3.2.1 Number of papers published per teacher in the Journals notified on UGC website during the year

Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number
CONSUMER BUYING BEHAVIOR - ZEPTO - ONE OF THE FASTEST DELIVERY PLATFORM	Ms. Kajal Jaiswal	Commerce	IPE Journal of Management	2023-24	2249-9040
STUDY AND ANALYSIS THE ROLE OF ADVERTISING IN DIGITAL INDIA	Dr. Babita Kanojia and Mr. Mohmad Mauzam	Commerce	Stochastic Modelling and Computational Sciences	2023-24	2752-3829

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CONSUMER BUYING BEHAVIOR - ZEPTO: - ONE OF THE FASTEST DELIVERY PLATFORM

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1. Abstract:

This study attempts to recognize how consumers change their purchasing patterns from offline stores-based shopping to online shopping, particularly for grocery products. If we talk about year 2018-19, it was harder to think that grocery products like fruits, milk, vegetables, bread, egg, fish, meat, etc, .can also be delivered online in India. Today, we have so many online delivery platforms like "QUICK" launched by Flipkart, "Amazon Fresh" by Amazon, Big-Basket, Licious, Zepto, Natures Basket, D-Mart, Jio-mart, Insta-Mart, Dunzo, Blink-it , etc. Most of them provide deliveries within 10-15 minutes. Credit goes to latest technology, infrastructure development, innovation, etc. Currently, in metropolitan cities and some metro cities in India, app-based companies are serviceable and provide grocery products . Observations of online and offline buyers can be evaluated to determine how value is constructed in both channels.

This study aims to investigate customer preferences from Zepto's fastest delivery services over its regular delivery service. The research methodology involved a survey conducted on a sample of Zepto customers. The survey was designed to gather data on customer demographics, delivery preferences, and satisfaction level with fastest delivery services. This study provides valuable insight into customer preferences for delivery services in the e-commerce industry.

Keywords: Technology, online shopping, offline shopping, internet, purchasing behavior, fastest delivery, delivery preferences, customer demographics, E-commerce.

2. Introduction:

In recent years technology , Co Vid 19 , Pandemic plays a vital role in making consumers grocery purchasing through app-based companies from and retail stores , also because of technology awareness and faster ,easier internet availability , and of course due to this pandemic Covid-19 , consumers moved from offline to online app based shopping of daily need products (groceries) , thee widespread availability of smartphones as well as personal computers , grocery retailers emphasis on this channel to increase market share, and consumers seeking convenience and time savings due to the quick spread of the COVID 19 deadly virus as well as the growth of mobile internet technology, along with consumers faster acceptance to online shopping technologies. With all the growing trend towards online shopping and e-commerce, there has been a significant increase in demand for efficient and reliable delivery services.
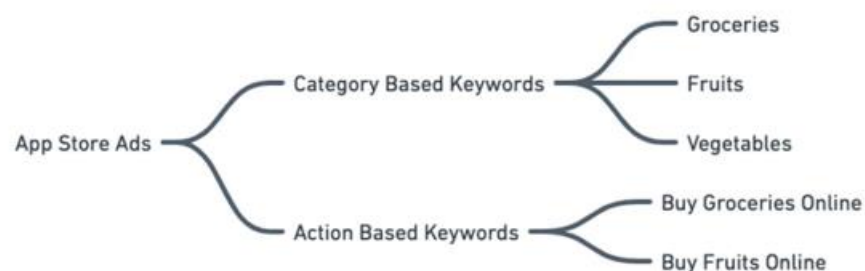
In recent years, the emergence of online-demand delivery services has revolutionized the ways goods are delivered, allowing consumers to receive their purchased at their doorstep within hours of placing an order. To address these challenges, Zepto has emerged as a promising on-demand delivery platform that focuses on providing fast, and convenient at grocery delivery services, Zepto grocery

delivery aims to create a network of independent personals who delivers packages within a few hours of, using their own vehicles, and without the need of Expensive infrastructure.

