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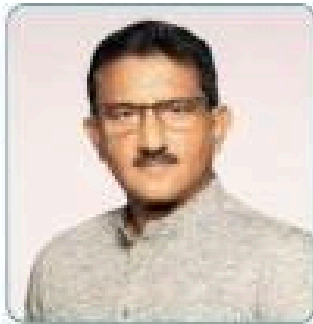*Help us scale up the impact of Research*

Volume 14

Atharva Educational Trust

Message

From the founder secretary AET

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

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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 faculities 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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Swati.agrawal@atharvaims.edu.in

Dr Leena Jagawat

Assistant Professor, AIMS
Mumbai

Leena.jagawat@atharvaims.edu.in

Dear Readers,

Managing the triple bottom line i.e. People, Planet & Profit is absolutely crucial for business sustainability. It helps organizations to ma n a g e their economic, social & environmental opportunities & risks.

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 ourfuture 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

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A Comparative Study between Investment Preference of Gen - z in FD and SIP.

Ms. Shweta Gaikwad
Author
Atharva Institute of Management Studies
shwetagaikwad0713@gmail.com

Ms. Aishwarya Raghavna
Author
Atharva Institute of Management Studies
aishragh20@gmail.com

Ms. Vaishnavi Pawar
Author
Atharva Institute of Management Studies

vaishnavi.pawar6544@gmail.com

Abstract

Prioritizing savings with the aim of earning positive returns and preserving financial stability requires investment. It makes it possible to increase assets, generate passive income, guard against inflation, and make provisions for future costs.
The majority of Gen Z young adults are actively involved in investing activities due to increased access to a variety of investment opportunities. Predicting future economic trends and maintaining relevant in a market influenced by Gen Z's distinct attitudes and habits require an understanding of their investment patterns.

This study aims to investigate Gen Z investors' preferences between mutual funds and fixed deposits (FDs) through

Systematic Investment Plans (SIPs). Insights into their financial decision-making are provided by examining their opinions and behaviors around various investing possibilities.

A standardized questionnaire was used to gather information from thirty Gen Z investors. The right statistical tools were used to examine the data that was gathered. According to the study's findings, Gen Z investors are more likely to favor mutual funds and Systematic Investment Plans (SIPs) than traditional fixed deposits because they anticipate larger returns.

In the end, the study advances our knowledge of investor preferences and behavior, which helps investment managers and financial institutions tailor their financial services and products to investors' demands.

The poll aims to determine how Gen Z uses these conventional and contemporary investment instruments by examining variables like financial awareness, risk appetite, convenience, and long-term financial aspirations.

The findings will shed important light on the new patterns in young investors' investing behavior.

Keywords: Gen -Z, SIP, FD, Investment

1. Introduction

An important component of a person's financial situation is investment, which involves the thoughtful distribution of funds in an effort to generate profitable returns. with essence, it is using resources that have been saved by postponing consumption to

purchase material or immaterial assets with the hope of reaping rewards in the future. There has been a noticeable shift in Indians' attitudes on investing in recent decades. Nowadays, young investors are more likely to use Systematic Investment Plans (SIPs) as their preferred investment path, whereas mutual funds were once thought of as a last alternative after all other

possibilities had been exhausted.

Investment has become a key tactic for people looking to prioritize savings while pursuing favorable returns and maintaining financial stability in today's quickly changing financial environment. In addition to promoting asset growth, investing protects against the depleting effects of inflation, makes it easier to generate passive income, and acts as a way to store aside money for future needs. The number of Gen Z young adults engaging in investment activities has significantly increased as access to a wide range of investment opportunities keeps growing.

Accurately forecasting future economic trends and guaranteeing the continuous relevance of financial institutions and investment practices in a market influenced by Gen Zers' distinct attitudes and habits depend heavily on an understanding of their investment patterns. This study aims to investigate Gen Z investors' investing preferences, with a particular focus on their decisions between mutual funds and systemic investment plans (SIPs) and fixed deposits (FDs).

This study intends to provide insight into Gen Z investors' financial decision-making processes by exploring their opinions and actions regarding these two unique investment possibilities. Using a structured questionnaire to collect data from a sample of 100 Gen Z investors, this study analyzes the data using the relevant statistical tools.

In the end, the knowledge gained from this research advances our comprehension of the choices and actions of Gen Z investors. Furthermore, the results have important ramifications for investment managers and financial institutions, offering helpful advice on how to tailor their financial services and products to successfully satisfy the changing demands and tastes of Gen Z investors.

One of the greatest strategies to increase wealth and save for future financial objectives, such as retirement or a dream home, is through investing. Although most people only begin investing as adults, numerous studies have demonstrated that getting started early in life can help people understand the value of financial literacy and save for the future (Gobler, 2022). Learning about the world of investing and making plans for the future can help you reach financial objectives like retirement, home ownership, and education savings (Schock, SEC).

According to the Financial Industry Regulatory Authority's (FINRA) 2018 National Financial Capability Study, 53% of Americans between the ages of 18 and 34 say that their money causes them concern.

Generation Z can more easily access the stock market and other investments than any previous generation and also understand that they are only at the beginning of their journey to financial independence. The advent of social media, emerging financial technologies, changes in regulatory environment, such as allowing teenagers to have parentally supervised accounts have opened the doors to Gen Z's investing endeavors. According to Investopedia's survey, Gen Z is the most video-forward generation when it comes to learning about personal finance in particular. YouTube is the most popular source to them for consuming finance-related information, followed by conversations with friends and family, Internet search, TikTok, and financial information sites (Lauria, 2022). They are not just confronting expanding intricacy in investment products, management and services, but also they are bound to bear financial risk later on.

The preceding discussion makes it abundantly plain that Gen Z is becoming more interested in investing, both internationally and particularly in India. However, there has been relatively little scholarly study done to examine the investment preferences of these emerging Gen Z investors. Previous research solely looked at Generation X's investment choice. Furthermore, research was limited to examining investment preferences alone; it did not investigate the connection between investment decisions, investing behavior, and saving practices.

The current study intends to investigate the investment trends of Gen Z overall by looking into their funding sources, saving practices, investment preferences, and behavior influencing their investment decisions.

2. Literature Review

Is Gen Z in India moving towards financial independence? - A study of their investment preferences. **Dugar, M., & Madhavan, V. (2023).**

According to the survey, Gen Z's saving behaviors vary greatly by gender, age, and annual family income. They are also progressively becoming financially independent by depending more on their own income.

AN ATTITUDINAL STUDY OF GEN Z INVESTORS TOWARDS FIXED DEPOSIT AND SYSTEMATIC INVESTMENT PLAN (SIP). **Ujgaonkar, S. P., & Iyer, R. R. (2024).**

According to the study's findings, Gen Z investors are more likely to favor mutual funds and Systematic Investment Plans (SIPs) than traditional fixed deposits because they anticipate larger returns. In the end, the study advances our knowledge of investor preferences and behavior, which helps investment managers and financial institutions tailor their financial services and products to investors' requirements.

