE IN THE IMPACT OF TRADITIONAL ADVERTISEMENT IN COMPARISON TO DIGITAL MARKETING

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ABSTRACT

In today's ever-evolving digital landscape, it is crucial for businesses to continuously enhance their marketing strategies to successfully engage and entice their target audiences. This research paper presents a comparative analysis of the effectiveness and impact of digital marketing and traditional advertising strategies in modern consumer behavior. Various online channels are involved in digital marketing such as social media, search engine optimization, email marketing, and content marketing. On the other hand, traditional advertising primarily depends on print media, television, radio, and billboards. This research evaluates the strengths and weaknesses of both approaches, considering factors such as reach, targeting capabilities, measurability, and interactivity. The study highlights the effectiveness of digital marketing over traditional advertising to achieve marketing objectives and enhance consumer engagement. This study is valuable for marketers, entrepreneurs, and strategists looking to develop and execute effective advertising strategies for making informed decisions regarding their marketing mix, allocate resources efficiently, and improve their overall marketing performance.

KEYWORDS: Traditional Advertising, SocialMedia Marketing,Television

1. INTRODUCTION

In the modern era, the business landscape has undergone a profound transformation

with the onset of digitalization, as a result, the way of marketing has evolved significantly. In today's marketing landscape, two major advertising strategies are used: digital marketing and traditional advertising. The effectiveness of both strategies among marketers, entrepreneurs, and researchers regarding their effectiveness, impact on consumer behavior, and the most suitable strategies for achieving marketing objectives. Boltenkov, D. V. (2019)

The field of digital marketing includes a variety of online platforms and tools that businesses can use to engage with potential customers in a focused and interactive way. Examples of digital marketing strategies include social media marketing, search engine optimization (SEO), content marketing, email campaigns, and influencer marketing. In contrast, traditional advertising relies on traditional media channels like print media (such as newspapers and magazines), television, radio, and outdoor advertising (like billboards and posters). Digital technology and social media have transformed how people consume information and engage with brands. Despite this, traditional advertising remains an essential part of marketing strategies for many established brands. By examining how consumers interact with each medium, businesses can gain valuable insights to create more effective campaigns. Viskovich,J. (2018)

2. Literature Review

Valentina Simona Paşcalau and Ramona Mihaela Urziceanu 2020, reported that Online marketing offers a level playing field, accessible to all individuals and organizations worldwide. The internet's reach, spanning over a third of the world's population, presents an unprecedented opportunity to share information globally.

Gowsalya, G. & Mangaiyarkarasi 2020, reported that In India to succeed in marketing, oneuse all available resources, including both traditional and digital methods. Digital marketing can help connect with customers, provide information, and boost sales. This study analyzes theimpact of digital marketing on sales to develop effective strategies.

Dole, Vikas 2021, reported that the most effective strategy to overcome the challenges

of Internet marketing, such as low trust, negative feedback, and limited Internet access, is to combine digital and traditional marketing methods.

Arun Prakash, Aswin Kanna, Aravindh Raj, and Dr. Vasudevan 2021, reported that when it comes to reaching audiences, being flexible, efficient, and effective, digital marketing is ahead of traditional methods. However, a recent study has found that entering the world of digital marketing can be highly risky. As a result, it is recommended to maintain traditional marketing alongside digital marketing, at least initially.

Deepak Kumar Chittoriya, 2022, reported that The Internet has had a significant impact on the consumer sector in India. When we look at the data, we find that the general trend toward online buying is a bit shaky, to say the least. Because customers prefer traditional means and are more comfortable with their purchases, their online purchasing choices have little impact on their thinking.

Prof.Gauri S Kalmegh 2022, reported that companies in India are investing more in digital marketing as more people access the internet. Traditional marketing methods are becoming less relevant, and studies show that digital marketing is more effective in targeting specific markets.

3. <u>Methodology</u>:

<u>3.1</u> <u>Research Gap</u>:

The study aims to examine digital marketing and traditional advertising, but there may be specific areas that need more research. For instance, there is limited focus on specific industries or markets, which could mean neglecting variations in the effectiveness of both methods across various sectors. One research gap is exploring the benefits of combining both approaches into a cohesive marketing strategy and how businesses can leverage their strengths. The research may not have taken into account the impact of culture and geography on the effectiveness of digital marketing and traditional advertising. Given that consumer preferences and behaviors can vary greatly based on cultural and geographical factors, studying these contextual elements

can assist in tailoring advertising strategies for specific regions or audiences. It would be beneficial to investigate consumer attitudes and behaviors concerning data privacy and its effect on the effectiveness of digital advertising, as this could be a crucial research gap to fill.

Objective

- To analyze the impact of Digital Marketing on Traditional Advertisement.
- To identify the effectiveness of Digital Marketing.
- To understand the shift in preference of Modern consumers towards advertisements.
- To examine the response of various age groups towards advertisements and theircorresponding consumer behavior.

3.2 Data Collection and Sampling:

We distributed a structured questionnaire to respondents who are 20 years old and above. Thepurpose was to gather information that will be used as primary data. To gather primary data, the research employed a convenience sample technique. The respondents were given a clear explanation of the questions, and the data was gathered in an unbiased manner.

Additionally, secondary data was obtained from publicly available sources such as research papers, articles, government websites, official Twitter accounts, and blogs.

3.3 Scope of the study:

The research involves 100 participants from Mumbai, India, covering a wide range of age groups. The sample will be diverse in terms of age, academic background, and exposure to different types of advertisements. Through analyzing the respondents' consumption patterns,preferences, and behaviors, the study aims to understand how traditional advertising compares to digital marketing and potentially contributes to the evolution of the advertising industry.

3.4 Hypothesis:

H0: Digital marketing has NOT impacted the traditional modes of advertisement.

H1: Digital marketing has impacted the traditional modes of advertisement.

Variables:

Independent Variable: Digital marketing.

Dependent Variable: Traditional mode of advertisement.

4. Data Analysis and Interpretation: 4.1.1 Gender Demographic:

Gender

100 responses
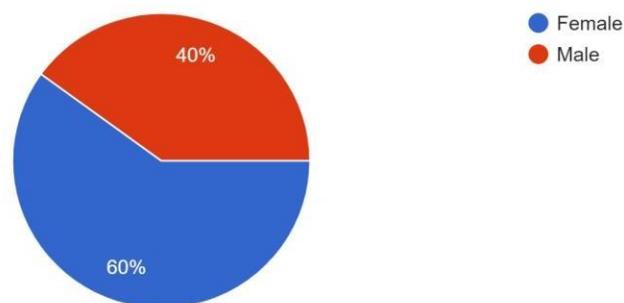
4.1.2- Age Demographic:

Age
100 responses
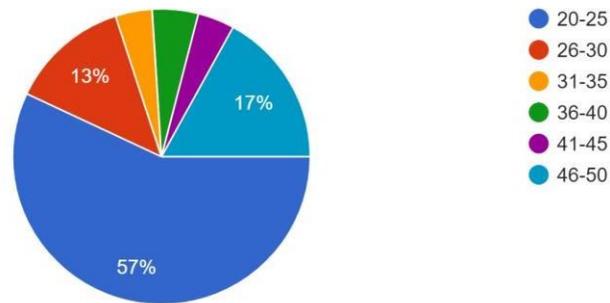
4.2- Consumption of Traditional Advertisements.

4.2.1- Awareness of Traditional Advertisements

Do you watch Traditional mode of advertising?
100 responses
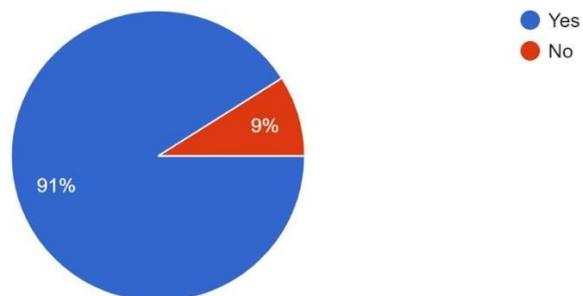
4.2.2- Sources of Advertisements for Traditional Methods:

If you do watch traditional advertisement, then what are the sources.
94 responses

Source	Count
Television Commercial	82 (87.2%)
Newspaper Advertisement	65 (69.1%)
Billboards	54 (57.4%)
Radio Commercial	21 (22.3%)
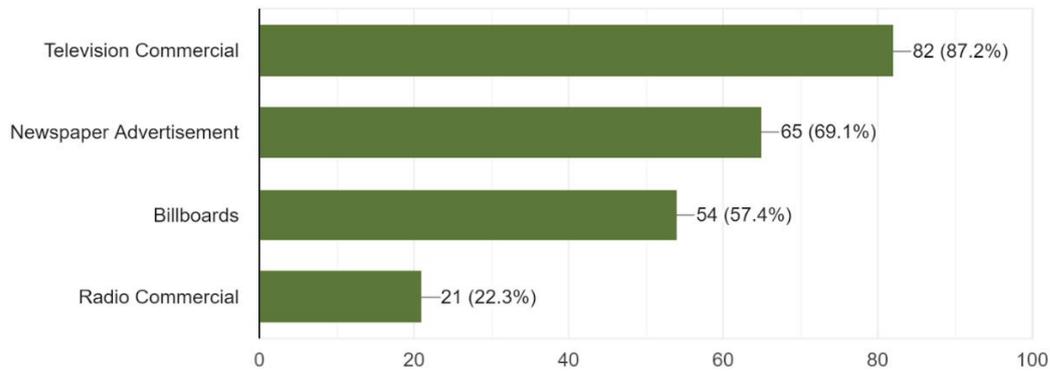
If you do watch traditional advertisement, then on which platform.
94 responses

- Cable/Dish tv — 34%
- Ott — 17%
- Youtube — 45.7%
- Radio
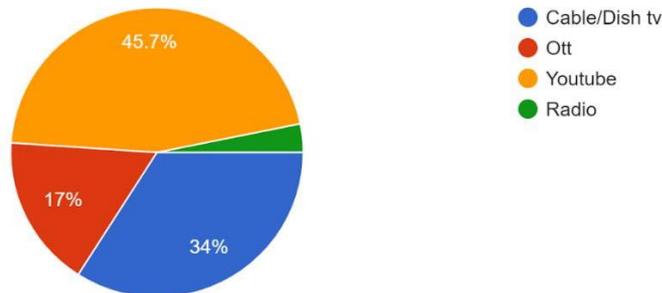
4.2.3- Awareness of Digital Marketing

Are you aware of Digital Marketing?
100 responses

- Yes — 97%
- No
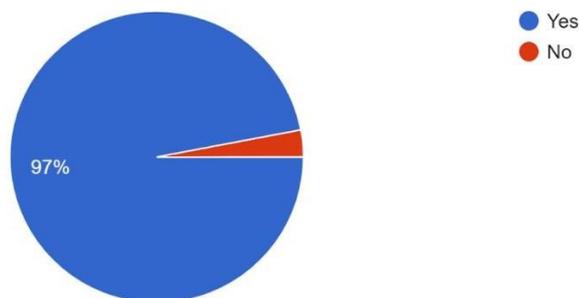
4.2.4- Sources of Advertisements for Digital Marketing:

If you are aware of digital marketing, then what are the sources.
99 responses

Source	Count
Social Media Advertisement	91 (91.9%)
Influencer Marketing	73 (73.7%)
Google Advertisement	80 (80.8%)
Content Marketing	55 (55.6%)
Youtube Marketing	83 (83.8%)
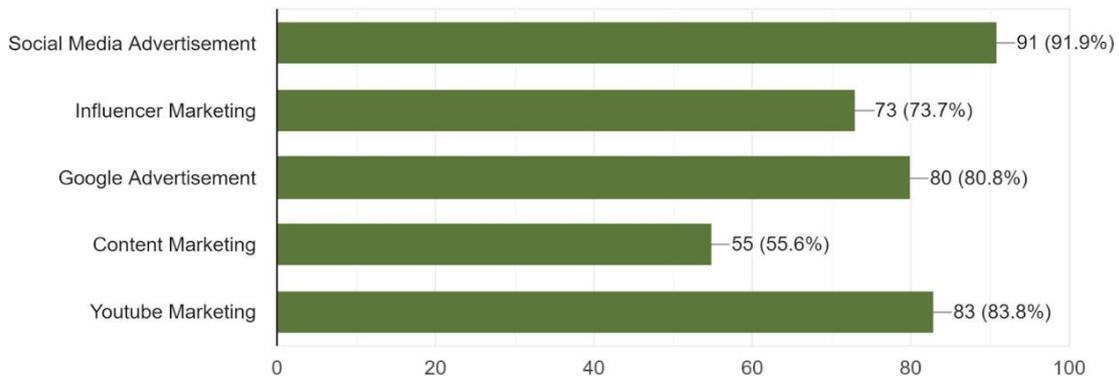
4.2.5- Impact of Digital Marketing on Traditional Advertising

Do you believe marketing today is possible without Television Advertisement?
100 responses

- Yes — 69%
- No — 31%
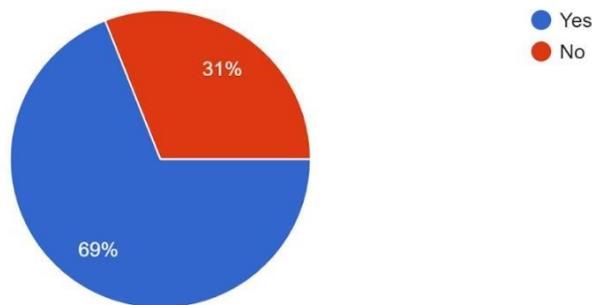
Do you think impact of traditional marketing has decreased after introduction of digital marketing?
100 responses

- Yes — 52%
- No — 13%
- Maybe — 35%
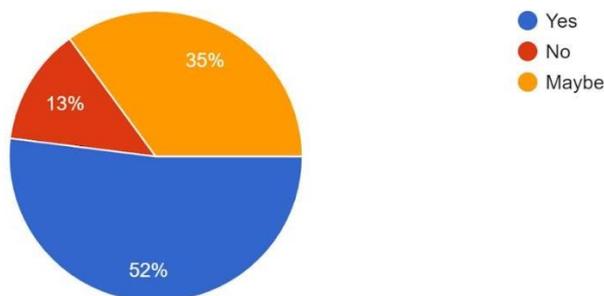
4.2.6- What Appeals to the Audience?