Review of literature:

The aim of this research paper id to study the buying behavior of Zepto's customers. As the company took fast delivery and convenience of goods to be delivered in less than 10 minutes at the location. We can understand it better through the proposed framework

1.   Boyer and Hult propose a framework for integrating operations and marketing that involves four key components:1) understanding customer needs and preferences,2) developing effective marketing strategies,3) designing, effective, and flexible operation,4) leveraging technology to improve performance.

2.   The article is based on a thorough analysis of the relevant literature, including studies on e-commerce, home delivery services, and supply chain management. The authors identify several key success factors on the E-grocery delivery services, including convenience, reliability.

3.   The article is based on a thorough analysis of the relevant literature, including studies on vehicle routing problems, urban logistics, and supply chain management. The author has identified several key challenges in the grocery delivery problems in urban areas, including traffic congestion, limited delivery windows, and I need to satisfy consumer preference and constraints full.

Search Ads Strategy For zepto
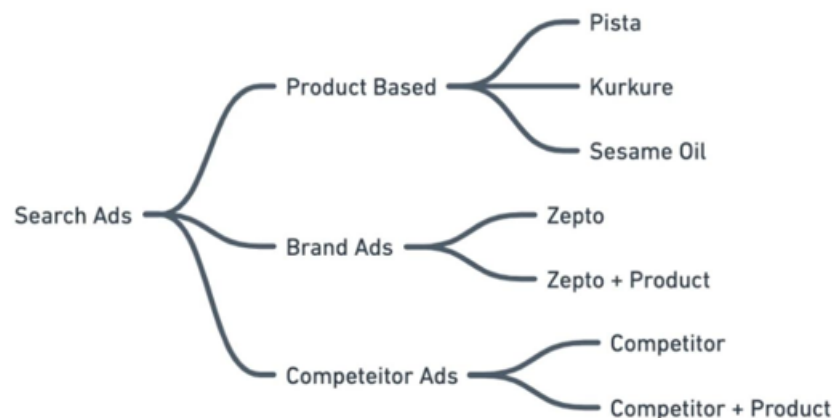
Objective:

4.   The study is focused on analyzing how quickly Zepto Fastest delivery can deliver to their intended destinations.

5.   The study seeks to understand consumer satisfaction with Zepto Fastest Delivery service.

6.   To study and compare expectation of the major criteria in determining the satisfaction and how they are satisfied with Zepto Fastest Delivery service.

Scope of study:

*   To study the impact of fast delivery on Zepto.

*   To understand the customer satisfaction with fast delivery services.

Zepto has disrupted the entire quick commerce market in a short span of time by using convenience and fast delivery as the two main aspects of its marketing strategy. It also uses the Turbo-Charged Operations, which are a blend of human ingenuity and technological innovation. From algorithm that calculate the fastest routes to machines that pack orders with precision, every step is optimized for speed.

Zepto's dark stores, along with micro and cold warehouses, enable them to fulfil orders quickly and efficiently.

        "*Groceries delivered in 10 minutes***"**

This were the statements proudly passed by the one of the co-founder Aadit, who proudly states that their typical delivery clocks in just 8 minutes and 47 seconds.

The target audience being mostly youngsters of Age 20-35, Zepto has gained a lot of positive feedback and brand image. One the reasons of being popular amongst the young generation, one of the best elements of Zepto is its free-shipping which also distinguishes the brand from its competitors and them stand unique among its competitors like Amazon Fresh and Instacart.

Zepto is a quick commerce grocery startup that has grown to $100 million ARR+ in a matter of less than 3 years. To understand the Zepto models, there are 2 ways: complex and simple.

In simple words - You order groceries from Zepto Ans they deliver it to your location . They make money out of it.

In complex version, one need to understand the process behind it delivery

The process from order it on smartphone >then it receiving the based operations > to the warehouse, cold storage > to deliver it to the location.

With the help of great internal structure of the warehouses, super quick packaging and short distance of delivery allows Zepto to deliver their orders in 10 minutes.

The limitations are:

* Depending in the scope and resources available from the study, the sample size are limited.

* Customers preferences for E-grocery delivery may vary based on factors such as age, income and location.

Conclusion:

In conclusion, Zepto is growing fast and there is one thing: whenever competition increases, customers will get more benefits Ans explore more options.