Analysis of Investment Factors and Decisions among Generation Z and Generation X in Indian Capital Market. **Savithri, M., & Rajakumari, D. (2024)**.

An Analysis of Investor's Perception towards Child Investment Plan. **MANISHA KUMAR**.

 Financial organizations that provide child investing plans might use the study's insightful findings to create marketing

campaigns that will draw in more investors.

Comparative Analysis of Investment Behaviour: Exploring Investment Patterns and Decision-Making between Generation X, Generation Y, and

Generation Z. **Thomas, R. M., Nair, S., Benny, M. J., Christ University, & Almeida, S. M. (2024).**

The findings of this study are significant, revealing that while there were no statistically important variations in financial proficiency among the generations, Generation Z displayed the highest average scores

Triangular Theory of love in Gen X and Gen Z: a comparative study. **Tenšek, S. L. & Darko Hren, Ph.D., Assoc. Prof. (2024).**

Using Sternberg's Triangular Theory of Love as a framework, this study investigates the variations in romantic relationships between Generations X and Z.

3. Research Gap :

While Prior Research Highlight The study on investment preference of Gen Z in FD and SIP by analyzing, A dedicated study specifically comparing the preferences of Gen Z regarding FD vs. SIP is sparse. Most studies have been limited to one type of investment vehicle or generalized across broader age groups.

There is a lack of comparative studies that take into account regional, economic, and societal variances in Gen Z's investment preferences, especially between conservative options like FD and more dynamic options like SIP.

A deeper understanding of how digitalization and mobile apps (like Groww, Zerodha) shape the investment patterns of Gen Z, and whether it encourages them to lean toward SIPs over FD, is missing.

There is a need for a more in-depth look at whether Gen Z is more focused on shortterm gains (FD) versus long-term wealth-building strategies (SIP), and how this decision is influenced by their financial goals.

4. Research Methodology

 4.1 Objective of the Sutdy :

Investigate the primary factors (e.g., financial literacy, risk appetite, economic environment) influencing Gen Z's investment choices between FD and SIP.

Analyze the role of digital platforms, mobile apps, and fintech in shaping Gen Z's preference for SIP over traditional FD.

4.2 Data Collection Method :

A Google Form was used to gather the data, and the link was shared over Whats App. As a pilot, the form was first made and distributed to ten participants. A redesigned questionnaire was ultimately developed after considering the pilot responders' comments regarding their completeness, relevance, and clarity. Six questions about demographics, monthly income source, saving percentages and motivations, investment choices (including percentages, routes, time frame, risk perceptions, and behavioral aspects of investing) were included in the updated questionnaire. 44 responses were gathered from people in the 15–25 age range across India during the online survey, which was administered from January 2025 to February 2025.

4.3 Sampling Method :

In order to compare Gen Z's investing preferences for Fixed Deposits (FD) and Systematic investing Plans (SIP), a representative sample of the Gen Z population should be chosen using the sampling technique.

By using stratified random sampling, the study can make sure that the various Gen Z subgroups are fairly represented. Because Gen Z is a diverse group, you can increase the accuracy and understanding of your sample by grouping them according to characteristics like age, income, or educational attainment.

Make inferences about Gen Z's investing preferences, especially with regard to SIP and FD, by analyzing the responses according to various strata (age, income, etc.).

4.4 Scope of the Study :

A research paper on "Comparative Study of Investment Preferences Among Gen Z in SIP and FD" outlines the parameters and main points of the study in its scope of the study.It makes the main topics the study will examine and its precise constraints more clear.

Understanding Gen Z's preferences for two important investment vehicles—SIPs and FDs—while taking into account variables like risk tolerance, financial knowledge, and digital influence will be the main goal of this study. By learning how various Gen Z segments perceive these investment possibilities, the study will help financial firms and policymakers better customize goods and services for this new market.

4.5 Variables:

Independent Variable	Risk Tolerance, Income Level, Financial Literacy, Educational Background, Exposure to Technology, Social Influence, Marketing & Promotion
Dependent Variable	Investment Preference (SIP vs. FD), Amount Invested, Frequency of Investment, Perceived Risk, Investment Duration Preference

5. Data Analysis and Interpretation:

Q.1 Are you aware of what is Fixed Deposit (FD) & Systematic Investment Plan (SIP) ?

44 responses
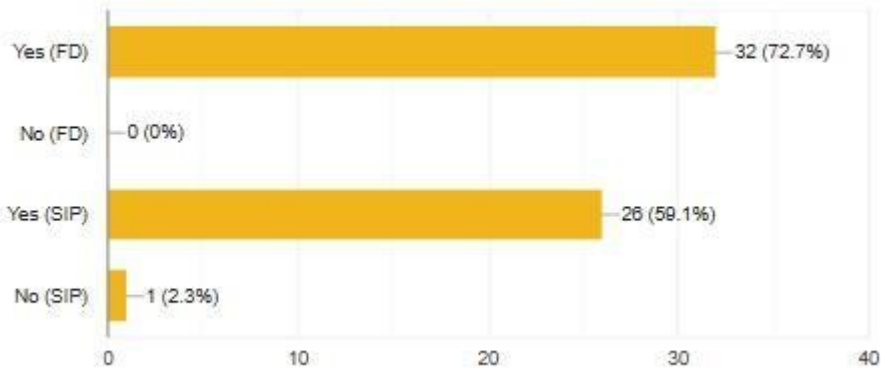
Data Interpretation : The majority of those surveyed are aware of Systematic Investment Plans (SIPs) and Fixed Deposits (FDs). Nonetheless, a sizable percentage does not know about SIPs, indicating a possible lack of financial awareness.

Q.2 How did you learn about Fixed Deposits?

44 responses
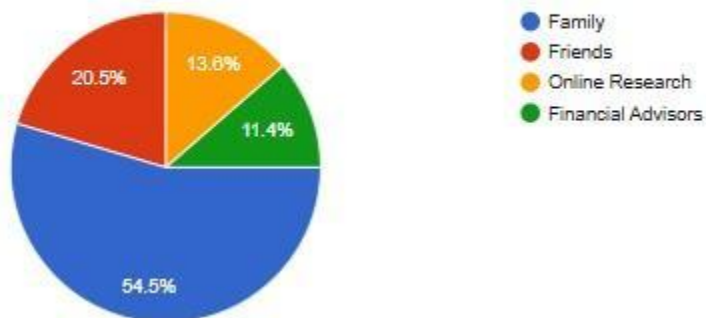
Data Interpretation : Family was the primary source of knowledge, followed by banks, research, and friends. This suggests the importance of personal networks in financial education.

Q.3 What is your preferred FD tenure?