14

Which mode of advertisement appeals to you the most?
100 responses

Mode	Value
Television advertisements	55 (55%)
Billboards	25 (25%)
Newspaper Advertisements	27 (27%)
Radio Advertisements	9 (9%)
Influencer Marketing	49 (49%)
Google Advertisements	48 (48%)
Social media Advertisements	75 (75%)
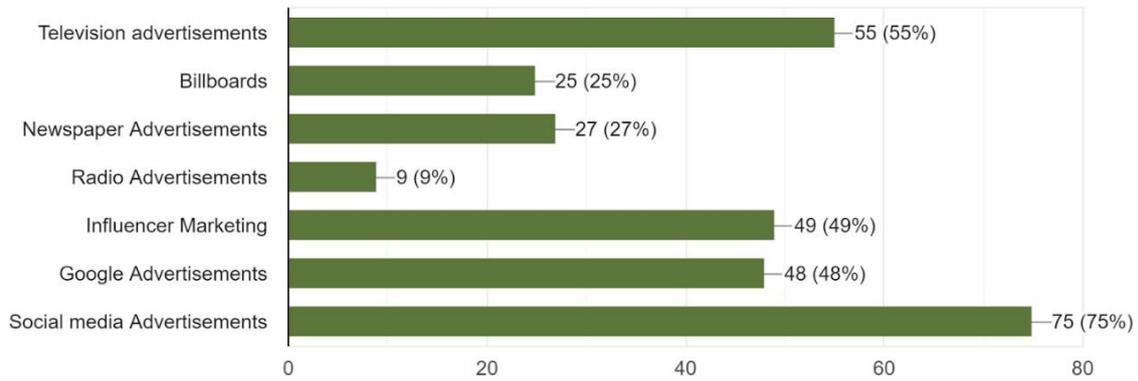
What appeals you the most about traditional advertisements.
100 responses

Category	Value
Jingles	56 (56%)
Celebrity Endorsements	34 (34%)
Visibility of Brand	50 (50%)
Clarity of Information.	46 (46%)
Attractive Advertisements	49 (49%)
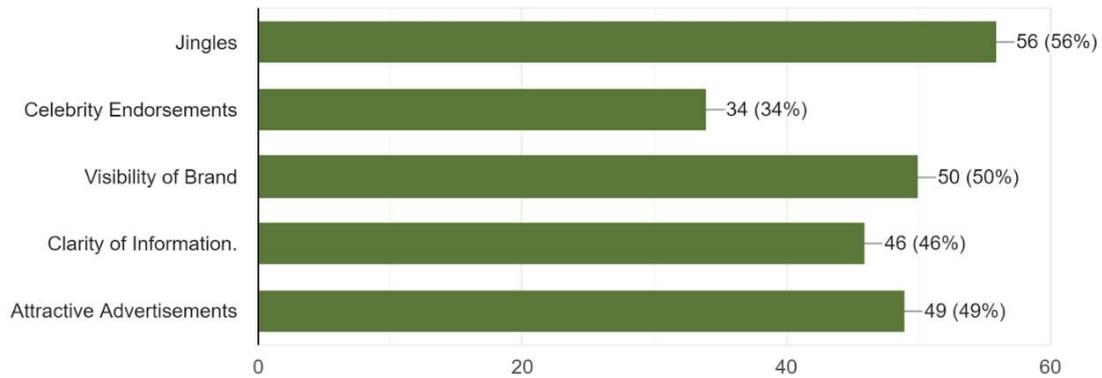
What appeals you the most about digital marketing?
100 responses
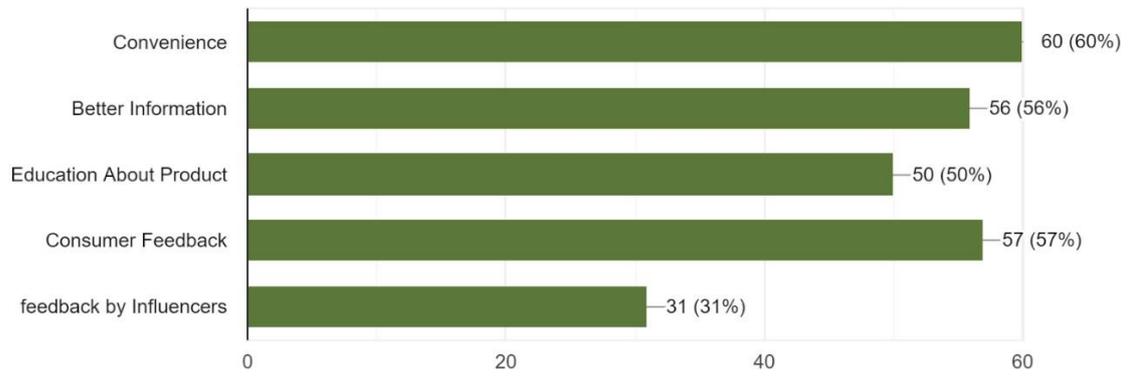
4.2.7- What Influences the Audience More?

How many times do you get influenced by traditional advertisements?
100 responses
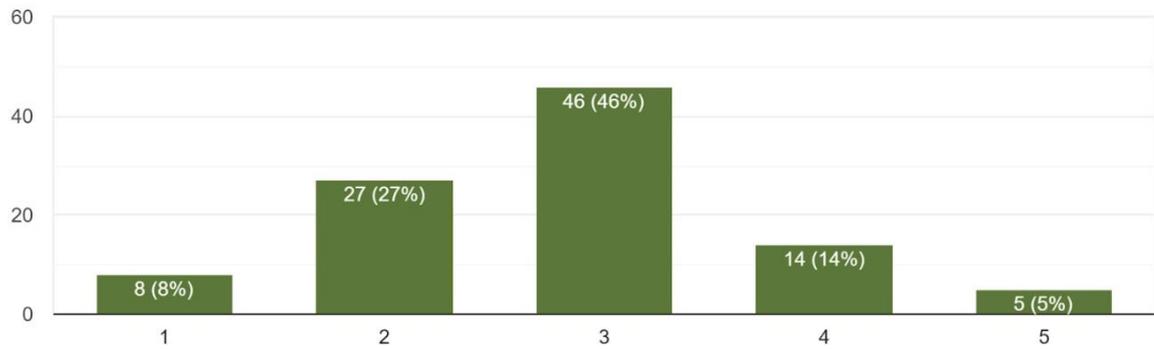
How many times do you get influenced by digital marketing.
100 responses
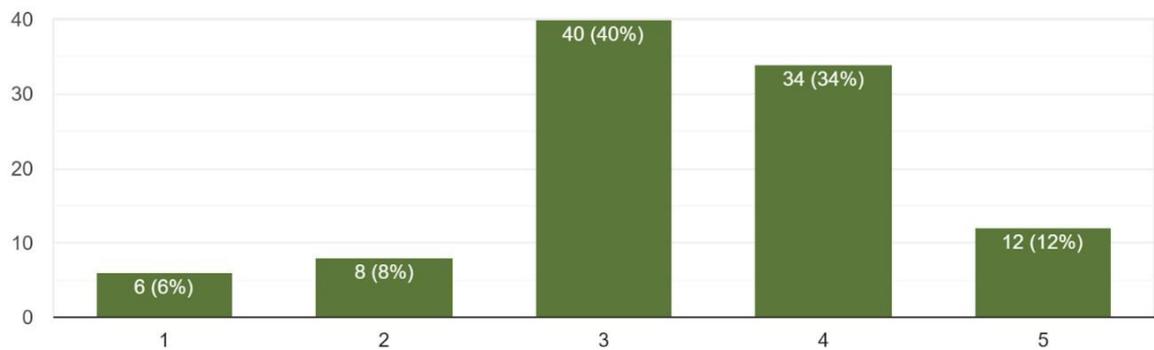
4.2.8- Future of Traditional Advertisement.

Do you think digital marketing will take over traditional marketing?
100 responses
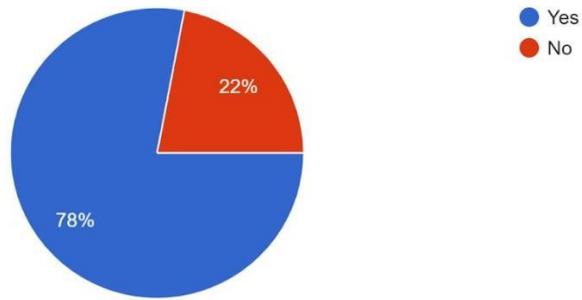
Why do you think digital marketing will take over traditional modes of advertisements
100 responses

Category	Value
Sharing facility	34 (34%)
Increased Internet Usage	67 (67%)
Personalized & Relevant Content	47 (47%)
On-demand Viewing	55 (55%)
Interactive and engaging	47 (47%)
Accessibility Across Devices	51 (51%)
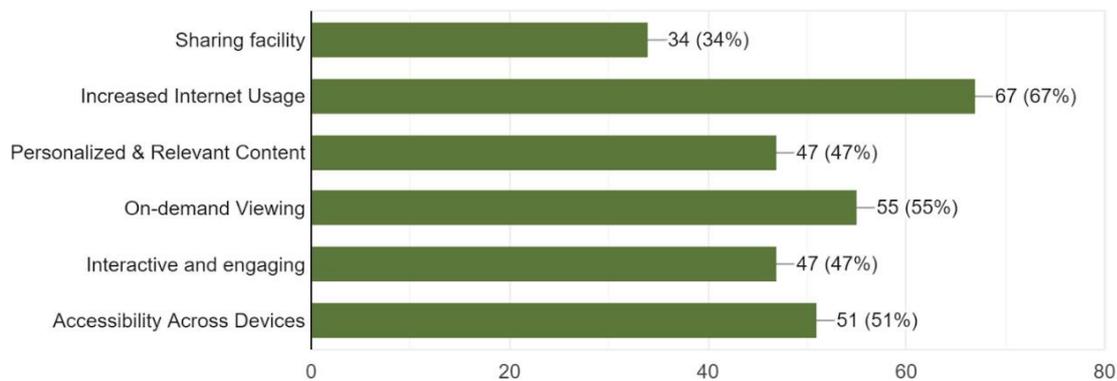
4.3 Findings:

- According to the above study, the majority of audiences think that the emergence of digital marketing has reduced the effectiveness of traditional advertisements.

- People think that with a good digital marketing strategy, product promotion is possible without costly television commercials, even though television advertising is the primary form of traditional advertisements owing to catchy jingles, the appeal of the advertisements, brand visibility, etc.

- Most people watch commercials on YouTube and on cable/dish television, but in the future, as more people are willing to pay extra for subscriptions that are ad-free, this consumption will decline.

- Not just among young people but also among those between the ages of 40 and 50, digital marketing is rapidly gaining popularity. This is a result of people using social media sites like Instagram, Twitter, LinkedIn, and Facebook more and more frequently.Influencer branding and content marketing are benefiting from the rapid rise in popularity of social media advertising.

- Digital marketing has a stronger impact on consumers' purchasing decisions than traditional marketing, especially among younger audiences.

- Numerous factors, such as increased internet use, increased social media use, falling cable/dish TV, advertising-free subscription deals, etc., could be to blame for this.

- Consumer awareness is another factor. Nowadays, consumers are less likely to run outand buy anything that their favorite celebrity is endorsing; rather, they are keener on finding more about both the business and the product itself. They prefer commercials that have more information, and they frequently think influencers are providing them with a more authentic portrayal of the product.

- Users may now easily write reviews, share their stories, and specify how they wish to utilize a product thanks to social media marketing.

5 Conclusion

This study demonstrates that even while many people continue to consume advertising in many forms—such as watching television commercials, reading newspaper ads, listening to radio commercials, etc. However, we have concluded from the aforementioned results that in an era wherein new technology is always being developed, digital marketing will eventually replace traditional advertising. Different elements that contributed to the success of conventional advertising can and ought to be used.

Consumers nowadays are more knowledgeable and seek to know everything there is to know about a company and a product. Digital marketing satisfies this desire, and traditional advertising is also adjusting to its best, but Modernization always brings about changes in advertising trends.

5.1 Limitation

- Studies focused on the impact of digital marketing on traditional advertisements typically only examine short-term effects, with age and consumer knowledge being the primary factors considered.
- Limited research has been carried out in terms of the number of respondents and demographics to explore how digital marketing and traditional advertising differ in terms of credibility, authenticity, and building trust.

5.2 Suggestions

- Traditional advertising should employ successful strategies including the use of color, memorable jingles, product placement, and brand placement.
- With the development of artificial intelligence, consumer preferences will inevitably change. Digital marketing needs to be able to interact and adapt in such circumstances.

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Consumer Behavior of Millennial

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ABSTRACT

Today's generation, also named "the millennial" has access to the Internet, most of them tend to be well-informed and internet savvy. They resort to searching online for answers to their queries, doubts, and difficulties. They also conduct thorough product research or details of various services through the search engines.

Millennial also prefer value, speed, flexibility and mobility. Many of them work remotely or have flexible work schedules that allow them to work from anywhere with Internet access. Many millennial use smart phones to work and stay connected to others from any location. This has given impetus to product and service providers to come out with sharing services like Ola or Uber and revolutionizing hospitality services by introducing AIR BNB or introducing clothing rental platforms. The sharing business models have been doing well all over the world.

Millennial even tend to favor marketing campaigns that invite them to be a part of the experience through user-generated content.

Key words

Millennial, Search engines, Internet Access, Sharing business models

INTRODUCTION

Those who are born between 1980 & 2000 are called millennial. (a word designed to refer to the generation born between 1980 and 2000) are fast entering their prime spending years. Growing up in an age of rapid change, they have a set of expectations and priorities that are radically different from those of the older generations.

India will be the youngest country by 2022, with an average age of 29. So, millennial will have assumed phenomenal importance that can impact the way businesses are conducted. The millennial have different perspectives of consumables and utilities; different sets of expectations from the marketers and their priorities in life are radically different from the old generation.

The buying trend of millennial is quickly shifting from ownership to rental concept. They would like to share a taxi, Auto, bike, hotel room. They would like to take an apartment on lease rather than owning it. Buying car is being pushed lower on the priority list of an average millennial. Car sharing will be the order of the day. Millennial are willing to rent a property or be in their parents' home for a longer time to save money however they do not mind splurging money for travel and leisure.

Indian millennial are optimistic, hardworking, and technically sound.. They are smart, well informed and well connected. Their needs are different from their parents. They would spend provided they see "the flame is worth the candle". There are roughly   415 million millennial in China and 440 million millennial in India. They together make up 47% of worlds millennial population. This vast population of millennials would influence the manufacturing, design and also marketing, selling & advertising of most products and services all over the world.[1]

 It is estimated that there are approximately 80 million millennial in the U.S today. That's almost 25% of the U.S.'s total population! That is why all the marketers in US are driving up their strategies to entice these millennials.

Are these millennials of China & India on the same page? Yes. There is pressure to do well in academics on both of them from their parents and grandparents.. Their parents expect them to find a good job, marry and raise families. These millennial also have confidence that they will have a better life than their parents. India has 22 regional

languages as opposed to china where there is one official language Mandarin.