Citing of the sources used:

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CERTIFICATE OF PUBLICATION

This is to certify that the article entitled

CONSUMER BUYING BEHAVIOR - ZEPTO: - ONE OF THE FASTEST DELIVERY PLATFORM

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Stochastic Modelling and Computational Sciences

STUDY AND ANALYSIS THE ROLE OF ADVERTISING IN DIGITAL INDIA

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ABSTRACT
The world digital has great impact on the entire globe. It is describing as electronical device used to generates, stores and processes data in terms of positive and nonpositive states. Become a digitalization is one of essential requisites of entire economy of the world. Digitalization is integration of digital technologies and digitised data across the economy and society. The twin green and digital transitions accelerate the pace of change affecting all aspects of society and will have many consequences for the future of work. The Indian government's "Digital India" plan seeks to promote connectivity and digitization as a of accelerating economic growth. The study is based on the background of Digital India and adverting role in the success of Digital India.
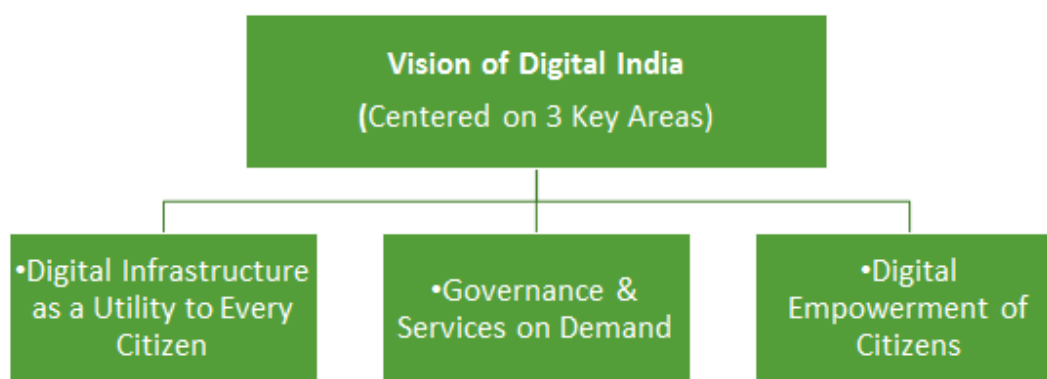
Keywords: Digital India, Vision of Digital India, Advertising, Social Media

INTRODUCTION
Prime Minister Shri Narendra Modi announced the commencement of the Digital India programme on July 1, 2015, with the goal of enabling citizens to get services digitally. The Union Cabinet authorised the extension of the Digital India plan in August 2023 based on the program's success. As estimated entire cost comes around to ₹14,903 crores.

The Government of India started the "Digital India" effort to increase Internet access and enhance online infrastructure in order to provide its services to citizens electronically. Plans for the effort include high-speed internet network connections for rural communities.

The following are the main objectives of the Digital India are as follows:

The vision of Digital India Digital Infrastructure as a Utility to Every Citizen, Governance and service on demand and Digital Empowerment of Citizens has affected the services digitally transformed for improving ease of doing business. Social media and advertising are the part of the key aspect play an important role in the digitalization of the digital India and its growth. To understand the insight role for adverting in Digital India the researcher has made the following objectives.

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a. The objective of the study is as follows:

1. To understand the concept of Digitalization.

2. To understand the study the background of the Digital India.

3. To understand the vision of the Digital India.

4. To study the role of advertising in the growth and development of Digital India.

5. To analysis the view of the common people todays Digital India.

B. RESEARCH METHODOLOGY

The study is descriptive analysis. Following are the different component of it.

c. Source of Data Collection

The source of data collection is primary as well as secondary. Primary data is collected the questionnaire and for secondary data books, magazines, articles has been used.

d. Sample Size:

The sample Size is 135 respondents.

e. Tools of data analysis:

The researcher has used Percentage for the analysis the data.

f. Scope of the study:

The study is covered concept of the Digitalization, Vision of Digital India, Role of Advertising in the growth of Digital India

EXPANSION TO DIGITAL INDIA PROMOTION

Between 1996 and 2005, when the Internet was still unavailable in the majority of India's interior regions, digital marketing had its start in that country. But with today's amazing nationwide connection, every small business has heard about digital marketing and is eager to give it a try. Digital advertising is the practice of promoting goods, services, or brands to a target market using digital channels and platforms. Online marketing techniques include search engine marketing, display advertisements, social media ads, email marketing, content marketing, and mobile advertising. Our prediction is that this year's growth in overall digital ad spending will be 7.8%, the slowest rate in the past 14 years. Starting in 2024, the growth rate will accelerate through.