44 responses

Legend:
- Less than 1 year
- 1-3 years
- More than 3 years

Pie chart values: 34.1%, 61.4%
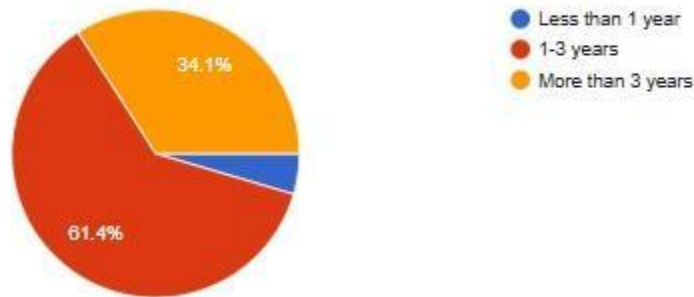
Data Interpretation : The main sources of knowledge were friends, research, banking, and family. This implies how crucial personal networks are to financial education.

Q.4 Which type of mutual fund do you prefer for SIP Investment?

43 responses

Bar chart values:
- Equity — 24 (55.8%)
- Debt — 6 (14%)
- Hybrid — 18 (41.9%)
- Index — 11 (25.6%)
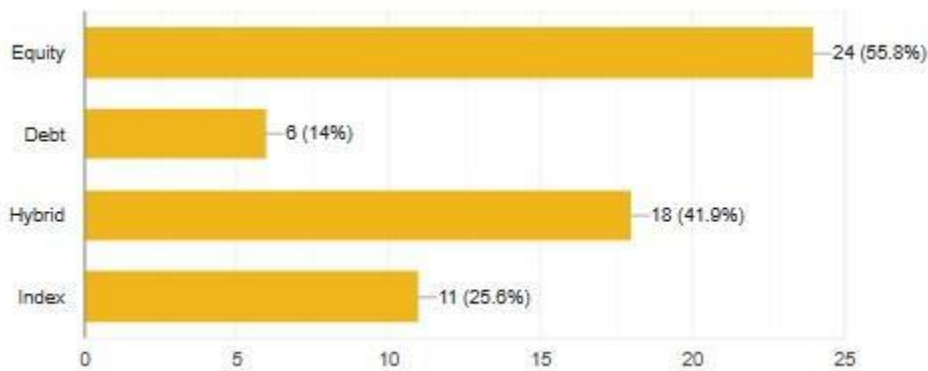
Data Interpreatation : The most popular mutual funds are equity, followed by debt and hybrid funds. This implies that even though there is a chance of volatility, respondents might be looking for larger profits.

Q.5 Would you consider SIP as a way to build long-term wealth?

44 responses

Data Interpretation : As confidence in market-linked investments grows, the vast majority (92%) believe that SIPs are a feasible long-term wealth-building approach.

Q.6 Which option do you think is easier to withdraw from in case of emergency?

44 responses
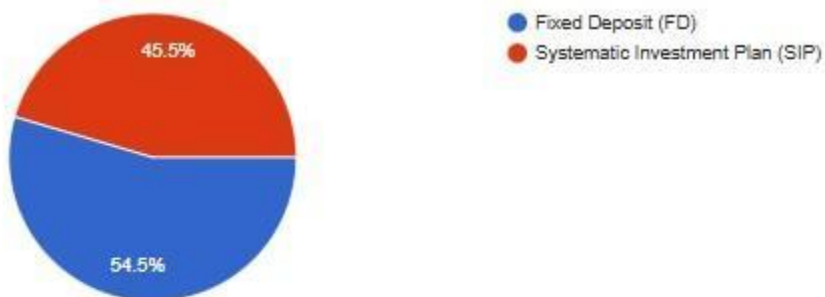
Data Interpretation : Because fixed deposits are thought to be more stable and straightforward than SIPs, many individuals think they are simpler to withdraw from in an emergency.

6. Conclusion :

According to the study's findings, Gen Z investors have clearly changed their investing preferences, preferring Systematic investing Plans (SIPs) over Fixed Deposits (FDs) because of their greater potential for returns, compounding advantages, and flexibility. Their decision-making has been greatly influenced by exposure to market-linked investment options, the influence of digital financial platforms, and their increasing financial literacy.

FDs are still relevant, nonetheless, particularly for people looking for stability and low-risk, guaranteed returns. The lack of liquidity and comparatively lower interest rates than SIPs make FDs less appealing for long-term wealth accumulation, even if many Gen Z investors view them as a safe short-term saving choice.

With Gen Z exhibiting a higher risk tolerance and more faith in market-based financial instruments, this study reveals a revolutionary change in investing behaviour. The need for improved financial education and digital accessibility is still critical as financial institutions and policymakers work to encourage young investors to participate in investments.

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Assessing Work-life Balance and Stress Levels Among IT Professionals

Jyeshna Bandaru

Author

Student - Atharva institute of management studies

Jyeshna.bandaru24-26@athravaims.edu.in

Vedika Singh

Author

Student -Atharva institute of management studies

Vedika.singh24-26@atharvaims.edu.in

Priyal Vishwakarma

Author

Student - Atharva institute of management studies

Priyal.vishwakarma24-26@atharvaims.edu.in

1. Abstract

The study of work-life balance among IT professionals has gained attention due to the unique challenges posed by the industry. IT professionals, with their long work hours, stringent deadlines, and round-the-clock connectivity, tend to upset the balance between professional and personal life, resulting in burnout, declining job satisfaction, and physical health problems. It gets worse where the cost of living is high, with cutthroat competition, and a high-pressure work environment.

Despite a lot of research on work-life balance, there remains a gap in understanding the specific issues IT professionals encounter overall. This study aims to fill that gap by examining the impact of professional duties on personal priorities and well-being. It identifies the key determinants for work-life balance, evaluates organizational policies, and offers practical recommendations.

Using a quantitative method, data was gathered using an online survey. The survey questionnaire assessed variables such as lost personal moments, overtime work, stress levels, and personal or professional needs compromised. The findings aim to provide insights to organizations and policymakers to develop healthier work-life balance cultures for the welfare of employee health and productivity.

Key Words – Work – Life Balance, IT Professionals, Stress levels, Policies, Productivity.

1. Introduction

The pursuit of a healthy work-life balance among IT professionals is crucial in addressing the challenges posed by demanding work environments, high-stress levels, and the need for personal well-being, which ultimately impacts job satisfaction, productivity, and overall quality of life.

The Information Technology (IT) sector is known for its evolving nature, characterized by rapid technological advancements, long working hours, and tight project deadlines. These factors often blur the boundaries between professional and personal lives, making it challenging for

IT professionals to achieve equilibrium. With the increasing reliance on remote work and digital connectivity, the issue of maintaining a sustainable work-life balance has become more prominent. Studies indicate that a lack of balance can lead to burnout, decreased performance, and adverse effects on mental and physical health. Conversely, a well-balanced professional life fosters creativity, resilience, and job satisfaction.