Many Indians grew up going to International schools, watching American films, Dramas, reading English literature and listening to western music. In some metros and big cities , some Indian millennials have adopted English as their first language while communicating within the family or to the outside world. Chinese millennials cannot use worldwide-web because of the political compulsions while Indian millennials wander through the same social media like whatsapp, FB, Twitter, Instagram, Youtube.Chinese Millennials appear to have greater sense of national pride and confidence than Indian millennials. This is because Chinese GDP grew 25 times as compared to India's 4.2 times between 1991-2017.

China had adopted one child policy ruthlessly for many years. As a result, China's millennials are single children and each child has two parents and four grandparents. So the millennials are pampered a lot by their parents & grandparents but they are also under immense pressure to do well academically & commercially.

Indian millennials also face similar pressures from their families and many of them try to get into elite schools like IITs and IIMs but only few succeed. In India, education is the main ladder for upward social mobility, and the millennial generation has grown up under tremendous family pressure for meeting family expectations.

Chinese millennials have gone digital totally when it comes to making payments. They do not use cash any more, they use smart phones (Alipay or WeChat Pay) to make payments for everything right from vegetables on the street to luxury cars. China makes almost half of the world's digital payments. Chinese millennials have exceptional ability to adopt new technology trends quickly.

Millennials in China have smartly blended e-commerce with their social media and net-based entertainment.

The millennials have already emerged as world's largest spending group;They can influence the purchase of products and services significantly.So all the firms have to devise most creative ways to reach these consumers for their sustainable existence &

growth.

Everyone knows what a millennial is, but they might not realize that there are different types of millennials out there, just like there are different personality types. While all the millennials were born from the 1980s and early 2000s, they all have unique personalities and traits that distinguish Gene Y from every another generation. Although many millennials share similar mental makeup and characteristics, there is also substantial heterogeneity seen among many of them. Marketers have to have deeper understanding of these huge differences among millennials to make their segmentation & targeting more focused, more accurate and more rewarding so that their marketing strategies get translated into fantastic returns.

1) **Friendly Millennial**—These millennials are warm, friendly, are able to articulate their needs and wants quite explicitly. They write good reviews of products or services they have availed of and refer the same to others.

2) **Timid/Reserved Millennial**—He is basically introvert by nature. He is mild mannered individual He will not express his requirements in as many words. However, he may buy his stuff mostly through online platforms.

3) **Silent Millennial** - He will not articulate much but is well informed about the nature and type of products & services he wishes to buy. His choices and preferences can be tracked through on line business portals.

4) **Undecided millennial** – He is wavering; vacillating Will take a lot of time to buy. May return goods once bought through online shopping if he changes his mind.

5) **Price conscious millennial**. — will give lot of importance to pricing. Will go for discounted products or cash back schemes or heavy discounts.

6) **Quality conscious millennial**—will give utmost importance to Quality. He would not mind paying higher price if the quality is premium.

7) **Price & quality conscious millennial**—will buy a product if the quality is good and price is reasonable.

8) **Argumentative millennial**- Will make life hard for the service provider if he fails on commitment. This type of behavior is mainly seen in tours & travel business where the travel company goes back on their commitments in terms of food and amenities promised.

9**) Suspicious millennial**—He will always doubt the quality of the product he buys and questions the seller. He will do more purchases off line because he would like to handle (touch, feel, smell) products he intends to buy.

10**) Rude / ill-mannered millennials** –They are few in number and show their true colors in restaurants and malls.

11) C**lever/intelligent millennials**—will give meaningful suggestions to the marketers on improvements, modifications and alterations for products and services. They are techies and widely travelled people. They call themselves global citizens.

12) **Impatient millennials**. — Many will resort to online shopping. They will be the first one to experiment with any products or services without any reviews. They basically operate through smart phones

13) **Bargaining Millenials** – They prefer to go to open markets where there is a scope for negotiations. They would like to negotiate because they look forward to having global products at local price,

14) **Impulsive Millennials**---They are those successful millennials who could make hall of fame at a very young age. They would take impulsive decisions for purchases provided there is a facility of loans/EMI or a facility of two part payment.

15) **Overcautious millennials**—They would always like to have as much information, reviews they can have on products, the competitors, the economy. They will not spend unless they are too sure of what they actually want.

16) **Slow thinker millennials**-They take lot of time to buy their stuff because their decision making abilities are not very sharp.

17) **The old fashioned millennials**- They prefer to do things the old-fashioned way. They would use paper to jot down things instead of smart phone, may prefer newspapers instead of E-newspapers. They may not use smart phones to a great extent and most of their purchases would be through off line stores. They may not spend quality time on social media platforms such as FB, TWITTER, INSTAGRAM, YouTube.

18) **The environmental friendly millennials -** They give lot of weightage to the companies who care about green environment, preserving ecological balance and preventing environmental degradation. They buy organic produce and go more for natural

products/ green products without preservatives or chemical stuff.

19) **The techy millennial -** They buy all types of electronic gazettes, also gazettes embedded with artificial intelligence, prefer to stay in smart homes and have tremendous knowledge and interests in all the modern gazettes. They prefer to buy electronic gazettes of new versions frequently.

20) **The traditional millennial -** They are under the influence of their parents &grandparents who have been managing their life traditionally by being conservative, frugal. They buy products which give them comforts regardless of the fact whether these products are being made by the companies which are environmentally friendly or not.

OBJECTIVE OF THE STUDY

Opportunities available to the marketers

1) The marketers MUST have a very strong presence on social media. Most of the millennials are tech savvy and as a result most of them would always look for the products or services displayed and advertised on social media platforms.

2) The marketers should resort to email marketing, Data based marketing, viral marketing and content marketing to promote their products or services and finally all their efforts should end up through mobile marketing.

3) The marketers should have highly interactive programs for millennials whether it is brick & mortar marketing or Digital marketing.

4) The marketers should highlight their work (CSR) on preservation of ecology, preventing environmental degradation and preventing carbon emission on social media platforms. This will create good corporate equity in the minds of millennials   and they will prefer to buy from those companies who are active on curbing carbon emission and trying to prevent pollution.

5) The marketers should market quality products at lower price by acquiring cost leadership.

6) The advertising campaigns & sales promotional campaigns should aim at millennials

since they constitute huge customer base in terms of growing incomes and propensity for consumption.

Results and Findings

We had taken 130 sample size in a Metro and got the survey filled by them by asking questions on career, housing, transport, marriage, buying pattern etc.. The results are shown below in the form of pie charts.

Every question that was asked is displayed below in the form of a pie chart and the description is given below the chart. The researcher had questioned males as well as females.

After your post-graduation, would u like to do

130 responses
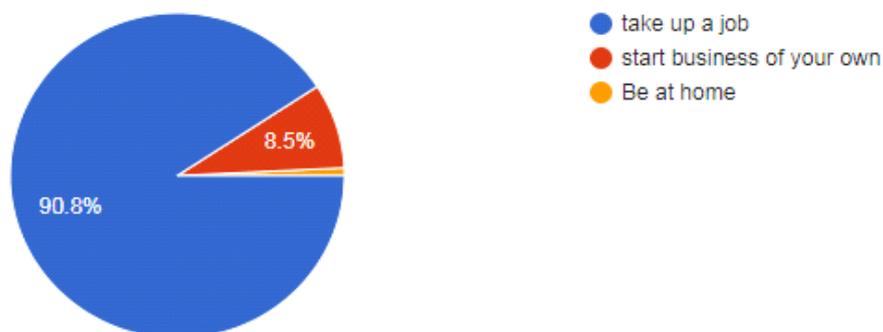
Out of the 130millenials, 90.8% respondents said that they would prefer taking up a job and 8.5% wanted to start their own business. Only 0.7% wishes to remain at home.

What would be your first priority after getting a job?

130 responses
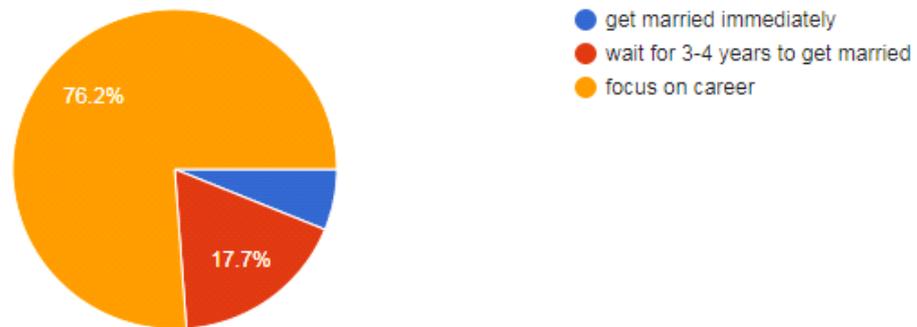
Out of all the respondents, 76.2% would like to focus on their careers. 17.7% will wait for around 3-4 years to get married and rest will get married immediately. This proves that the majority of the millenials are career oriented people. Their main goal in life is to have a good career and they wish to prosper in terms of position, power and wealth.

What would you like to do on top priority after settling down in a job?

130 responses
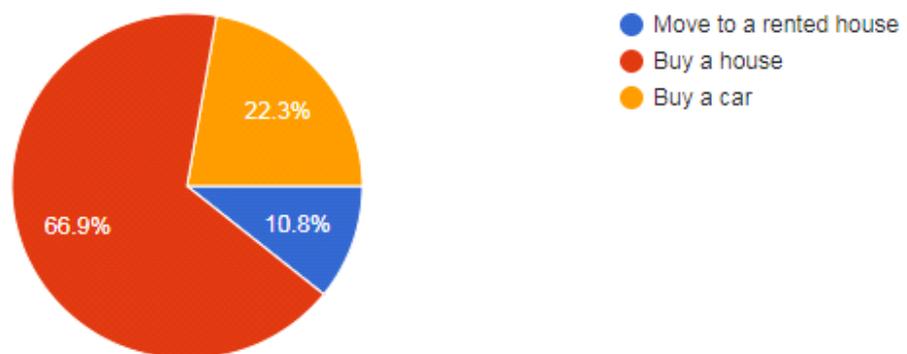
The responses reveal that 66.9% millennial would prefer to purchase their own home as soon as they get the jobs. 22.3% of them would prefer buying a car and 10.8% would like to move in rental homes. This speaks of tremendous opportunities in real estate sector and also for automobile sectors.

Which factor would u consider most important when it comes to buying expensive gazettes?

129 responses
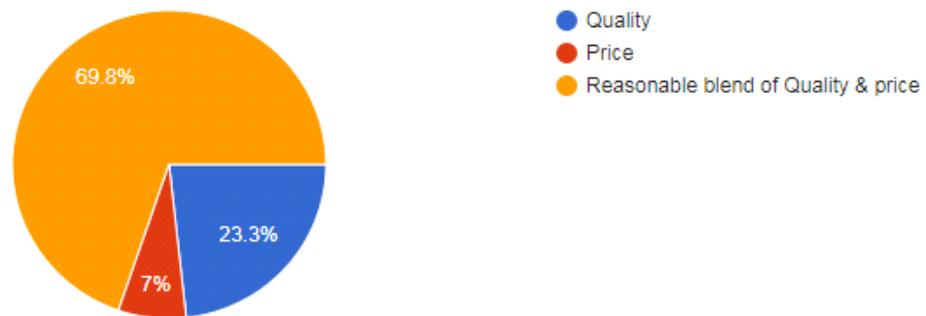
69.8% millennial prefer to buy gazettes with a reasonable blend of Quality and price. 23.3% will give priority only to Quality and only 7% will buy if the prices are lower regardless of Quality.. This shows that if a manufacturer or a service provider can make products or offer services by using judicious mix of pricing and quality , the majority millennial can be his prospects..

What is your idea on saving your income?

129 responses
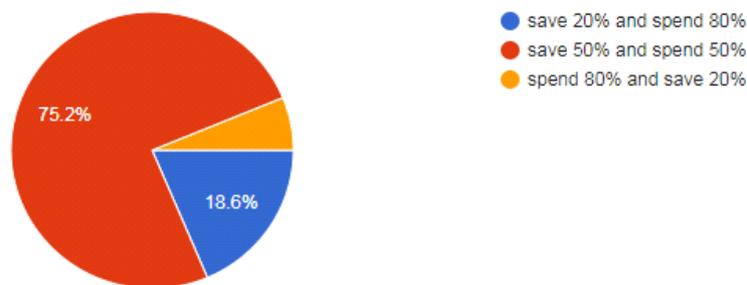
The millennial wish to spend 50% of their income which is a highly positive sign for the growing economy. The erstwhile generations would save between 75-80% and spend only 20%.

18.6% respondents are ready to spend 80% of their income is also a very healthy sign for any vibrant economy. After this entire spent amount is going to be an income for other groups of people and velocity of money is bound to take momentum.

What will be your top priority after your marriage?

128 responses

- stay in a different house
- go for owning up your house
- go for a car
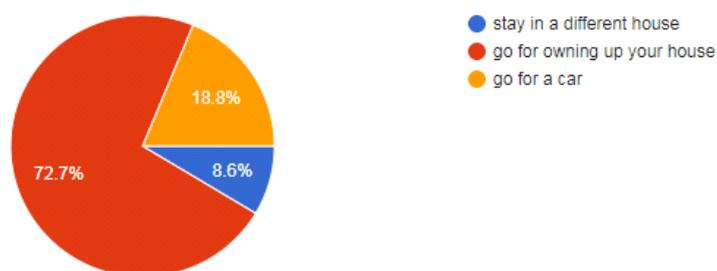
72.7% millenials would go for owning up their homes. 8.6% would prefer to stay separately thus looking forward to full freedom & privacy after marraige..The house seems first priority followed by buying a car.

When it comes to buying mobile phone, would you like to go for

130 responses

- Expensive phone
- phone which is reasonably priced.
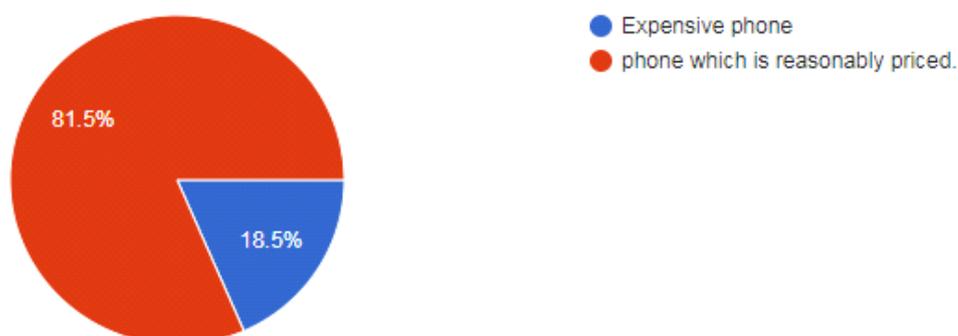
81.5% millenials would go for reasonably priced phones with comparable attributes.. Only 18.5% millenials would go for premium priced phones because they wish to safeguard their image by buying expensive phones of reputed companies.