PERKS OF ADVERTISING

Advertising is an effective strategy that may help to draw the attention of the clients, educate them about offerings, and win their confidence. The majority of businesses utilise advertisements of one kind or another to market their goods and services. Advertising is a type of communication that aims to influence a target audience to perform a certain action, generally in relation to a product or service that is being offered for sale. Product placements, infomercials, and print and television ads are a few forms of advertising. A successful marketing campaign may help the business man to reach a wider audience and raise consumer awareness about the company and brand. Which leads to build up goodwill, face the challenges, keep alter and help to set a branch marking

EFFECTIVE ADVERTISING

When advertising is used to promote a good or service that is not advantageous to the consumer, it may also be detrimental. It is able to disseminate misleading information. It can be employed to dissuade individuals from acting in a way that might benefit them or other people. One can utilise advertising as a tool for good or harm. Any form of advertising that is unable to connect or engage its intended audience is considered bad. This can include offensive, irrelevant, or deceptive ads. Ineffective commercials can lower revenue and undermine consumer confidence in a business. Advertisers may design ads that explicitly target a rival in order to highlight the superiority of their goods or services.

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INTERNET MEDIA ADVERTISEMENT

Digital marketing techniques known as social media advertising leverage social networks like Facebook, Instagram, TikTok, LinkedIn, YouTube, and XSPACE (previously Twitter) to reach target audience with sponsored advertisements. A collection of words used to characterise online advertising and digital marketing that concentrate on social networking services is called social network advertising, or social media targeting.

Statistics on the Effectiveness of Social Media Advertising Internet users are inclined to buy from companies they see promoted on social media, according to 49% of respondents. Social networking is a marketing tool used by 72% of B2B marketers that employ online paid marketing channels. Instagram has a 5.7% advertising reach.

Content creation for social media platforms is known as social media marketing. Promoting Digital India's goals and fostering its expansion throughout the nation are made possible in large part through advertising. Customising commercial communications to appeal to certain geographic and demographic groups is known as targeted messaging. Advertising campaigns target a variety of audiences, including both urban and rural populations, by utilising a variety of media channels, including print, radio, television, and internet platforms. In addition to encouraging the use of digital infrastructure for improved connection and access to digital resources, the campaigns seek to increase public knowledge of the advantages of digital services. Enhanced Knowledge and Acceptance: Successful advertising may raise awareness of Digital India programmes including online banking, e-governance, and digital literacy campaigns.

Advertising motivates people and companies to use digital tools and platforms by clearly conveying the advantages of e-governance, digital infrastructure, and digital literacy initiatives. By delivering information in regional languages and cultural settings, targeted messaging in advertising aids in overcoming obstacles related to geography and demographics. A higher level of engagement with Digital India activities is fostered by this tailored approach, which increases trust and comprehension. Additionally, advertising frequently showcase real-world uses for digital services and success stories, boosting people's confidence and motivation.