Despite the increased concern and awareness about the significance of work-life balance, many IT professionals struggle to achieve it due to various factors, including the culture on an organization, work pressure, and inadequate support systems. The lack of a comprehensive understanding of the specific challenges and coping mechanisms in this field highlights the need for targeted research. This study aims to investigate the factors influencing work-life balance among IT professionals, the consequences of imbalance, and strategies to promote harmony between work and personal life.

This research utilizes a quantitative method through the distribution of a Google Forms survey. This method will collect data from IT professionals regarding work-life balance, stress levels, work - life balance satisfaction. By analyzing the responses, which include insights on missed personal events Due to factors such as work commitments, prioritization tendencies, frequent overtime, and stress levels, several challenges are being faced. perceived work-life balance, the study aims to identify trends and correlations that can inform effective interventions and policy recommendations.

2. Literature review

In today's fast-paced corporate environment, employees must balance work and personal responsibilities, regardless of marital status or parental duties. With increasing pressure on efficiency and productivity, organizations must support work-life balance through policies like job sharing, flexible hours, childcare, elder care, and family travel benefits. This study examines work-life balance among IT professionals in Hyderabad, India, analyzing its relationship with work-related and demographic variables. The findings indicate a significant link between work-life balance and work-related factors but no association with demographic variables.

The concept of work-life balance (WLB) has gained significant attention in recent years, especially in the information technology (IT) sector. IT professionals often face unique challenges such as heavy working hours, high job demands, and the expectation to be available beyond standard office hours. These factors contribute to work-life conflict, affecting their well-being, productivity, and job satisfaction. This literature review covers various dimensions of work-life balance among IT professionals, including its determinants, effects, and strategies for improvement.

The review of literature on work-life balance (WLB) underscores its critical impact on employee satisfaction, organizational commitment, and overall well-being across diverse professional settings.

Hughes and Bozionelos (2015) discovered that in male-dominated professions, work-life imbalance is a major source of dissatisfaction, often leading to withdrawal behaviors like turnover and non-genuine sick leave. Kanwar et al. (2014) explored the Information Technology (IT) and IT-Enabled Services (ITES) sectors, finding that burnout—manifested as meaninglessness, de-motivation, and exhaustion—negatively impacts job satisfaction, with male employees reporting higher satisfaction than females.

Yadav et al. (2013) highlighted that although employees generally report an average level of WLB, managerial barriers

significantly hinder achieving a balanced work-life, affecting career progression and intrinsic job satisfaction. Padma et al. (2013) emphasized the importance of family support in balancing professional and personal lives, noting that employees providing care to an elderly family member struggle more with WLB, leading to higher absenteeism and reduced job satisfaction.

Santhana et al. (2013) examined how marital status, working hours, and the need for flexibility impact WLB, especially among married women, who face greater challenges due to childcare and dependent care obligations. Jain (2013) demonstrated that working conditions, time management, and family support are pivotal in shaping WLB among professionals such as CAs, doctors, and teachers.

Madhusudhan et al. (2013) identified key factors influencing WLB, including dependents, role clarity, co-worker support, and working hours, recommending managerial focus on these aspects for better balance. Meanwhile, Kanthi (2013) found that economic and family issues, long working hours, and compulsory overtime contribute to absenteeism and lower morale.

Pandu et al. (2013) revealed that for professional women in IT and ITES, factors like family dependents and workload are strong predictors of WLB, though no direct connection was found between the work environment and balance. Madipelli et al. (2013) pointed out that multiple roles and long working hours lead to significant stress among school teachers, with family dynamics playing a crucial role in WLB.

Ajith et al. (2013) highlighted that effective WLB policies enable IT employees to meet both professional and personal commitments, positively influencing stress management. Lalita (2012) concluded that various WLB factors, such as psychological distress, workload, and managerial style, significantly predict job satisfaction.

The studies also revealed gender-specific challenges, with Fatima et al. (2012) noting that female employees face greater WLB strains due to childcare and elder dependency, while Thriveni et al. (2012) found demographic variables like age, marital status, and income closely linked to WLB.

Santhi and Sundar (2012) emphasized that IT firms' initiatives in Chennai satisfy diverse employee needs, enhancing WLB satisfaction among women. Levy (2012) argued that childcare support is crucial for working mothers in managing WLB. Chawla and Sondhi (2011) noted that job autonomy and commitment in organizations are positively associated with WLB in the educational and BPO sectors.

Murphy and Doherty (2011) suggested that personal circumstances heavily influence WLB perceptions, with longer hours leading to greater imbalance, especially for women (Albertsen et al., 2008). Dessler (2006) discussed the unique challenges women face in balancing career and family, while Bradley et al. (2006) highlighted the role of management in facilitating WLB through flexible policies.

Jane et al. (2004) explored how work-life conflict and long hours hinder young professionals' ability to achieve balance, stressing the importance of supportive organizational policies. Hymans and Summers (2004) identified gaps in WLB policy implementation, such as limited employee input and a focus on business needs over personal well-being.

Varuhas et al. (2003) determined that organizational culture plays a pivotal role in effective WLB measures, stressing that without a supportive culture, policies alone are insufficient.

Overall, the literature suggests that achieving a healthy work-life balance requires a multifaceted approach, including supportive family structures, flexible work arrangements, considerate managerial practices, and a positive organizational culture. Exploring these aspects can lead to enhanced job satisfaction, reduced stress, and greater organizational commitment

Work-life balance (WLB) has become a critical issue in modern workplaces, particularly in the IT sector, where rapid technological advancements, globalization, and organizational restructuring have reshaped work dynamics. Employees face increasing challenges in managing their professional and personal responsibilities, leading to concerns about overall well-being and job satisfaction. Various factors, including gender, job role, organizational support, and flexible work arrangements, influence an individual's ability to maintain a healthy balance between work and personal life. This literature review explores key perspectives on work-life balance, performance enhancers, and their implications for IT professionals.

Traditionally, work-life balance was understood as achieving equilibrium between professional and personal life (Haeger & Lingham, 2014). However, with the rise of technology and evolving workplace structures, employees are now managing both domains simultaneously. The nature of work-life balance varies across industries, occupations, and family statuses (Khallash & Kruse, 2012). Sukalova et al. (2015) highlighted that globalization and new work models have disorganized conventional work structures, introducing challenges such as work intensification and flexible yet demanding schedules.

In the IT industry, the impact of globalization, liberalization, and privatization has led to constant shifts in job expectations and work environments. Gender roles also play a crucial part in work-life balance. Women, in particular, face additional challenges due to traditional societal expectations. Raisinghani and Goswami (2014) referenced Ramu (1987), emphasizing that women's employment has significantly influenced workplace dynamics and gender expectations. Similarly, Hill et al.

(2018) found that female professionals, particularly in specialized fields, often put their personal lives on hold to advance their careers. Karkoulian et al. (2016) noted that women struggle more with career progression due to work-life balance constraints, while men, as primary financial providers, tend to work longer hours, reducing family time (Evans et al., 2013).