FINDINGS OF THE STUDY

The survey reveals the mindset of Indian millenials when it comes to taking fundamental decisions like housing.   Since the millenials have free access to internet, they get lot of information to analyses, discriminate and choose and take a right purchase decision.. Their mindset is very clear when it comes to purchase.

Thirdly, the majority is not highly brand conscious like US or Chinese millenials.. So long as the brand has good quality and reasonable price, they would go for it even if it is not manufactured by a multinational house or a world class company. Majority prefers

reasonably priced brands with comparable attributes.

Since the millenials have huge exposure to the internet & IOT, they are well aware of the nature of competition in various markets, the variety of products markets offer   and add to this, many of them are widely travelled nationally and internationally. So they have complete clarity while taking any purchase decisions.. They look for wide variety of choices and alternatives when it comes to any product or services.

The survey also reveals interesting things such as majority of Indian millenials going for owning up their own houses rather than going for rental homes and also owning up their own cars rather than going for online taxi services or shared taxi models. These observations are totally contrary to the characteristics of millennial defined in various books, print as well as electronic media.

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The post-pandemic emergence of fresh styles and innovations in the hospitality and travel sectors

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ABSTRACT:

The COVID-19 pandemic significantly impacted the hospitality and tourism sector, resulting in a sharp drop in revenue, the loss of jobs, and the closure of numerous businesses. Industry has seen the emergence of new trends and innovations in response to the pandemic, with the goal of adjusting to the new normal and ensuring the safety of customers and employees. This research paper aims to investigate the fresh developments and innovations that the pandemic has brought about in the hospitality and tourism sectors.

The COVID-19 pandemic's effects on the hospitality and tourism sectors are examined in this essay, as well as the emergence of recent trends and innovations that aim to cope with the new normal. The adoption of health and safety guidelines, contactless technology, sustainability, local travel, and virtual experiences are discussed as the most recent trends and innovations to hit the market. The significance of these developments for the future of the market and the distinctive customer experiences they provide are highlighted in the paper. This paper offers insights into the most recent patterns and developments in the hospitality and tourism sectors in response to the pandemic, which are likely to have an impact on the sector's future. To understand the changes in the industry and the opportunities and challenges brought by the new trends and innovations, the paper provides industry participants, policymakers, and researchers with valuable information.

KEYWORDS: New Trends, Innovation, Hospitality, Pandemic

INTRODUCTION: The global hospitality and tourism industries have been severely and profoundly affected by the COVID-19 pandemic. Due to numerous nations' travel bans, border closures, and restrictions on public gatherings meant to stop the virus's spread,

the industry has seen a dramatic decline in revenue. Due to the necessity of closing or scaling back many businesses; this has resulted in a significant loss of jobs. Consumer behavior has also changed significantly because of the pandemic, with many people becoming more health-conscious and favoring contactless services.

The hospitality and tourism sector has seen the emergence of new trends and innovations in response to the pandemic that are intended to help businesses adjust to the new normal and ensure the safety of both customers and employees. These include the implementation of health and safety guidelines, such as the required use of face masks, regular sanitization of public areas, and contactless services like digital check-ins and payments. The use of contactless technology has grown as well, enabling customers to access services without making direct physical contact. This includes check-ins, contactless payments, and room keys. With businesses adopting eco-friendly practices like reducing plastic waste, using locally sourced goods, and promoting sustainable tourism, the pandemic has also caused a renewed focus on sustainability. Additionally, because of travel restrictions, a lot of consumers have turned to local travel, which has resulted in the development of fresh trends like staycations, road trips, and outdoor activities. Businesses have turned to virtual experiences like virtual tours, online classes, and virtual events to provide customers with distinctive experiences since many of their customers are unable to travel.

 The COVID-19 pandemic has significantly altered how businesses run and communicate with their customers. Adoption of new health and safety protocols is among the most significant adjustments made by businesses in response to the pandemic. Through reducing the risk of virus transmission, these protocols are intended to ensure the security of both customers and employees.

Regularly sanitizing public spaces is one of the most widely used health and safety protocols. Businesses are now required to regularly clean and disinfect surfaces to stop the virus from spreading. In order to reduce the risk of transmission, many businesses now demand that clients and staff members wear face masks while on the premises. Utilizing contactless technology is a further significant change that businesses have made. In response to the pandemic, contactless technology has gained popularity because it enables users to access services without making direct physical contact. This includes the increasingly popular contactless check-ins, room keys, and payments that are made.

A renewed emphasis on sustainability has emerged because of the pandemic, in addition

to health and safety regulations and contactless technology. Businesses have embraced eco-friendly practices to lessen their impact on the environment, such as reducing plastic waste, using products from local suppliers, and promoting sustainable tourism. Future trends are likely to follow this one as consumers become more aware of their environmental impact. Local travel has increased, which another trend is brought on by the pandemic. Due to travel restrictions that prevent many consumers from traveling internationally, local travel has become more popular, which has sparked the emergence of fresh trends like satiations, road trips, and outdoor activities. As customers learn about the beauty of their local areas, this trend is likely to last even after the pandemic.

Due to the inability of many customers to travel, companies have turned to virtual experiences to provide customers with distinctive experiences. Customers can now participate in new experiences from the convenience of their homes thanks to virtual tours, online classes, and virtual events. Since businesses understand the value of providing virtual experiences to customers who may not be able to travel or attend events in person, this trend is likely to continue even after the pandemic.

Objective of the study:

1. To understand and specify the key trends that have emerged in the hospitality industry in response to the COVID-19 pandemic.
2. Identify the health and safety protocols that hospitality businesses have adopted to ensure the safety of customers and employees.
3. Explore the rise of local travel as a trend in response to travel restrictions.

Research Methodology:

The research is completely based on secondary data. The study is achieved by referring to various books, journals, research papers, news articles and different websites.

Review Of Literature:

1. New health and safety regulations are one trend that has emerged in the hospitality and tourism sectors. A study by Wang et al. The adoption of health and safety procedures like routine cleaning and disinfection of public areas, required face

mask use, and contactless technology has turned into a top priority for many businesses in the sector as of (2021). To reduce physical contact between customers and employees, this has led to an increase in the use of contactless technology, such as contactless payments, room keys, and check-ins.

2. The emphasis on sustainability is a further development in the market. A study by Li et al. The pandemic has caused the hospitality and tourism sector to put a renewed emphasis on sustainability (2021), and companies are adopting eco-friendly practices like reducing plastic waste, using locally sourced goods, and promoting sustainable tourism. As consumers become more aware of their environmental impact, this trend is likely to persist in the future.

3. Due to international travel restrictions, which have reduced travel options, the pandemic has also contributed to an increase in local travel. Assaker et al.'s research suggests that. Customers are favoring local travel in 2021, which has sparked the emergence of modern trends like staycations, road trips, and outdoor activities. Customers will likely continue to follow this trend as they become more aware of local beauty even after the pandemic.

4. In addition to health and safety regulations, sustainability, and local travel, the pandemic has prompted the adoption of virtual experiences in the hospitality and tourism sectors. Based on a study by Lu et al. Businesses have adopted virtual experiences like online classes, virtual events, and virtual tours in the year 2021 to provide customers with distinctive experiences. Even after the pandemic, this trend is likely to persist as companies realize the value of providing virtual experiences to clients who may not be able to travel or attend events in person.

5. Utilizing technology to improve the customer experience is one trend that has emerged. Based on research by Gretzel et al. Businesses in the hospitality and travel sectors have increased their use of technology to offer contactless services, enhance customer communication, and improve the overall customer experience (2021). This includes utilizing mobile apps, chatbots, and virtual assistants, among other technologies.

6. Focusing on wellness and self-care has also become popular. An investigation by Jain et al. A rise in demand for wellness-related services in the hospitality and tourism sectors is expected as a result of the pandemic's emphasis on the value of wellness and self-care in 2021. This includes, among other things, offerings like yoga classes, meditation sessions, and nutritious food choices.

7. New business models in the hospitality and tourism sectors have also emerged as a result of the pandemic. A study by Buhalis et al. The pandemic has accelerated the adoption of new business models, such as the sharing economy, subscription-based services, and hybrid business models that combine physical and virtual experiences, in the year 2021. The industry will probably continue to be shaped by these new business models in the coming years.

8. In the hospitality and tourism industries, social responsibility is crucial, as the pandemic has highlighted. A Sigala et al. Study claims that. Businesses in the sector have stepped up their efforts to support regional communities and advance social responsibility in light of the recognition of the importance of giving back to communities in 2021. This encompasses actions like making donations to neighborhood charities, assisting neighborhood businesses, and adopting environmentally friendly practices.

Innovative Changes Happening in the Hospitality Industry Today

Improved safety and sanitation.

In the hospitality industry, health and safety have always been crucial factors, but Covid-19 has fundamentally changed the way that we live, emphasizing how crucial hygiene and safety really are. It is now more crucial than ever to offer visitors experiences that make use of improved hygiene and security measures, and this is turning into a crucial component of the general visitor experience. Offering hand sanitizers in rooms and public areas, providing protective masks or visors, and sharing clear signage across hotels that promote hygiene and safety have now become the standard and are expected by guests. In response to Covid-19, Hotels and Resorts launched the Count on Us hygiene initiative, which includes several health and safety protocols, thorough training, access to reliable suppliers, and top-of-the-line disinfectants to promote safety and restore guest confidence. It is a continuous effort that enables us to safely welcome back visitors for special stays.

Advances in technology.

Over the past year, there has been a rapid increase in the adoption and integration of

technology. As the demand for low-contact guest experiences continues to rise, technological features that were once optional or extra have now become essential. The industry has made every aspect of the hospitality experience accessible through a visitor's mobile phone, from contactless check-in and out to mobile room keys, scanning QR codes in place of physical restaurant menus, and in-app ordering. Recently, Hotels & Resorts released our app, which places an emphasis on simple, low-contact features like the "Lightning Book," which enables users to look up and reserve the closest hotel. Other features include the "My App Passport," which enables users to track and personalize their travels, as well as the digital room key technology at certain properties. The overall visitor experience is being improved by technology.

Downgraded Amenities.

Many hotels eliminated unnecessary items from guest rooms to reduce touch points and create a safer, more hygienic environment. For instance, many hotels have taken out the decorative throw pillows from the beds, and other hotels have taken out the coffee and tea makers, menus, notepads, and magazines from the rooms. Eliminating these things reduces clutter and improves visitor safety and sanitation. Hotels will continue to advance their services and amenities over time. To determine which amenities should be kept around or what can be provided as an on-request service, it will be helpful to use guest surveys and feedback.

Innovative Food and Drink Selections.

By changing the layout, service, and back-of-the-house operations, bars and restaurants are learning to accommodate the new normal of social distance and minimal contact. Buffet dining is an example of a service that has been updated for today's needs. Rather than allowing guests to serve themselves, hotels are now using hotel staff to assist guests to reduce the number of touch points and food waste. To ensure social distance and adequate capacity, reservations and pre-booked timeslots have been implemented. Breakfasts that can be ordered in advance at check-in and delivered to guests' rooms or picked up in the lobby are available from some budget brands. They have modified their offering to include takeaway services because many countries around the world are on a different trajectory and continue to be subject to lockdowns or restrictions. To meet the

changing demand, restaurant owners, like hoteliers, have also looked to digitalize their offerings. Hoteliers now can innovate takeaway services from their on-site dining establishments thanks to partnerships with online food and delivery services and apps that allow customers to place direct orders.

Sustainable Designs.

Though design fads come and go gradually, sustainability has recently experienced a meteoric rise and taken center stage in the industry of hotel architecture. In a booking. Respondent survey, 82% of respondents said they placed a high value on sustainable travel, and 70% said they were more likely to book a hotel if they knew it was environmentally friendly, even if they weren't specifically looking for one. Hoteliers are sourcing and incorporating eco-friendly materials into their design and everyday operations with this in mind, as well as the duty to be socially, ethically, and environmentally aware. This includes carrying out procedures and plans that will lessen their carbon footprint.

Hotels & Resorts are dedicated to safeguarding the natural environment where we work, play, and live. We recognize that to deliver long-term sustainable value, it is crucial to protect our natural capital and resources. This is part of our strategic vision of fostering a values-driven culture. The hospitality industry's adaptability and capacity to grow in response to shifting consumer demands are highlighted by these evolving elements. These trends and adaptations will develop, change, and grow as we learn to navigate this new era of travel. We anticipate more innovations and advancements that will help us improve the experiences of our visitors.

Health and Safety procedures conducted between departments.

Front desk.

Employees at the reception have the greatest potential for interaction with guests, so it is crucial that they take all necessary precautions and adhere to the rules established by the management and the government for protection against Covid-19. Other considerations include in addition to keeping physical distance and always wearing

masks.

1. All information pertaining to Covid must always be kept current so that receptionists can inform visitors. All the safety precautions, rules, and regulations that are in place should be included in this.

2. The front desk staff should have the authority to instruct visitors exhibiting Covid-19 symptoms to quarantine inside their rooms until seen by a doctor or other healthcare provider. They also need to decide on masks or alcohol-based hand rubs for the visitors' exhibiting symptoms.

3. The reception staff must be informed of a hotel's occupancy policies for guests who are traveling with someone who has a suspected case of Covid.

4. If visitors to your hotel leave and exhibit symptoms of Covid-19, they must be prompted to notify the appropriate local health authorities of their stay.

5. Hospital, health authority, and transportation emergency phone numbers ought to be available at the front desk.

6. In consultation with the hotel's management and the appropriate regulatory bodies, guest information must be handled with caution. Such information can be managed with ease and without concern for data security or safety using a property management system like Hotelogix.

7. It might be necessary to lower hotel occupancy levels to guarantee that Covid acceptable behavior is observed. However, you could spend money on a hotel management system that also manages yields for your property to make sure that your hotel does not incur losses or that revenue is not impacted.

8. Even though they may already be aware of them, visitors need to be constantly reminded to practice good respiratory hygiene, maintain a safe social distance, and sanitize their hands and other surfaces.

9. If it is deemed necessary to maintain the required distance between staff and visitors, the establishment shall provide physical barriers.

Food & Beverage/Service

1. Employees of food and beverage kiosks, eateries, dining areas, etc., must adhere to all safety precautions to stop Covid-19. Maintaining good hand and respiratory hygiene.

2. Employees in the food and beverage division must regularly follow hygiene precautions like handwashing, disinfecting surfaces, and cleaning touchpoints that are frequently used.

3. Rubber gloves can be used, but they should be changed frequently, and washing your hands should be done before putting on or taking off the gloves.

4. Disposable gloves cannot be used as a substitute because handwashing is more effective in preventing the Covid-19 virus.

5. All staff members are required to always wear fabric masks for protection, especially those whose jobs require close contact with guests.

6. Alcohol-based hand rubs must be made available to patrons, preferably at the entrance to dining establishments and other establishments. As well as following their use.