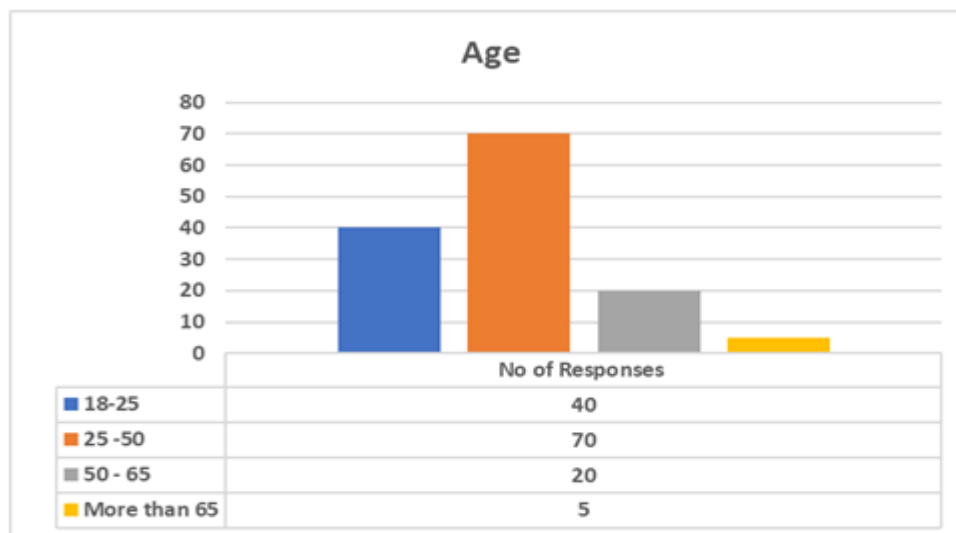**DATA ANALYSIS AND INTERPRETATION**

Part I- General Questions

A. Gender:
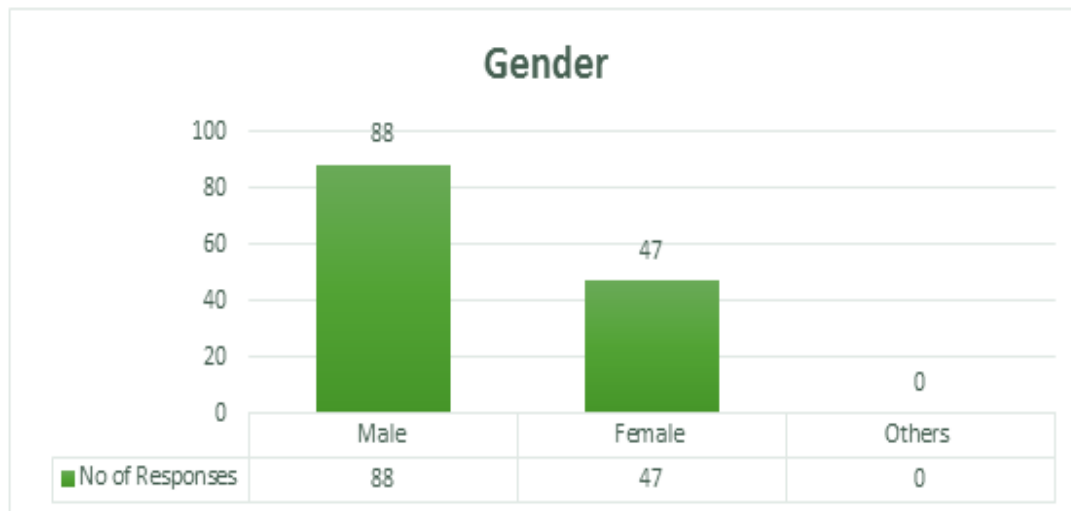
Interpretations: The above chart indicates the gender of the respondents. Out of total responses 88 respondents are male and 47 are female
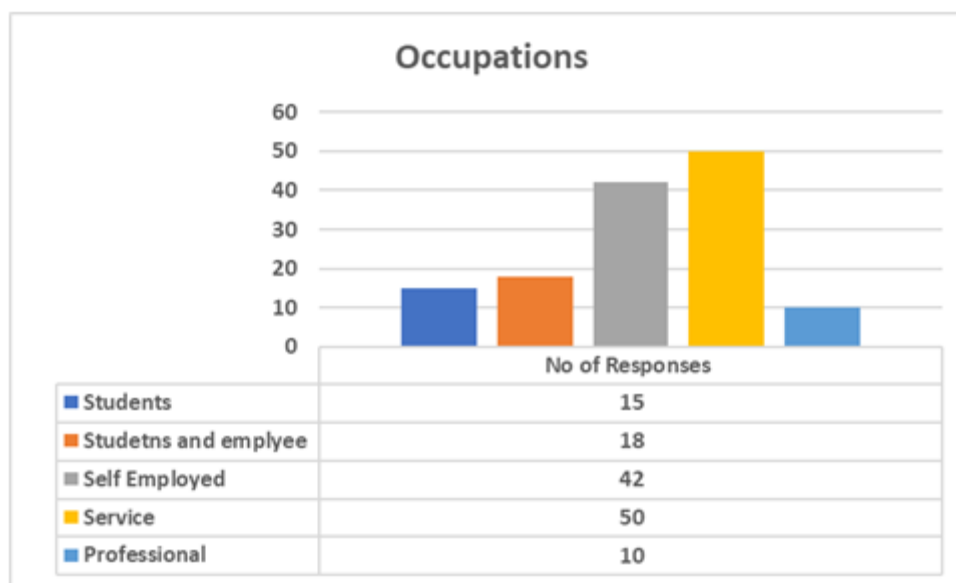
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B. AGE:

Interpretations: Out of total respondents, 40 respondents are from the age group of 18 to 25 years, 70 respondents are from the age group of 25 to 50 years and 20 respondents are from 50 to 65 years and only 5 respondents are from the age of more than 65 years

C. OCCUPATIONS

Interpretations: The above indicates the occupation of the respondents. The chart indicates that most of the respondents are from service sectors and self-employed. Students and employees and professional are around 15% of the total responses.

Part II- The researcher has asked questions based on their view. It is 5 points Likert scale questions. (Where SA- Strongly Agree. A- Agree, NAND- Neither Agree Nor Disagree, D- Disagree and SD- Strongly Disagree)

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Sr. No	Particulars	SA	A	NAND	D	SD
1	Digital Initiative has significantly transformed the advertising landscape in India	65	56	2	5	7
2	Digital platform offer more precise targeting capabilities compared to traditional advertising channels under the digital India campaign	67	60	0	4	4
3	Digital India initiative has helped bridge the gap between urban and rural consumer in term of advertising accessibility	70	65	0	0	0
4	Digital India campaign has accelerated the adoption of online advertising among businesses of all sizes	49	50	0	12	24
5	Digital India imitative has empower advertisers to create more personalized and engaging content for their target audience	39	65	6	10	15
6	Digital advertising as promoted by the digital initiative fosters greater transparency and accountability compared to traditional advertising method	69	56	0	7	3
7	Digital advertising under the digital India campaign has enabled more cost -effective marketing strategies for businesses	54	46	0	20	15
8	Digital India initiative has played a significates role in democratizing advertising opportunities for small and medium-sized enterprises	45	53	2	15	20
9	Digital India campaign has enhanced the effectiveness of advertising campaigns by providing real-time data and analytics	54	44	2	20	15
10	Digital India initiative has spurred innovation in the advertising industry leading to the development of new marketing techniques and approaches	66	40	2	10	17
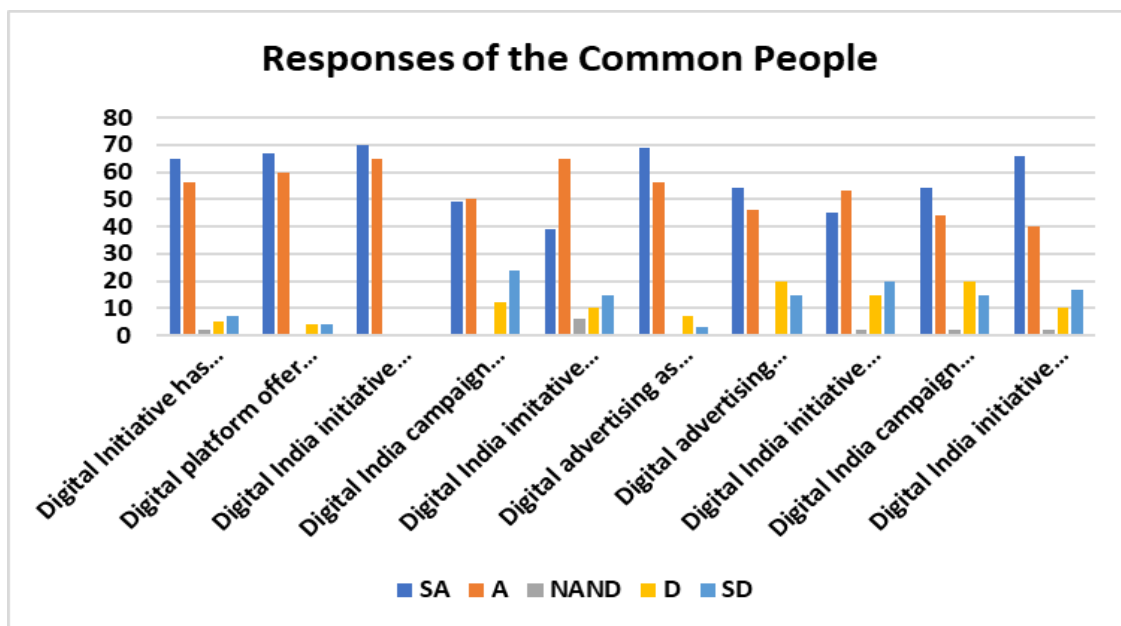
Interpretations: following is the opinions of the respondents.