In today's fast-paced corporate environment, employees must balance work and personal responsibilities, regardless of marital status or parental duties. With increasing pressure on efficiency and productivity, organizations must support work-life balance through policies like job sharing, flexible hours, childcare, elder care, and family travel benefits. This study examines work-life balance among IT professionals in Hyderabad, India, analyzing its relationship with work-related and demographic variables. The findings indicate a significant link between work-life balance and work-related factors but no association with demographic variables.

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Pandu et al. (2013) revealed that for professional women in IT and ITES, factors like family dependents and workload are strong predictors of WLB, though no direct link was found between the work environment and balance. Madipelli et al. (2013) pointed out that multiple roles and long working hours lead to significant stress among school teachers, with family dynamics playing a crucial role in WLB.

Ajith et al. (2013) highlighted that effective WLB policies enable IT employees to meet both professional and personal commitments, positively influencing stress management. Lalita (2012) concluded that various WLB factors, such as psychological distress, workload, and managerial style, significantly predict job satisfaction.

The studies also revealed gender-specific challenges, with Fatima et al. (2012) noting that female employees face greater WLB strains due to childcare and elder dependency, while Thriveni et al. (2012) found demographic variables like age, marital status, and income closely linked to WLB.

Santhi and Sundar (2012) emphasized that IT firms' initiatives in Chennai satisfy diverse employee needs, enhancing WLB satisfaction among women. Levy (2012) argued that childcare support is crucial for working mothers in managing WLB. Chawla and Sondhi (2011) noted that job autonomy and organizational commitment are positively associated with WLB in educational and BPO sectors.

Murphy and Doherty (2011) suggested that personal circumstances heavily influence WLB perceptions, with longer hours leading to greater imbalance, especially for women (Albertsen et al., 2008). Dessler (2006) discussed the unique challenges women face in balancing career and family, while Bradley et al. (2006) highlighted the role of management in facilitating WLB through flexible policies.

Jane et al. (2004) explored how work-life conflict and long hours hinder young professionals' ability to achieve balance, stressing the importance of supportive organizational policies. Hymans and Summers (2004) identified gaps in WLB policy

implementation, such as limited employee input and a focus on business needs over personal well-being.

Varuhas et al. (2003) concluded that organizational culture plays a pivotal role in effective WLB measures, stressing that without a supportive culture, policies alone are insufficient.

Overall, the literature suggests that achieving a healthy work-life balance requires a multifaceted approach, including supportive family structures, flexible work arrangements, considerate managerial practices, and a positive organizational culture. Addressing these factors can lead to improved job satisfaction, reduced stress, and greater organizational commitment Work-life balance (WLB) has become a critical issue in modern workplaces, particularly in the IT sector, where rapid technological advancements, globalization, and organizational restructuring have reshaped work dynamics. Employees face increasing challenges in managing their professional and personal responsibilities, leading to concerns about overall well-being and job satisfaction. Various factors, including gender, job role, organizational support, and flexible work arrangements, influence an individual's ability to maintain a healthy balance between work and personal life. This literature review explores key perspectives on work-life balance, performance enhancers, and their implications for IT professionals.

Traditionally, work-life balance was understood as achieving equilibrium between professional and personal life (Haeger & Lingham, 2014). However, with the rise of technology and evolving workplace structures, employees are now managing both domains simultaneously. The nature of work-life balance varies across industries, occupations, and family statuses (Khallash & Kruse, 2012). Sukalova et al. (2015) highlighted that globalization and new work models have disrupted conventional work structures, introducing challenges such as work intensification and flexible yet demanding schedules.

In the IT industry, the impact of globalization, liberalization, and privatization has led to constant shifts in job expectations and work environments. Gender roles also play a crucial part in work-life balance. Women, in particular, face additional challenges due to traditional societal expectations. Raisinghani and Goswami (2014) referenced Ramu (1987), emphasizing that women's employment has significantly influenced workplace dynamics and gender expectations. Similarly, Hill et al. (2018) found that female professionals, particularly in specialized fields, often put their personal lives on hold to advance their careers. Karkoulian et al. (2016) noted that women struggle more with career progression due to work-life balance constraints, while men, as primary financial providers, tend to work longer hours, reducing family time (Evans et al., 2013).

3. Research Methodology

3.1. Objective of the study

This research aims to evaluate the work-life balance of IT professionals by analyzing the impact of work commitments on their personal lives, stress levels, and overall well-being.

The research aims to evaluate the frequency of work-related sacrifices, such as missing personal events and working beyond regular hours, and to understand how professionals prioritize work, family, and personal well-being.

Additionally, the study seeks to measure perceived stress levels and overall satisfaction with work-life balance, providing insights into potential areas for improvement in workplace policies and practices.

3.2. The Data Collection Method

Data were gathered using an online questionnaire distributed among IT professionals. The questionnaire included formal questions, such as Likert scale ratings (1–5) for work-life balance, stress, and work priority. Open and multiple-choice questions were also employed to gather qualitative data. The online medium provided easy distribution, anonymity, and more authentic responses. The questionnaire covered issues such as lost personal events, family vs. work priority, working hours, and stress. In terms of validity, the questionnaire was pilot-tested with a small sample of IT professionals to determine the clarity, reliability, and relevance of the questions.

3.3. The Sampling Method Adopted

The study employed convenience sampling and purposive sampling in collecting data from IT professionals. The survey was disseminated using professional networks, including online in workplace forums, and social media. Convenience sampling allowed data to be quickly collected, while selective sampling ensured that participants were only professionals who worked

in IT. Such methods, though, can be sample-biased since answers are only those from people within specific networks and may not accurately represent the overall IT workforce.

In an effort to counter bias, efforts were made to collect professionals from a variety of segments within IT. The participants were asked to send the survey to other colleagues to increase representation.

3.4.   Management Implications

This study examines the work-life balance of IT professionals, particularly how work demands impact their personal lives, stress levels, and overall well-being. The key areas covered in the study are:

Work Commitments & Personal Life:

The frequency with which IT professionals miss personal events due to work-related obligations.
The degree to which these professionals prioritize their work over their personal and family time.

Work Hours & Flexibility:

The requirement for IT professionals to work outside of normal business hours.

The extent of work-related stress and its effect on their personal time.

Stress & Well-being:

Self-reported levels of stress experienced by IT professionals in their work.

The impact of work on the sleep patterns and overall health of these individuals.

Perceived Work-Life Balance:

The satisfaction levels of IT professionals with their work-life balance.

Factors that influence their ability to maintain a healthy balance between work and personal life.
The study is limited to IT professionals and does not account for variations in work-life balance across other industries. It aims to provide insights into the challenges faced by IT employees and potential improvements in work policies that could address these issues.

3.5. Variables

Here are some key variables in work-life balance among IT professionals.

Independent Variables (IVs)

Work Hours – The total number of hours an individual works weekly.