7. Considering Covid-19, buffet spreads of food are not advised and must not be provided.

8. Drink dispensers, if used, must always be kept in good condition by being cleaned and sanitized on a regular basis, preferably more frequently, after each use of the dispenser and its associated utensils. Additionally, users must have access to adequate hand hygiene facilities.

9. To prevent infections from unintentional contact, all used utensils—regardless of type or grade—must be cleaned and disinfected in a dishwashing machine.

Housekeeping

Due to their frequent contact with guests and the nature of their work, housekeeping and cleaning staff are typically more at risk than other employees. This makes it crucial for them to practice preventative measures against Covid-19 and ensure that situation managing in the housekeeping department is done correctly.

1. High-touch areas include elevator buttons, handrails, doorknobs, switches, hallways, and reception areas must be regularly cleaned and disinfected to avoid SARS-CoV-2 contamination.

2. For hotel guest room cleaning procedures, the cleaning solutions and disinfectants used must be carefully chosen to avoid causing environmental harm. The chemical agents' concentration must be such that their use does not result in surface degradation.

3. To ensure that negative effects are reduced, PPE kits must be given to employees who may be exposed to chemicals.

4. The staff must receive adequate training in the use and disposal of disinfectants and PPEs so that all waste material is managed in an environmentally sound manner, causing no pollution of the air, water, etc. As well as harm to people's health.

5. It is necessary to clean and disinfect any surfaces that have met sick people using the recommended amount of hygiene products, such as a sodium hypochlorite solution.

6. For the staff, additional training in handling, application, and storage may be necessary of such goods.

7. Textiles, linen, cloth, and other items must be collected in marked laundry bags. Detergents must be used in 60–90-degree warm cycle washings to achieve adequate cleaning and disinfection and to prevent contamination of people and the environment.

8. Disposable items must be collected in lidded containers and disposed of in accordance with your hotel's waste management action plan.

9. If the housekeeping or cleaning staff discovers sick guests in the rooms, they must notify management or the front desk and defer to them to take the necessary action.

The rise of local travelers.

Travel patterns worldwide have undergone a significant change as a result of the COVID-19 pandemic. People have been compelled to postpone their international travel plans and stay at home due to the implementation of travel restrictions and lockdown procedures in various parts of the world. Due to people's desire to travel while remaining safe, there has been an increase in domestic travel.

- Due to various factors, local travel has grown in popularity as a countertrend to travel restrictions. First off, domestic travel is more accessible and less expensive than international travel. To get to nearby locations, people can drive there or use the public transportation system, which is typically less expensive than flying. Local travel also necessitates less planning and preparation, which is crucial during the pandemic when travel plans can be derailed at any time due to shifting regulations.

- The desire to discover and enjoy one's own community is another factor in the rise of local travel. People have started to focus on the places and attractions in their local communities now that international travel is no longer an option. This has sparked a fresh interest in sustainable tourism methods as well as a rediscovery of local customs, cuisine, and cultures.

- Lastly, local travel has enabled people to support regional companies that have been severely impacted by the pandemic. By spending their money at nearby restaurants, hotels, and attractions, tourists can support the community's economy by staying close to home.

The rise of local travel as a trend in response to travel restrictions has, all things considered, given the tourism sector a much-needed boost and enabled people to continue traveling in a safe and environmentally friendly manner.

Findings:

The study's conclusions demonstrated that the COVID-19 pandemic has caused the emergence of fresh styles and developments in the hospitality and travel sectors. These include the adoption of health and safety guidelines, increased contactless technology use, a renewed focus on sustainability, an increase in local travel, and the uptake of virtual experiences.

Conclusion:

A result of the pandemic's profound effects on the hospitality sector, hotels now operate in novel ways. Improved safety and hygiene measures have been one of the most significant changes. Hotels are now expected to give visitors experiences that follow safety protocols, such as providing hand sanitizers in rooms and public areas, offering protective masks or visors, and posting visible signs all over the hotel promoting cleanliness and safety. Low-contact guest experiences have become essential, and technology integration has been crucial. Hotels have introduced apps with minimal contact and streamlined features like contactless check-in and check-out, mobile room keys, in-app ordering, and digital room key technology. Reduced hotel room amenities, such as the removal of decorative throw pillows, in-room coffee and tea makers,

notepads, menus, and magazines, are another change made to reduce guest touchpoints. Adapting buffets to reduce touchpoints and providing takeaway services are just two examples of how the pandemic has spurred creative changes in food and beverage offerings. Finally, with more hotels using eco-friendly materials and putting in place programs to lessen their carbon footprint, sustainability has grown to be a crucial component of hotel design. The ability of the hospitality sector to evolve and grow in response to shifting consumer demands and additional technological advancements and innovation to improve the guest experience is demonstrated by these innovative changes.

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Popularity of Wine Tourism in Maharashtra – A Case Study

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ABSTRACT

Tourism is an important activity for the development of the economy of society. Wine Tourism is one of the new forms of tourism. Wine tourism which can be developed with the help of wine yards and wine industries activity. This activity can be carried out without destroying the environment and leads to sustainable development. Potential of wine making wine industry converted to wine tourism destination and also its development. In Nasik the wine yards are converted into not only a place for wine making but also a potential place for enjoying food with wine and wine yards' tour. A place to stay in the midst of the wine yards actively participating in the harvesting of grapes stomping, crushing, wine testing, wine festivals etc. The study emphasis on wine tourism is developed and growing in Nasik district. This study is focus on improving the social and economic condition of Nasik district. In Nasik district the wine tourist is quietly significant than other tourist. Day by day this tourism activity increased rapidly. This will lead to the economic development to the Nasik district. Wine tourism is the new concept of tourism from in last decade of 21th century. Whose purpose is including the testing consumption or purchase of wine often at near the source, where other types of tourism are often passive in nature wine tourism can consist of visits to wineries, testing wines wine yards walks or even taking on active part in the harvest. Wine tourism is relatively new form of tourism its history varies greatly from region to region.

KEYWORDS

Wine yards, Wine Industry, Wine tourism, Problems and prospects of wine Tourism, food and wine tourism, viniculture, emerging wine tourism.

INTRODUCTION

Food and wine historically have been "in the background of the tourist experience as a part of overall hospitality service provided for travellers". There are many definition of wine tourism, Australian researchers Hall and Macaroni's said the wine tourism as "visitation to vineyards, wineries, wine festivals, and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors." India Wine Market Outlook, 2023' gives a comprehensive analysis on the Indian wine industry. The market has observed high growth owing to increasing popularity of wines, increase in disposable income, growing consumption of alcohol between women, etc. The market further shows high growth potential as all the segments show high growth rate.

Wine in India is gaining importance as a mainstream drink and is being consumed on various occasions, both at home and at restaurants/bars. Buyers mostly prefer to consume at home with relatives, which indicate that wine is increasing social acceptance between Indian families. In restaurants, wine is mostly consumed during large gatherings, business parties or dinning meetings. The various colours of wines changing from red to other different colours wine marketing is flourishing. It is not about the colour of traditional Indian red wines, it's more of increasing popularity of white, sparkling, rose and other wines into the Indian market. The Indian consumers have stared exploring other variants of wines from just red wines. According to the report 'India Wine Market Outlook, 2023', the consumption of Wine in India is found to be increasing with rise of awareness of wine as a good drink for health.

The wine market of India observed growth with a CAGR of more than 25% in past five years. Growing popularity of Vineyards as tourism places, higher disposable incomes and growth in foreign tourists, promotion of wine as beneficial to health etc. are some of the reasons for such growth. Global travel and expose to other countries where drinking wine is a part of the lifestyle are also helping to drive the sales of wine in India. One of the major obstacles in growth of wine market is the price of wine which is comparatively very high than other alcoholic beverages and India being a price sensitive country people generally don't prefer consuming wine. Despite the number of Indian wine makers is on the rise, the consumption of imported wine is high in India. Wine is considered as a very young category in India, but its strong performances and high potentials are leading to the entry of several new players, while at the same time existing companies are

expanding their product portfolios and presence in various regions of Indian marker. Sula Vineyards is considered to be the market leader in the Indian wine market followed by Grover Zampa Vineyards, Fratelli Wines Pvt Ltd, John Distilleries Private Limited and others. The wines in Indian market are generally segmented as Red wine, White wine, sparkling wine, Rose wine and other wines. Red wines are the most popular and mostly consumed wine having a large market share. While white, rose and sparkling wine are emerging segments. With increasing variants and new brands these segments are forecasted to grow higher compared to the red wine segment and obtain a higher market share in future. Which will reduce the dominance of red wine in the Indian wine market?

Wine tourism has been defined as visitation to wine yards' wineries wine festivals and wine shows for which grape wine tasting and or experiencing the attributes of grape wine region are the prime motivating factor for visitation. Today wine tourism is acknowledge as a going area special interest tourism throughout the world and it is an increasingly important tourism component of for many wine producing region with its wide ranges of benefits including foreign exchange, earning, the creation of both full and part time jobs and generation of secondary economic activity wine tourism is emerging as a lucrative industry sector with the ability to generate substantial throughout years except during the monsoon season the average annual rainfall of the district as a whole is 1034 mm. The rainfall decreases from west to east the summer season is moderately hot and the temperature varies from 36° to 43°. The air is humid during the monsoon season and is generally dry during the rest of the year. Wine tourism has emerged as the latest trend in the Indian wine industry with active participation of the major wine players is extensively marketing wine tourism for monetary gains. And transforming their wineries inns / hotels for promoting wine tourism. Despite the country's vast population on of around 1.2 billion the per capita consumption of wine is quite low. The low per capita consumption level. Nasik is known the best place for tourism by various tourism dimensions. Such as Historical, Natural, Religious, however wine tourism is new form of tourism is developed in Nasik district. And most of foreign and local tourist visited to this tourism activity. It also gives information about wine tourism and tourist and their activities. This study is very useful to decide the progress of standard of living in that particular study region. This study is realizing to problem and prospects of wine tourism and researcher will also try to give some suggestion and measure to carry out for remedial action related to wine tourism. (Pravin Popatrao Shardul)

LITERATURE REVIEW

The literature on tourism and events is endless; a niche in this wide research field is represented by food and wine research. The growing interest shown by wine tourists has nurtured the proliferation of wine events and the growth of the wine tourism business; as a consequence, academicians' interest in this issue has increased. At the same time, research on tourism and events is an evolving field and it has moved from a main economic focus to a broader perspective: some scholars have highlighted how the growing interest towards green and sustainable practices has stimulated academic research and a lot has been done on the management of environmental issues. Given the resonance of wine tourism and the role it has for local and rural development, the interest towards the issue of sustainability in wine is more than warranted. Thus, this paper aims to provide some useful insights about where research has gone and where it is going; a thorough literature review has been performed.

Alessio Cavicchi, Cristina Santini and Marc A. Rosen (13th Jan, 2017)

Wine tourism as a discrete field of research is inchoate, yet there has been rapid development in this field since the mid-1990s. The hosting of the first Australian Wine Tourism Conference in 1998 was the first forum in which wine tourism researchers from the public and private sector were able to present their work to their colleagues. Importantly, much of the wine and tourism industry were involved in that conference and served to guide the direction of wine tourism research from that point on. Hence much of the research that is presently available is applied and practical and includes a body of work on wine tourism conceptualisation, wine tourists and wine tourism destinations. Initially most of this work took the form of case studies and cross-sectional 'snapshots' of wine tourism, with a noted absence of any theoretical underpinnings or conceptual framework to set the context of the research. This article reviews existing attempts to frame wine tourism research and suggests an approach that recognises that wine production and tourism are located at opposite ends of the industrial spectrum, with very different economic conditions applying in the wine and tourism industries. Within this framework, the key research questions that confront all wineries and wine regions seeking to develop wine tourism can be addressed in a more pragmatic and strategic way.

Prof. Jack Carlsen (23rd Jan, 2007)

The analysis revealed three factors explaining the adoption of sustainable practices by wine tourism companies, from the supply perspective: competitiveness, innovation and territorial development. From the demand perspective, two factors that emerged are as follows: awareness and recognition. Sustainability strategies contribute to improving companies' competitiveness; innovation is associated essentially with reducing the ecological footprint, whereas adaptation to new forms of consumption and territorial development is connected to economic and social development. Consumers are increasingly aware and choose sustainable and responsible lifestyles; this being reflected in their new preferences and the recognition given to firms that implement sustainable practices. The findings also show that companies are increasingly establishing goals and objectives taking sustainable development into consideration, and consumers are also aware of sustainability issues at the moment of acquiring products and services. In addition, the wine tourism sector was found to be growing worldwide.

Ana Nave, Arminda do Paço, Paulo Duarte (18 March, 2021)

Research on wine tourism has expanded rapidly since the early 1990s with approximately two thirds of the literature coming from Australia and New Zealand, countries with not only substantial wine tourism but also a long record of wine marketing research. Of the remaining literature the dominant source countries for research are Canada and the US. Seven themes are identified from the literature and are discussed in turn: the wine tourism product and its development; wine tourism and regional development; the size of the winery visitation market; winery visitor segments; the behaviour of the winery visitor; the nature of the visitor experience; and emerging area of research on the biosecurity risks posed by visitors. For each of the themes future research challenges and issues are identified. The review concludes by noting that although there is now a significant catalogue of research in the field, methods are still relatively crude and studies still tend to be regionally focused and quite generic in nature. There is therefore a need not only to improve the means by which results from different locations and populations can be compared but also to employ greater sophistication in the employment of qualitative and quantitative techniques in their examination.

Richard Douglas Mitchell (April 2006)

Wine Tourism in Maharashtra is developing steadily owing to several initiatives on the part of wine tourism service providers. Although in a nascent stage as compared to its international counterparts, wine tourism in India is domestically growing as a form of special interest tourism. Wine tourism in Maharashtra, as a niche form of tourism, made its beginning with several wineries offering wine tours within their vineyards and wineries in Nashik and Pune. If individual vineyards and wineries offering wine tourism services is the first step towards inception of wine tourism in a wine region, the creation of wine trails and wine tourism circuits is the next most logical and quintessential step towards growth of wine tourism in that region. This paper attempts to explore two important areas of wine tourism circuit creation and development in Maharashtra which also form the objectives of this study. They are (a) what are the most important considerations during the creation of wine tourism circuits in wine regions? And (b) what are the opinions of wine tourism service providers on the creation and development of wine tourism circuits' in wine regions of Maharashtra? For the purpose of this study, both primary and secondary sources of data were used. For collection of primary data, a survey was conducted among the wineries of Maharashtra to study their opinions on creation of wine tourism circuits.

Anupama S. Kotur (January, 2015)

Increasing attention is being provided both by academics and business to the relationship between wine and tourism. However, despite the wine as a factor in the development of destination attractiveness by tourism businesses and organisations in New Zealand little is known about the nature of the wine tourism market, attitudes of the wine industry to tourism and the extent to which alliances and relationships exist between the wine and tourism industries. This paper examines the results of a survey of wineries conducted in late 1997 towards tourism and the extent of their relationships with the tourism industry. The paper concludes that while such relationships are starting to develop, large gaps exist in the mutual understanding between the two industries.