1. Nearly 89.62% of the respondents are agreed that the digital Initiative has significantly transformed the advertising landscape in India where as 8.88% respondents not agreed with it.

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2. Around 94% respondents are agreed that the digital platform offer more whereas only 6% respondents have different opinion about this.

3. Out of total respondents 70 are strongly agree whereas 65 respondents are agreed that the digital India initiative has helped bridge the gap between urban and rural consumer in term of advertising accessibility. It indicates advertising is one the tools which convey the message of advertisers respective to the area.

4. Nealy 73.33% respondents are in favour that the digital India campaign has accelerated the adoption of online advertising among businesses of all sizes. Whereas the 26.67% respondents have different opinion about it.

5. Out of total respondents 6 are neither agree nor disagree, and 25 respondents are disagreed that the digital India imitative has empower advertisers to create more personalized and engaging content for their target audience whereas more then 73% respondents are agreed with it.

6. More than 92% respondents are in the favour that the digital advertising as promoted by the digital initiative fosters greater transparency and accountability compared to traditional advertising method, whereas less than 8% has different opinion for about it.

7. Cost is one of the important factors which affect the selection of media for advertising. Around 74% respondents are agreed that the digital advertising under the digital India campaign has enabled more cost - effective marketing strategies for businesses, whereas around 26% respondents are not agreed with it.

8. 72.59% respondents are agreed that the digital India initiative has played a significates role in democratizing advertising opportunities for small and medium-sized enterprises, whereas 2 respondents are neither agree not disagree with this statement and around 35 respondents are disagreed that advertising gives equal opportunities to small as well as medium sized enterprise.

9. Out of total respondents around 98 respondents are agreed that the digital India campaign has enhanced the effectiveness of advertising campaigns by providing real-time data and analytics. And 35 respondents are disagreed with this. They may have different opinion about the impact of advertising.

10. Around 106 respondents are agreed that digital India initiative has spurred innovation in the advertising industry leading to the development of new marketing techniques and approaches, whereas 27 respondents have different opinion about it and 2 respondents do not have any things to comment on that.

FINDINGS AND SUGGESTIONS
On the basis of the research the followings are findings and suggestion:

FINDINGS
1. Majority respondents are agreed upon the has significantly transformed the advertising landscape in India,

2. It has precise targeting capabilities compared to traditional advertising channels under the digital India campaign,

3. It helped bridge the gap between urban and rural consumer in term of advertising accessibility.

4. Advertising as promoted by the digital initiative fosters greater transparency and accountability compared to traditional advertising method.

5. Digital India campaign has enabled more cost -effective marketing strategies for businesses played a significates role in democratizing advertising opportunities for small and medium-sized.

SUGGESTIONS
1. Appropriate selection of Adverting tools is the essence of Digital India.

2. Cost – Effective marketing strategies is the essential component for the selection of social media.

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CONCLUSIONS

The study shows that the advertising plays an important role in the digital growth of the India. The continuous digital development not only effect the Indian economy but also in the entire globe. Digitalisation has reached to the high pick in every filed of socio, economical and political. Advertising plays an important role to communicate and spread the message to entire world. It is one of means to bridge the gap between small – medium, urban – rural, developed – developing or under develop and take the country on development path.

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