Workplace Environment – Employee perception of organizational culture, ranging from supportive to high-pressure

Dependent Variables (DVs)

Satisfaction with Work-Life Balance – Evaluated using a Likert scale.

Burnout Indicators – Symptoms such as exhaustion, loss of motivation, and a sense of meaninglessness.

4. Data Analysis and interpretation

This dataset was gathered to examine the work-life balance of individuals, specifically analyzing factors such as their attendance at personal events, work-related priorities, family responsibilities, and the degree to which work extends beyond regular hours. Participants responded based on structured questions, with ratings ranging from 1 to 5 used to gauge agreement with various statements. For analysis, responses rated 4-5 were classified as "Yes," indicating a high level of agreement, while ratings 1-3 were grouped as "No/Other." This categorization helps provide meaningful observations into how work-related pressures influence personal life and overall well-being.

Here is the percentage breakdown for all five questions:

Question	Yes (%)	No (%) / Other (%)
1] Have you missed a personal event because of work?	62.50 %	37.50%
2] Do you prioritize your job over your personal life? (Rating 4-5)	31.25 %	68.75%
Do you prioritize your family over your work? (Rating 4-5)	56.25 %	43.75%
Do you sacrifice sleep to spend time with family? (Rating 4-5)	21.88 %	78.12%
3] Are you required to work outside regular office hours?	28.13 %	71.87%
4] How would you rate your stress levels at work?	50%	50%

5] How would you rate your current work- life balance?	30.56 %	69.44%

Analysis of Work -Life Balance Dat a:
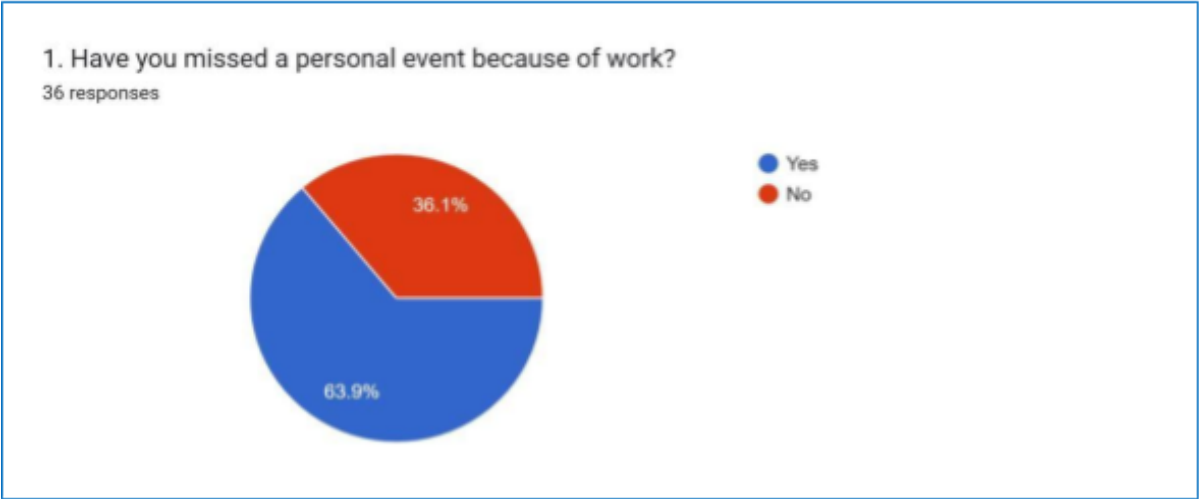
62.5% of respondents have missed personal events due to work commitments. This highlights a significant work-life conflict where work demands seem to overshadow personal priorities. The occurrence of missed events may contribute to higher levels of dissatisfaction with worklife balance for these individuals.
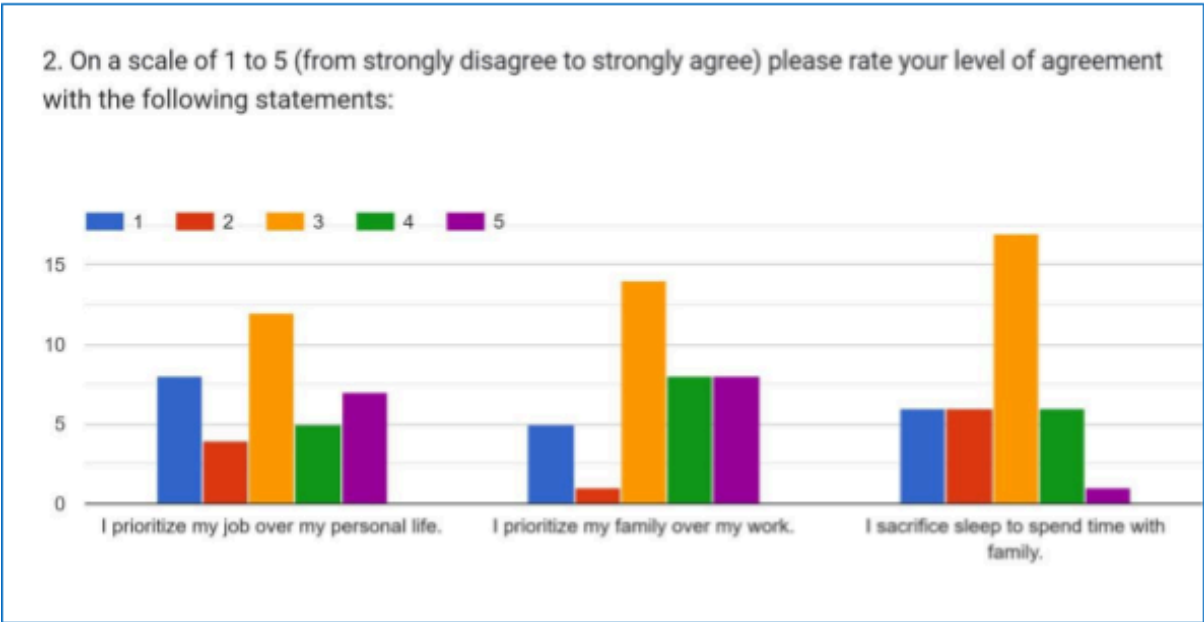
1. Prioritizing Job Over Personal Life:

A smaller portion, 31.25%, rated their prioritization of work over personal life as high (4-5). This implies that while some people may be driven to prioritize work, a majority still value personal time more, with many likely trying to achieve a balance. The data indicates that job prioritization is not the dominant mindset for most people.

Family over work:

 56.25% prioritize their family over work (rated 4-5), revealing that most respondents have a strong family orientation and prefer to allocate their time and energy to family rather than their job. This is an important indicator that family responsibilities are more important to many individuals, although not universally so, as some still rate work as their priority Sacrificing Sleep for Family:

Only 21.88% frequently sacrifice sleep to spend time with family. This shows that while some individuals are willing to make personal sacrifices, most do not compromise their sleep for family time, indicating a healthy approach to personal well-being. This could be due to the understanding that sleep is essential for overall health, and individuals may prefer to manage their time without affecting their rest.