Debagni Sarkhel (June, 2006)

In an attempt to approach wine tourism as a form of consumer behaviour, a substantial amount of research has focused on the demand-side, exploring the consumers who travel to wine regions. Despite the fact that there is no single, stereotypical "wine tourist", some distinctive characteristics regarding demographics, motivations or wine lifestyle can be drawn from literature. Several authors have recently addressed this issue and developed various wine tourist typologies, on the basis both of socio-economic and psychographic data. The objective of this paper is to provide a better understanding of the wine tourist, taking into account the different approaches for profiling and segmentation that have been used in recent studies.

Maria Alebaki (March, 2006)

Bangalore Soma Vineyards in Sonnenahalli, about 35 kms from the Bangalore international airport, has finally signed up an Agreement with Taj Hotels for vineyard hospitality, with the TAJ Amã brand that promotes boutique heritage properties, this being the first tie-up with a vineyard offering the wine tourism experience under its umbrella, writes Subhash Arora who feels once fully operational, it will become perhaps the best wine tourism destination, at least in South IndiaOwner of Bangalore Soma Vineyards, **Darby Raju** whose picturesque property I had first visited in 2011 followed by a couple of more visits, urging him to offer a full wine experience as the winery was being constructed and vineyards already planted at a dream location, tells me, 'you will be glad to know that I have finally signed up with the Taj group to offer complete wine experience through their **Taj Amã Stays and Trails** brand.' **Subhash Arora (March, 2021)**

In the so-called New World of Wine, the wine industry, particularly in the American continent, has increased its presence in various socioeconomic areas through strategies adapted to market conditions. This literature review aims to identify research on viticulture and wine tourism in the New World of Wine and categorize them to indicate new lines of research and knowledge gaps. Given that the consumption and production of wine in the American continent were generated in European migrations and through the cultural mobility of food consumer goods, wine production systems have been consolidated in some emerging territories. However, the scientific production in this regard shows essential areas of opportunity.

*Wine Economics and Policy **and Firenze University Press (2022)***

This study identifies the wine tourism product and the experience as well as factors that contribute to wine preferences and consumption. This is a case study of wine tourists' visiting

the Auk Island winery, Twillingate and Rodrigues winery, Markland both in Newfoundland Province. The research results reveal that most of the visitors came to the wineries because

they were on vacation, wine tasting and wine purchasing. **RN Okech** - Advances in Hospitality and Tourism Research (AHTR), 2016

RESEARCH METHODLOGY

This Research is based on the primary data obtained through the sending links questions answers method is used and barriers journals and books had been referred.
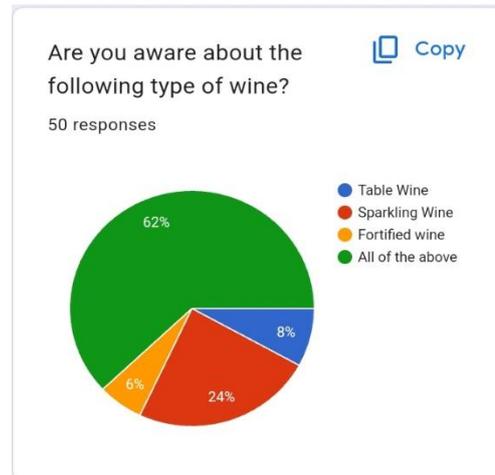
DATA INTERPRETATION:

1.   2.
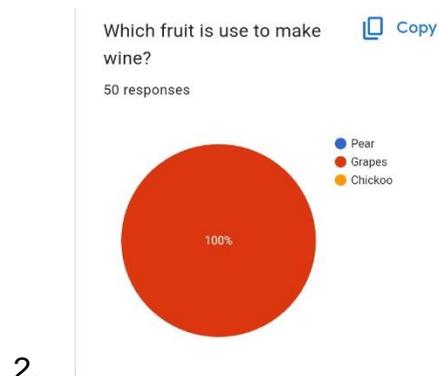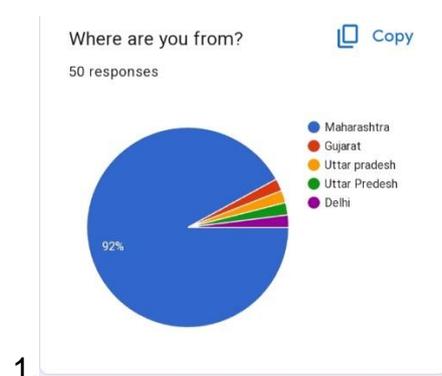
The following report shows the data of the related state and fruits used for making wines. In the above image one Maharashtra has highest number of responses recorded that comes 92% followed by Gujarat, U.P & Delhi. In the figure it shows that all are aware that grapes is made of wines.
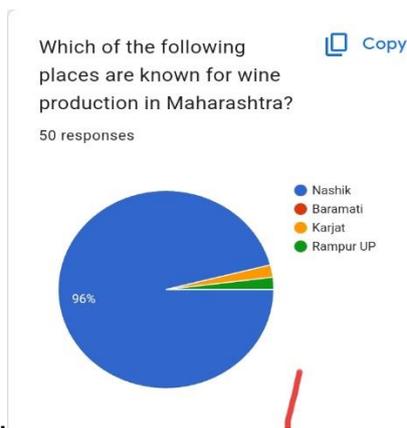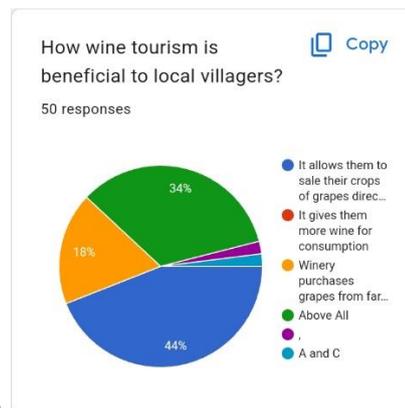
3.
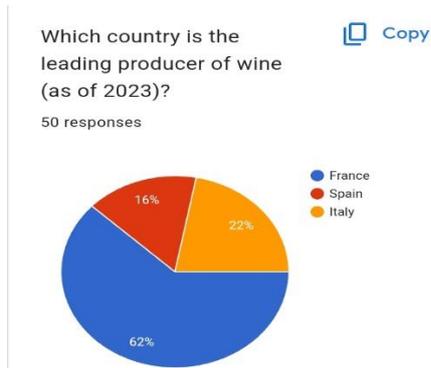
4.

In the figure three it shows that France is the leading producer of wine followed by the Spain and Italy. The figure 4 responses show that people are aware of the all names mentioned in the pie diagram.

5.

6.

The figure 5 shows that Nashik is the leading producing in Maharashtra with 96%. In the figure 6 its been recorded that 44% of the responses say that it allows them to sell their crops of grapes directly 34% responses say that above all. Here it specifically indicates that the people are aware of the benefits which local villagers can get. In the third scenario 18% of the people say that local villagers get the benefit from the winery purchases grapes from the farmer.

7.

8.
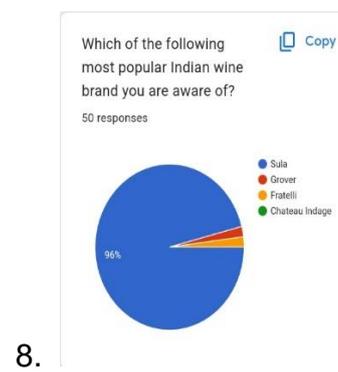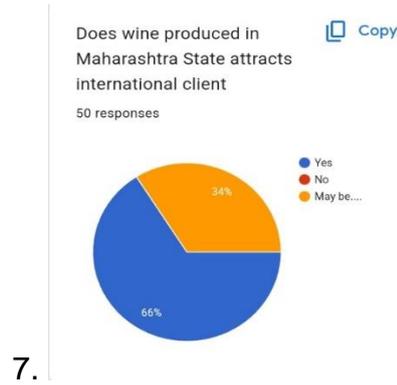
In figure 7 it indicates that 66% of the responses say that yes it attracts international clients in Maharashtra. Whereas 34% of the responses say maybe. In figure 8 it is mostly seen that people are aware of the brand name Sula which is been located in Nashik. The least known are Grover Fratelli & Chateau Indage.

9.

10.
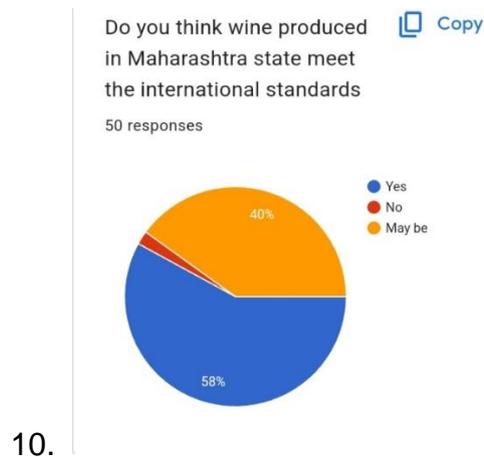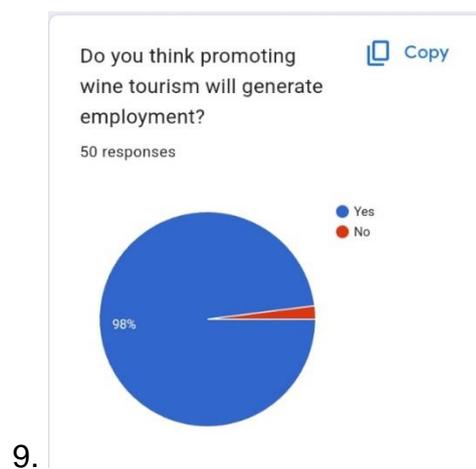
It is being clearly seen in figure 9 that 98% of the responses recorded say that yes wine tourism will generate employment. The figure 10 has response suggesting 58% of the responses say that we can meet the international standards but still 40% of the responses say that they are doubtful about the Indian standards meeting with International standards.

11.

12 .
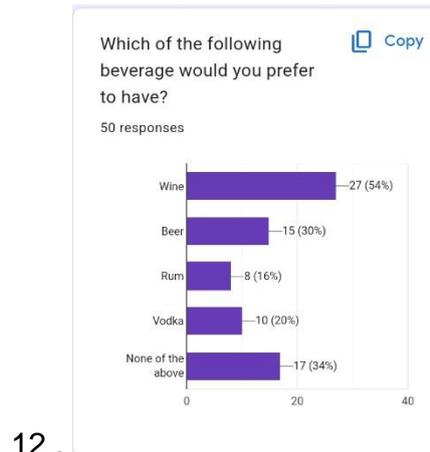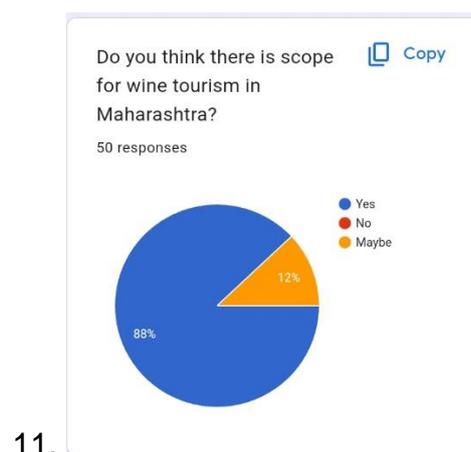
In figure 11 it says that 88% responses recorded yes there is scope for wine tourism in Maharashtra, the figure shows the likings of the alcohol type in which Wine is liked in majority 27%.

FINDINGS & SUGGESTIONS

- It is found in the study that in Maharashtra Wine & its uses are known by majorly people.

- There should be some amount of awareness given to the people who stated maybe as their answers.

- There are immense benefits of wine to the human health as also it is being observed as sacred in Cristian religion and seen as the symbol as royalty in western countries.

- People are also aware that Sula is the brand famous and is a leading wine producing brand not in only in Maharashtra but all over the India and the world.

- Sula made India famous and the it been listed in new world wine producing Countries and great a brand globally.

- Viticulture is India can create a good revenue, provide job opportunities to the local farms and develop business ideas which can contribute to the nation's economy.

- Since Sula in famous all around the world wine is getting famous in metropolitan cities and has been given a good amount of business in the food and beverages industry in India.

CONCLUSION

It is observed in the study that Wines a beverage can create a great business in India. It has made India known as the leading wine producing country in the world. Since wine is being treated as the luxury good in India there is lot of limitation for this study as the average Indian spending is less in beverage goods. Wine is getting famous in the current scenarios via various means and down the decade wine would a very common beverage consumed in India. So let's say cheers and drink wine but responsible.

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An analysis on the working module of cloud kitchen post pandemic: Its growth and future

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ABSTRACT

Cloud kitchen works on the principle that the customer is only interested in the food and the other attributes of a conventional dining joint as per pre-established standards are bypassed. In other words cloud kitchens only offers food to its customers through food delivery (mostly food delivery aggregators) or orders and are not establishments to carter to walk-in clients. They lack the infrastructure and the physical presence of a conventional restaurant by not having any space allotted for dining, but offer the same andsometimes even more than that of a physical outlet. This study will analyses the pre requisite required to start a cloud kitchen business, its operating module and its pros and cons.

INTRODUCTION

The testing times of the pandemic and the changes it enforced, has also influenced the waywe view food and the way it's supplied. At times when dining out was not possible because of the strict lockdown regulations the only way for foodies to relish restaurant style food was through home delivery. This struck a chord with the majority of the people and the demand for food delivery has increased with the future looking even more glorious. In 2020, the Indian online food delivery market was worth nearly three billion U.S. dollars. The delivery market was expected to regain traction by 35 percent to reach nearly 13 billion dollars by 2025. (https://www.statista.com/statistics/744350/online-food-   delivery-market-size-india/).

In this race cloud kitchen are the up and running contenders to lead the food distribution chain. Cloud kitchens don't have any physical presence in term of dine

in. The only tangible asset is the food preparation area where food is prepared. This low investment working module having no cost of maintaining the sitting area, the ambiance, service staff and other related overheads as compared to traditional dinning outlets has proved favorable and this industry is estimated to grow at an alarming rate.

Origins

The idea of delivering food is not a new concept. It has been there India for more than a century. Just think about the humble dabbawalla. The origins of food delivery can be traced back to working module of these dabbawala. Though it has a very rudimentary approach it achieves the task of delivering food to be eaten away from the place of preparation which was mostly homes. These were the times where orders were placed directly to the food joints and delivered by their delivery agents hired for that particular purpose. This slowly progressed to ordering from the companies / restaurants website which was a change from the traditional dial in system. Now a person with access to the internet could place orders and enjoy the meal at the venue of his choice. This generated additional customers and the revenue influx was tremendous. This system had its limitation as a person would have to bearound a device with internet connection namely desk tops and lap tops. The advent of the cellular phone was the game changer. A person could now access the internet while on the go and was no longer restricted to the premises with internet connectivity. But it was the internet boom with affordable data charges that revolutionized the industry. With affordablerates the usage of cellular phone in India increased.

Internet users in India and penetration

Details	2015	2016	2017	2018	2019	2020
Users (In millions	332	321.8	446	560	688	747.41
Penetration (%)	27	34	35	38	48	50

Source(s): Compiled from multiple reports from IBEF (2021) and Statista in Keelery(2021)

This along with the rise in social media interaction, people became more aware and opento new offerings in terms of cuisine and the choices it offered. Looking at this pattern of humongous demand for food ordered online the seeds of cloud kitchen were sowed. As huge investment are not needed to set up cloud kitchen as mostly the kitchens are locatedin areas of low real estate value more and more companies, start up and even establishedrestaurants dived into this wagon and has brought in to where it is today.

Pre requisite to start a cloud kitchen

Because the capital investment in a cloud kitchen is relatively low, establishing one is more feasible, particularly for standalone setups. Not much is needed that a hand few of requirements which will be detailed below. This is really beneficial for young/new entrepreneurs as the pre requisite are as few as

- Having a place to set up the establishment
- Acquiring various licenses
- Setting it up with the required equipment's
- Hiring staff to preparation
- Investment in a POS system
- Minimal publicity and marketing
- Tie up with food aggregators
- Commission to food delivery aggregators

Operating module

Cloud kitchens are the new concept in the food catering industry. The tremendous growththis sector has witnessed during the pandemic and post that has projected that this industry on in it for the long run should not be considered as a passing fad.

A lot has to do by the way it is managed. Running a cloud kitchen absolutely differs as compared to a traditional catering unit. A restaurant runs on the principle that the customer apart from food patronizes a particular restaurant or eating joint for the overall experience and not just the food they offer. Things like service, ambience, and interaction with server all play a part in customer satisfaction. Cloud kitchen on the other hand works on a more restricted consumer experience and concentrates only on the food point of view negating the other aspect that are considered as vital by conventional eating outlets.

A delivery only module is followed by cloud kitchens. Here the dine-in facility is replaced by a very strong kitchen set up built for the purpose of dishing out orders at a quick pace. Orders are placed by customers through online platform either with food delivery aggregators like zomato or swiggy or through their own website or app. Orders once placed are prepared and dispatched to the ordering address. Companies can use the services of these food aggregators for delivery or hire their own delivery agents who act as the middle men between the customer and the outlet. Payment is done mostly while placing the order through digital payment modes, cash on delivery mode is rarely in place.

The sequence through which its operation works

Customer orders food online > order is received by the outlet > food is prepared > food is packed and kept ready for delivery > food is picked up by delivery agents > food is delivered to the customers.

Advantages

Running a cloud kitchen comes with its benefits. The positives far out do the negative points and this has led to the growth of this sector tremendously. As stated above the Indian cloud kitchen market is expected to become a $3 billion industry by 2024, up from about $400 million in 2019, according to RedSeer Consulting.
Running this type of business module and seeing its growth and the advantages it brings, has encouraged the younger generation to take a plunge in this world of cloud kitchen.

The advantages that is associated with operating a cloud kitchen

☐ Low initial investment

As mentioned before cloud kitchens are ghost kitchen which only deal in preparing food. The concept of dine in is pretty much non-existence. This brings the initial cost for settingup one quite low as compared to dine in restaurants.

☐ More to offer in terms of menu

All be benefits arise from the fact that cloud kitchen operations works on the digital platform. As such any changes to the menu need not be done physically but just a tweak online will get the job done. Any food items can be added or taken out according customer order statistic.

☐ Aggressive pricing

Cloud kitchen operators can aggressively price their menu as the overhead cost in comparatively less. Expenditures on excessive electricity, rent, staff, ambience etc, arenegated so an aggressive and competitive pricing strategy can be adopted initially to penetrate and capture the market.

☐ Multi branding

The working model of a cloud kitchen is that one can have multiple brands operating froma single station. Eg rebel food which runs almost 11 different brands under the Rebel Foodumbrella.

☐ Easy expansion and further reach

A particular outlet can become a brand and reaching a wider audience and making its presence felt at the national or even international level. Since the cost of operation is less,expansion is possible.

☐ Outsourcing

Cloud kitchen has given rise a lot of sub industries. The main purpose of these is to provide their services to cloud kitchen. Those entrepreneurs who want to enter the food industry but lack the expertise hire these companies who provide them the

services to run and operate cloud kitchen. Thing right from set up to POS to menu designing and staffing are done by these companies at either a fixed cost or commission or both.

While there is no denying the fact that cloud kitchen are economical venture to start out and offers a plethora of benefits. But these benefits also comes with its own share of disadvantages which directly effects the perception that cloud kitchen are a safe enterprise.

The disadvantages that is linked with operating a cloud kitchen

 Risk

Like any business the cloud kitchen business also run the risk of being a non-performer. The online food industry is such a competitive business that new entries face the risk to shutting shop in the first year itself due to the mounting cost and poor returns as a result to matching up with the aggressive marketing and pricing policies in the market.

 High cost on commissions

Unlike conventional restaurants that have a very small amount of their income from take away and rely mainly on dine in, the cloud kitchen depends solely on take away. This is either achieved through their own website or the more common through food delivery aggregators. The commission charged by them ranges anyways from 20 to 25% per order. This results in higher selling price for customers.

 No emotional connect

As cloud kitchen don't have a tangible presence in terms of a physical restaurant and dining room. The emotional attachment and dining experience is missing. Those who prefer personalized attention would not patronize cloud kitchen service.

 Hygiene

The advantage of cloud kitchen is of not having a dine in facility. On the same hand this becomes their down fall. As there is no customer interaction the need to

maintain the outlet aesthetically, hygienically and with proper working condition are not followed.

☐ Feedback handicap

Since all the food from cloud kitchen is ordered through food delivery aggregators it is difficult to collect feedback from you customers. Unlike dine in restaurants which can physically get real time reaction and feedback and act on them instantly to maintain thecliental, cloud kitchen depend upon food rating on food apps which cannot resolve foodcomplains resulting in loss of customers.

☐ Quality of food

Food is best enjoyed at the right temperature. Since the area of delivery has increased thechances of getting the food at the right temperature is not always possible. Also not all types of food can be reheated without losing some of its original flavor.

Survey Analysis

For the purpose to collect the required information to gauge the popularity of the cloud kitchen concept the researchers conducted a survey comprising 18 questions. The surveyreceived a positive response as 58 participants shared their unbiased opinion.

On the basis of this survey the researchers have made the following observations.

Image 1.1

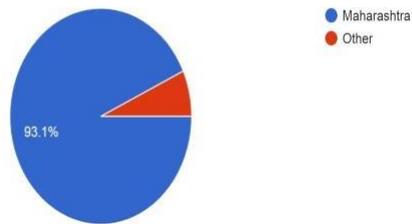Location of the participant
58 responses

Image 1.1 shows that a total of 58 responses were collected with 93.1% coming from thestates of Maharashtra. 73.6% of the respondents are from the age group of 20 to 40.

If yes, what does it mean?
58 responses

- Fine dining restaurant
- Banquet
- Quick Service Restaurant
- A commercial kitchen designed solely for preparing food and open only for delivery.
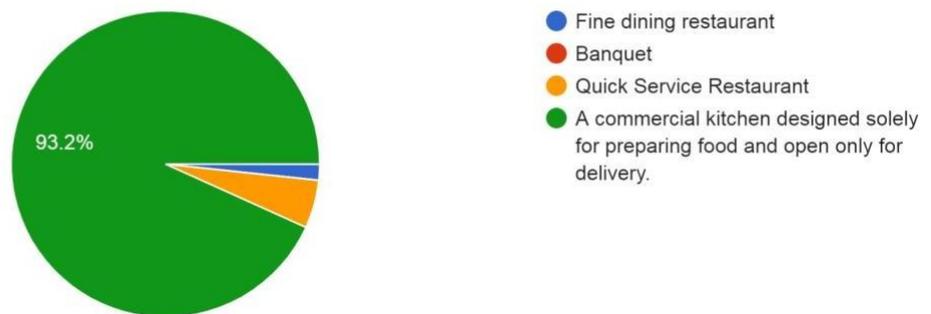
Image 1.2

When asked to identify the concept of cloud kitchen an overwhelming majority of the participants understood and are familiar with the concept of cloud kitchen. With 93.2% ofpositive response the researchers are in line to collect the data required to complete and present their findings.

Age of the participant
58 responses

- Below 20
- 20-30
- 30-40
- Above 40
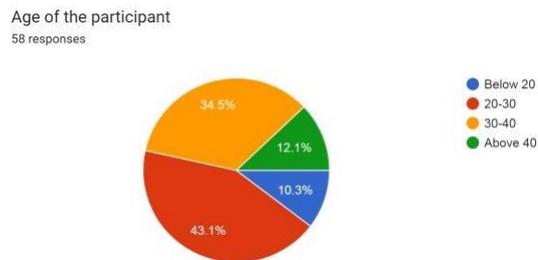
Image 1.3

Which cloud kitchen have you heard about.
58 responses

- Biriyani by the kilo
- Faasos
- Behrouz Biryani
- Oven Story Pizza
- Big mouth burger
- Mr Shawarma
- All of the above
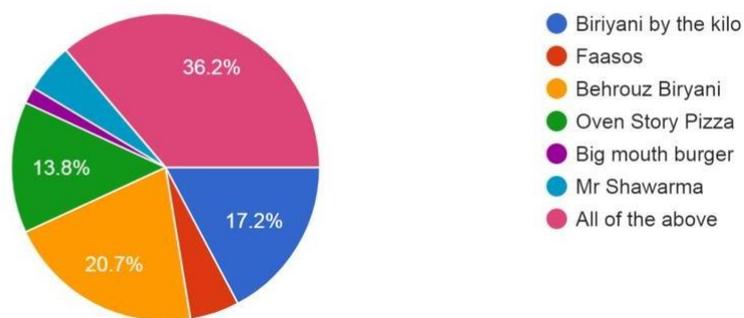
The participants are well familiar with the major brands with 36.2% of the respondents showing awareness of the major players in this sector.

Image 1.4

Which is your preferred delivery aggregator
58 responses

- ● Zomato
- ● Swiggy
- ● Uber eats
- ● EatSure
- ● Any other
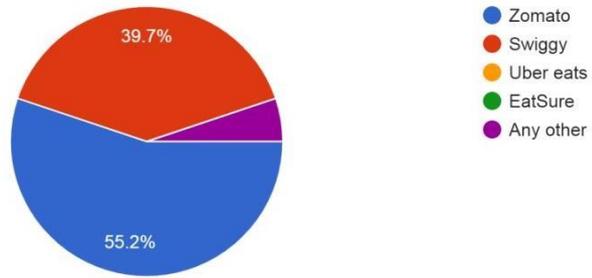
As most of the cloud kitchen takes the services of an external delivery aggregator the researchers tried to find out which one is more favored by the respondents. As per the survey Zomato is the preferred delivery aggregator with 55.2% of the respondents preferring it over Swiggy which has a 39.7% approval rating.

Image 1.5

Has your ordering frequency changed during per COVID times and post COVID times
58 responses

Image 1.6

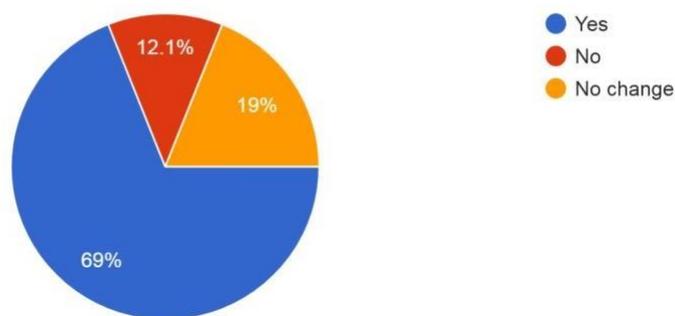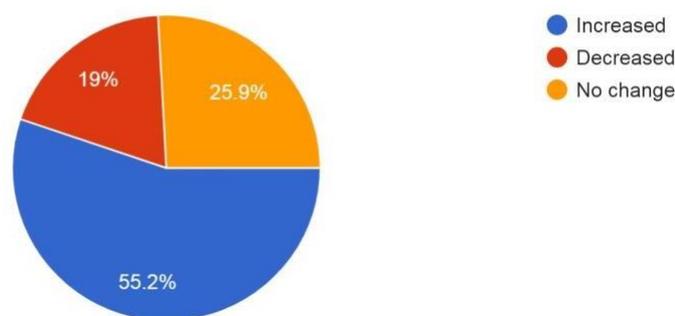Has your ordering pattern increased or decreased ?
58 responses

The above two pie chart shows the effect Covid19 has had on the eating habits of people has been one of the subjects of the researchers. The findings of the survey indicate that 69% of the respondents have seen a change in their food ordering frequency with 55.2% of the respondents showing an increase in their ordering

pattern.

Image 1.7

Why do you prefer cloud kitchen ?
58 responses
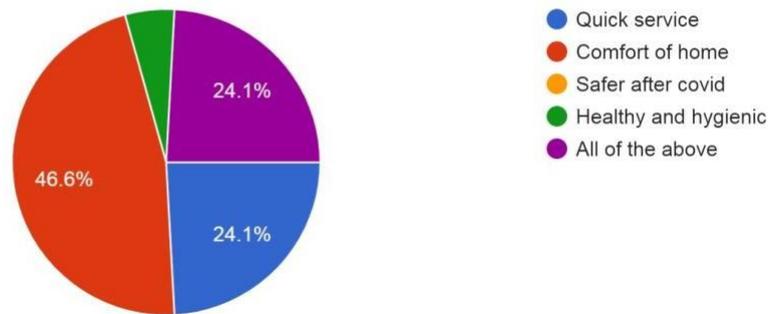
When asked what are the motivating factors for the change in ordering pattern, 46.6% respondents were in favour of comfort of home. This is one of the defining factors for thegrowing popularity of cloud kitchen.

Image 1.8

What is the drawback of food ordered from cloud kitchens
58 responses
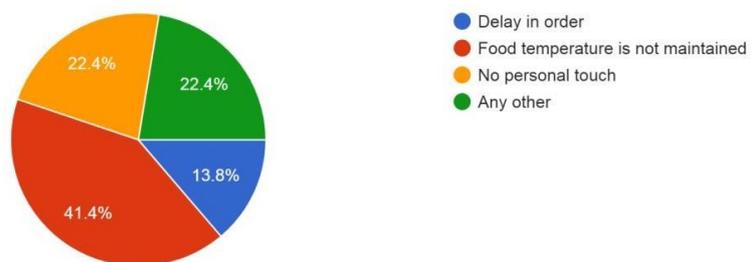
The negative side of ordering food through cloud kitchens is that the temperature of food isnot maintained as shown in figure 1.8 where 41.4% of the respondents state this as a drawback.