3. How often are you required to work outside regular office hours?
36 responses

- Frequently
- Occasionally
- Rarely
- Never
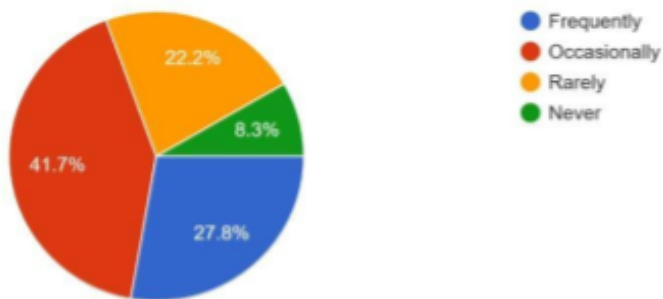
The majority (69.5%) of respondents (frequently + occasionally) are required to work outside regular hours, indicating that overtime or additional work is common. Around 22% of respondents rarely work overtime, meaning they mostly stick to regular hours. Only 8.3% never have to work outside normal office hours, showing that strict work-life balance is not common in this workplace. This data suggests that a significant number of employees experience work demands beyond regular office hours, which might impact work-life balance and stress levels.

4. On a scale of 1–5, how would you rate your stress levels at work?
36 responses
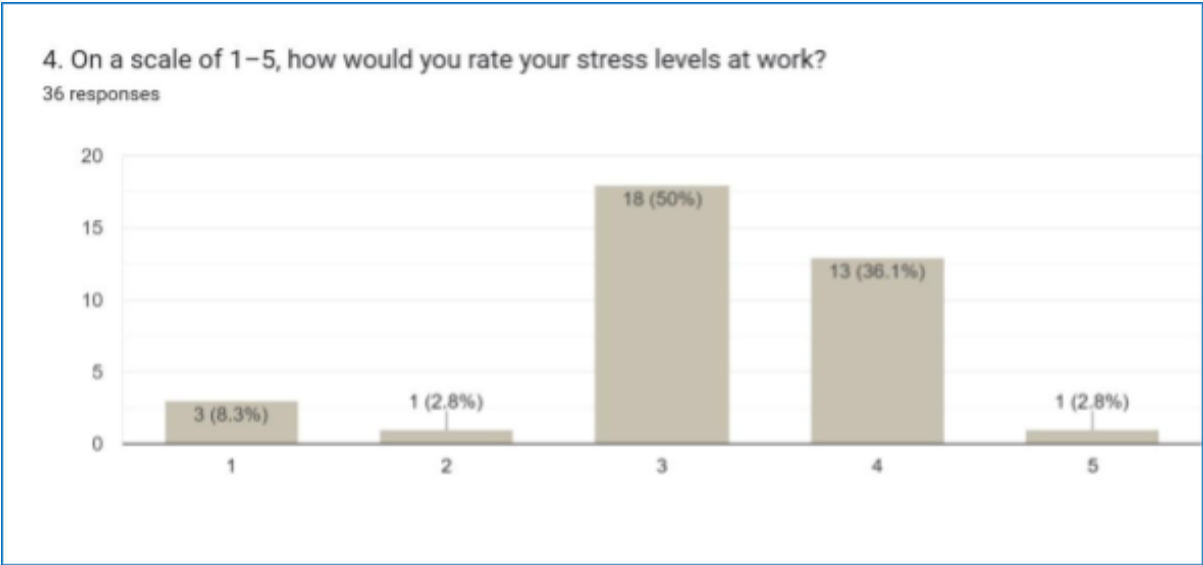
The majority (50%) rate their stress as moderate, which suggests a manageable workload for most employees. A significant number (36.2%) experience high stress, indicating that work pressure is substantial for a large portion of employees. Very few (2.8%) report extreme stress, which means that while high stress is common, extreme burnout is not widespread. Only one person (2.8%) reports low stress, and no one rated their stress as the lowest level, suggesting that work is at least somewhat stressful for everyone.

This data implies that while most employees experience moderate to high stress, extreme stress levels are not a widespread issue. However, efforts to reduce stress could benefit a significant portion of the workforce.

5. On a scale from 1- 5, how would you rate your current work-life balance?
36 responses
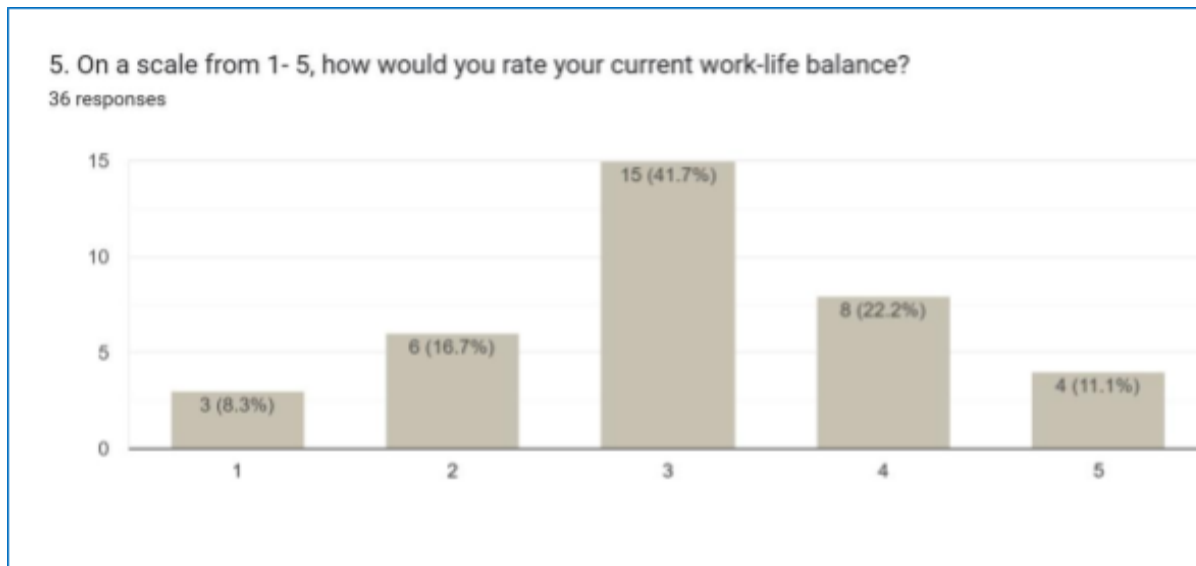
The majority (41.7%) rate their work-life balance as average, indicating that it is neither extremely bad nor particularly good. A notable percentage (22.2%) rate their balance above average, while 11.1% feel they have an excellent balance. However, 8.3% feel their work-life balance is poor, which suggests some dissatisfaction among employees.
No one rated their balance as the absolute worst, which is a positive sign.