Conclusion

Cloud kitchens are the newest concept in the food service industry. The tremendous growth that this sector has seen during the pandemic and since then has proved that this industry is here to stay should not be dismissed as a passing fad. Traditional food eating joint will be there but cloud kitchen has created a space of it to thrive and grow. The disadvantages not with-standing the future of cloud kitchen looks all the more promising According to Tracxn data, total funding for cloud kitchen startups will more than double to $234.2 million in 2021, up from $112.4 million in all of 2020.

According to RedSeer Consulting, the Indian cloud kitchen business would grow from a $400 million sector in 2019 to a $3 billion industry in terms of gross merchandise value (GMV) by 2024.

Seeing all this it would be right to presume that cloud kitchen as set to disrupt the foodsector and emerge as leading player in the food delivery industry.

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Innovation in the Media landscape – Opportunities, Challenges and role of AI

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ABSTRACT

The media landscape has changed immensely in the recent past. With technology changing at a rapid pace, the conventional modes of consuming information through print, television, or radio have given way to clicks and swipes. Not without reason. Internet usage rose - from 500 million users in 1990 to 658 million in January 2022 fuelling increasing demand for digital devices. Smartphone penetration increased tremendously. In 2021, smart phone users in India stood at about 750 million as per a Feb 2022 Deloitte study published in Business Standard and the same is expected to rise to one billion by 2026.

With increasing number of people accessing the internet on their mobiles not just for emails or chat but to engage on social media, watch movies, digital is truly in. The digital disruption in the media and entertainment industry has given birth to varying consumer segments across platforms and rapid changes in viewer patterns. The stupendous rise of OTT as a platform during the pandemic period changed dynamics further. The lockdown came as a boon to many. OTT subscription went up by 60%. Reports state that ZEE5, a popular OTT platform registered around 200% growth during the period. According to the Over the Top Platforms Report 2021 published in the Indian Express that captured trends between April 2020 and March 2021, digital subscription went up by a whopping 49% while traditional media registered negative growth. It was observed that viewers in the 15 to 34 age group were the biggest consumers of OTT platforms. Television has more or less become obsolete while movie makers and multiplex owners are worried about theatrical films unable to pull in the crowd.

With a large section of the audience moving to the digital medium and disruption being the name of the game, this paper aims at bringing to the fore the innovation in business models in the media, the related challenges as a result of the shift and role of Artificial Intelligence.

KEYWORDS: Innovation, artificial intelligence, OTT, digital disruption, business models

Introduction

Traditionally, people subscribed to newspapers and magazines to update themselves with the latest while publishing houses raked in advertising revenue by selling space. Editors picked news items to be published depending on the target audience of the publication and the impact factor. Being unbiased, objective, authentic with an aim to inform, educate the audience and provide deep insight on a range of topics was the

motive which went on to shape public opinion. Over the years, significant changes swept the media industry with advancement in printing technology and the way communication and spread of information took place. Radio broadcasting had started around 1923 with six radio stations across major metros while television made its debut in India in 1959. Doordarshan had already started off with an experimental transmission during the year. Soon enough, computers made their debut around 1980. And then it was around 1991 that cable TV and private channels make their entry. In 2005 from a single television channel, India could boast of over 200 digital channels. The pre-satellite era of VCR/VCD offered private entertainment at home enabling audiences to sit back and lap up all of it in the comforts of their houses until multiplexes drew people in hordes offering a combined package of entertainment and shopping under one roof making it an ideal outing for just anybody.

Around 2016 there were around 2500 multiplex screens in India as per a FICCI report.

But in 2019 there came channel selection and prices rose. Digitisation of cable TV brought with it its own set of challenges. Star TV, Sun Network and Zee Entertainment were very popular. The entry of cable television brought in Pay TV networks targeting niche audiences. Soon enough there was convergence of cable television and ICT, data digitalisation and transmission platforms. The dramatic increase in internet penetration and smart phone usage changed business dynamics globally.

In 2012 India had a mere 19.2 million (Oct 2013 -Livemint.com) internet users while presently the figures stand at around 692 million and the same is expected to touch 900 million by 2025. Unlike what most believe it's rural India and not urban areas that drive internet usage today. From 2.6% in 2010 usage levels rose to 31% in 2020 and further to 37% in 2021 according to a report in Economic Times dated 30 Aug 2012. Smart phone adoption further acted as a catalyst. The average data consumption through mobiles was about 434 mb in 2013 with 3G tariff reductions providing the much-needed fillip as per an Economic Times report dated May 2013. Compare this to the present consumption of 17 GB per month according to a news18.com report dated March 2022.
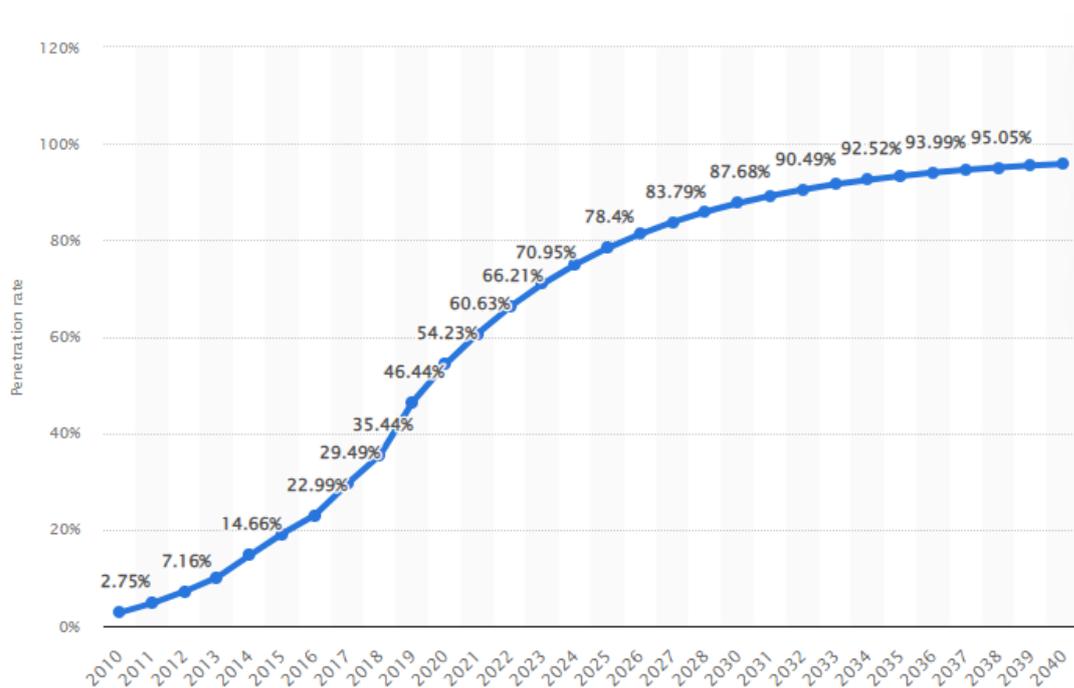
Source: Statista.com - Smart phone penetration in India from 2010 to 2020

One may call it innovation, disruption – it changed the way people consumed news and information bringing in immediacy, revolutionising the existing methodologies or practices. According to Cambridge Dictionary, Innovation means the use of a new idea or method, a new design or product.

News today is no more the monopoly of a few institutions that disseminated the same as per their format. It's the era of personalisation to watch as per convenience. And that's exactly what OTT brought in. Content today is more effective, engrossing, gripping drawing audience attention easily.

Immediacy is what the digital medium has brought in. The changing media landscape has led to a whole lot of innovative business models being introduced.

Innovation in business models

OTT: The latest media service that has taken viewers by storm is OTT. Over the Top (OTT) is content streamed over the internet directly to the consumer instead of routing it through DTH or cable. Over the Platforms (OTT) shot to prominence around the lockdown period due to the pandemic. Confined to the four walls of the house, people sat hours glued to the TV watching innumerable back-to-back episodes of a whole lot of series that were not just highly entertaining but gripping too. Content would be streamed over the internet and one needed to have subscription of Netflix, Amazon Prime.

Monetisation model of OTT platforms:

Ad based video on Demand (AVOD): The model offers content for free and generates revenue through sponsored advertisements. For e.g Facebook, Instagram

Subscriber based VOD (SVOD): a pre-defined fee is charged to the user on a weekly, monthly or quarterly basis, half yearly, yearly basis

Transaction based VOD(TVOD): Under a transaction-based VOD one needs to pay on a pay per view basis.

Other Media Business Models and Innovation

Business models	
News aggregators	Combining news items from various publications and providing the same in bite sized proportion to the audience. For e.g DailyHunt, Inshorts, Google News, Feedly
Content aggregators	Collects content from various sources – news, social media posts, images and displays the same on a site to engage visitors. For e.g Pinterest, Netflix,
Paid content promotion	When money is paid to promote content
Fremium model	The basic service is offered free and a charge is levied for use of advanced features.
Business to Consumer	The company sells products directly to the consumer. For e.g Amazon, e-Bay
Subscription model	A fee is paid by the customer on a regular basis for accessing content
Payment by users	Users pay to avail of the service
Content syndication	Republishing content on third party websites
Content curation	Cherry picking content as per the taste of the target audience
Metered	The reader is allowed access to a certain number of articles
Hard paywalls	Readers need to subscribe to view any of the content. For e,g. The Economist, Financial Times, Wall Street Journal
Hybrid Paywalls	The reader/user is able to choose which of the articles he/she can view free of cost and which of the ones will cost money

The change in business environment coupled with technological changes sweeping the industry have turned the spotlight onto commodification of content.

Algorithms have taken over. According to Collins Dictionary, Algorithms are a series of mathematical steps especially in a computer program which will give you the answer to a particular kind of problem or question.

Artificial intelligence (AI) and its role:

The Merrian Webster dictionary defines Artificial Intelligence as the branch of computer science dealing with the simulation of intelligent behaviour in computers also the capability of a machine to imitate human behaviour.

Goal of AI: Artificial intelligence aims at creating technology that can take on the repetititive tasks of humans and intelligently carry out the same just as a human mind would with the kind of reasoning and behaviour required.

Transformation in various sectors: AI has evolved over the years and is already transforming the business landscape across sectors. The financial services sector has been using AI to develop products for the masses while the agricultural sector has been using AI for monitoring purposes as also crop harvesting, reduce wastage and to increase ROI.

AI for daily tasks: Language models in robots has helped robots with daily tasks for instance making a burger says the Washington Post in one of its articles dated 16 August, 2022. Apple users will be familiar with their female virtual assistant Siri who can help with locations, games, translate, set reminders – right from location to birthdays, play music as also find an eatery close by.

Handles repetitive tasks easily: Repetitive work can be monotonous for humans affecting efficiency and output. But the same can be easily done through artificial Intelligence. Automating human labour and freeing employees from arduous work helps save time considerably too.

Human error is reduced: Humans make mistakes. And at times the mistakes can prove to be costly for business. AI helps reduce human error and there's better precision leading to reduced costs, lower risk. Besides, staff working on these can be moved on to take on high value tasks.

High risk jobs can be done by AI: From diffusing a bomb to working in a mine saving more human lives AI can easily take on high risk tasks.

AI can work 24/7: AI can work 24/7 as compared to humans who need to take rest at regular intervals – more efficiency and productivity. Besides, there's no question of boredom too.

Quick decisions: While humans will think over several aspects of an issue and take time before arriving at a decision, AI will be faster in decision making.

Challenges:

While algorithms may have taken over to a great extent, unfortunately they have a dark side too. Certain

flaws have crept into their behaviour or designing causing them to err resulting in serious consequences.

Here are a few instances:

Fake news: With technological innovations Instances of fake news have increased considerably. The recent fake news about the famous comedian Raju Srivastav's death is one such instance that went viral on social media. The family members later confirmed that his condition was stable and urged fans to not believe such false news. While there are fact checking organisations not many are aware of their existence. With social media usage increasing, there exists need for certain filters to keep away fake news.

Mistakes in facial recognition software prove costly: A report in the Hindustan Times dated 16 Oct, 2022 clearly pointed to the wrongful detention of a man at Abu Dhabi airport as his face matched with a wanted criminal. Instances such as these can mean disastrous consequences not to mention bias, data breach, data vulnerabilities and several other.

Disinformation: As part of a digital economy, it's but natural that disinformation exists. And fake bot accounts are a reality. While big tech companies claim that AI has been successful in removing fake accounts or undesirable content in 99 percent cases, there are many questions that arise related to blocking of genuine accounts by mistake or false positives that can impact freedom of expression.

Manipulative, misleading content: With big tech knowing a lot more than users may want them to, the risk of manipulation of private data is high. This is also about information users unknowingly share through a 'like' button for instance. This results in exploitation of bias that exists in all human beings. This can be used to ascertain the emotional state, personal choices, likes to show advertisements that have a higher engagement factor resulting in an almost sure shot sale.

Targeted advertisements: AI is capable of targeting not only more relevant advertisements as per choices - likes and dislikes of the user but a more personalised experience too. A personal connect helps create better experience and engagement not to mention improvement in Return on Investment (ROI). There are AI powered chatbots to Machine Learning (ML) that predicts the customer's spending patterns to throw up advertisements selectively.

Fake images: There are AI generated fake videos and photos too that are posted on websites to make companies look larger than they are. A report in New York Times 'Do These Fake People Look Real to You' had a whole lot of photos of people that looked real but were designed on computers. These faces could easily be on Amazon claiming to have given product reviews or on several other websites.

Risk to individual privacy: All said and done consumers fear about companies obtaining their data that may include sensitive information and misusing the same is high. Privacy protection has become a major factor – a concern that companies need to address.

Conclusion

Emerging technologies not only brought forth a plethora of choices for the target audience in terms of digital products and services but it also gave birth to a new breed of content creators. Users no more passively absorb all that is doled out to them. They question, comment, retaliate, mock and express their views openly on message boards, share videos, content on social media connecting with a huge network of audiences across the globe in seconds.

However, with algorithms having taking over and Artificial Intelligence playing a major role the pertinent question is about objectivity and content moderation which have taken a back seat. Traditional publishers relied on editors to decide on the news stories that should get published depending on how newsworthy there were. With technology playing the same role, the chances of manipulation have increased manifold. The more viral a certain news, the more buzz resulting in increasing engagement and more advertising revenue. The popularity of content has come to play a major role. While all this happens the question is how far will large tech companies that rule the internet care about the above challenges as long as the engagement factor is high and users continue to stay glued for extended periods of time raking in revenue.

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