 Overall, while many employees manage a moderate to good work-life balance, there is still room for improvement to reduce dissatisfaction.

6.1. Limitations of the study
Small Sample Size – With only 36 participants, the outcome may not precisely represent the broader population of IT professionals. A larger sample size could provide more statistically robust findings.
Simplified Response Scales – The use of Likert scales and categorical responses may limit the depth of insights, as they do not capture the nuances in individual experiences or qualitative factors that could affect work-life balance.
Self-Reported Data – Since the responses are based on self-perception, there is a possibility of response bias. Participants may over- or underestimate their stress levels or work-life balance.
Focus on IT Professionals Only – The study's findings may not be applicable to professionals in other industries, where work-life balance and stress levels could differ due to industryspecific demands.
Lack of Contextual Factors – The survey does not account for external influences such as organizational policies, remote work options, cultural expectations, or economic conditions that may impact work-life balance.

6.2. Future scope of the study
The study emphasized on the key problems in the work-life balance study of IT professionals, such as work commitments causing interference with their personal life, the impact on wellbeing as a result of long hours or flexibility, and job-related stress. IT professionals often miss private events because of work, focus more on working than on having personal time, and experience tension that affects sleep and health. Company policies, leadership, and workplace culture determine the satisfaction of employees with work-life balance. Sector-specific comparisons, the outcome of remote and hybrid work models, evolving work-life balance trends, mental health implications, AI-driven job changes, and diversity-related factors could be explored in future research. This will guide HR professionals and policymakers in formulating effective strategies for improving employee well-being and productivity.

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5. AWARENESS ABOUT MEDICLAIM INSURANCE POLICY AMONGST GENERATION Z IN MUMBAI SUBURBAN

Siddhi Shirsat

Author

Atharva Institute of Management Studies

siddhishirsat1234@gmail.com

Riddhi Mhatre

Co-Author

Atharva Institute of Management Studies

Mhatreriddhi605@gmail.com

Priya Darade

Co-Author

Atharva Institute of Management Studies

Priyadarade1202@gmail.com

2. Abstract

It is crucial to determine how well-informed Gen Z is about Mediclaim plans in suburban Mumbai given the rising prices of healthcare. The study looks at issues including claim denials and policy misconceptions, as well as awareness levels, premium affordability, and advantages like tax exemption and financial stability. For improved accessibility and well-informed decision-making, it assists policymakers and insurers in improving their tactics. Few studies evaluate Gen Z's knowledge of Mediclaim plans, premium affordability, advantages, and difficulties, particularly in Mumbai's suburbs. The purpose of this study is to ascertain whether Generation Z in the Mumbai suburbs is aware of the Mediclaim policy and to determine their level of satisfaction with the service provided by the Mediclaim policy. This study employs a quantitative research methodology to evaluate Gen Z's knowledge of Mediclaim regulations in suburban Mumbai through the use of an online survey. To gather information on awareness levels, premium affordability, advantages, and difficulties encountered, a systematic questionnaire with closed-ended questions is created. Digital channels like social media are used to disseminate the poll in order to guarantee a wide audience. 40 people participated in the survey, and while 97.5% of them are aware of Mediclaim policies, only 75 percent actually have one. The majority (62.5%) are between the ages of 20 and 25, and 80% make less than ₹5,00,000 a year. Reimbursement claims (72.5%) and cashless hospitalization (85%) are frequently utilized services; nonetheless, the main obstacles are high premiums (40%), claim denials (42.5%), and delayed payments (65%).

67.5% express happiness in spite of these problems. The results emphasize the necessity of better claim handling and openness. The results show that even with great awareness, Mediclaim adoption has to be raised. Resolving premium increases, denials, and claim delays can increase policyholder trust. Increased satisfaction may result from increased OPD coverage, agent responsibility, and openness. To close the awareness-adoption gap, insurers need to simplify procedures and inform Generation Z about the advantages of policies.

Key Words - Mediclaim Awareness, Claim Settlement Issues, Premium Affordability, Customer Satisfaction

3. Introduction

The value of dependable health insurance, especially Mediclaim plans, has increased in light of rising healthcare expenditures. However, there is a substantial information gap about Mediclaim policies, particularly among Generation Z, despite the increasing demand for such coverage. The knowledge and uptake of Mediclaim plans amongst Gen Z in metropolitan Mumbai, a multicultural and quickly expanding area, is still not well understood. As insurers seek to increase the accessibility of these products, this disparity presents difficulties for both customers and insurers.

Despite being a tech-savvy and financially conscious generation, many members of Generation Z are still hesitant to purchase Mediclaim plans because of the high insurance premiums, denials of claims, late payments, and misunderstandings over benefits. This study aims to determine the elements impacting Gen Z's decision-making and gauge their level of knowledge in suburban Mumbai. It examines concerns with claims, premium affordability, and policy benefits like financial stability and tax breaks.

The study intends to provide light on the lack of understanding and challenges encountered by Generation Z using a quantitative survey that is disseminated digitally. In order to promote a more knowledgeable and contented generation of policyholders, it provides suggestions for insurers and legislators to streamline procedures, enhance transparency, and boost acceptance.

4. Literature Review

(athikari, 2021)

With an emphasis on awareness, adoption, and important decision-making factors, the study looks at how COVID-19 has affected Mediclaim policies in India. As medical expenses skyrocketed, the epidemic raised demand for health insurance. Ten important elements, such as affordability, claim settlement ratio, health records, and financial position, were shown to influence policy purchases in a study including 100 respondents. According to the study, knowledge was minimal prior to COVID-19 but increased dramatically throughout the epidemic. Clearer insurance details, the inclusion of COVID-19-related costs, and lower rates for affordability are among the recommendations. All things considered, Mediclaim regulations were quite helpful in reducing medical costs throughout the pandemic.

(K Nisha, 2020)

Health insurance is essential for affordable medical care, especially with rising treatment costs. Mediclaim policies help cover

expenses like consultations, tests, and hospitalization. This research aims to assess the satisfaction of insured individuals in Madurai city regarding their Mediclaim policies, identifying areas for improvement in customer relations and service quality.

(S.D.S, 2024)

Based on information gathered from 100 respondents interviewed using proportionate random sample during January and February 2024, this study investigates attitudes regarding Mediclaim insurance in Dindigul city. The results show that policyholders' attitudes are greatly influenced by a number of criteria, including age, education, marital status, family size, number of earning members, income, and awareness. But things like occupation, sex, and a patronage mentality don't. Since health insurance is so important in easing financial strains, it is vital to inform the public about the best options for optimizing benefits.

 (Kushal De, sep 2020)

India and other emerging nations frequently overlook insurance. The COVID-19 epidemic brought to light flaws in the public healthcare system and private companies' exploitation of them. Natural disasters and mass layoffs have made people feel more insecure. This study uses a survey of financially independent young people in West Bengal to evaluate how young Indians see insurance. The findings indicate that the pandemic has increased awareness, with many people now recognizing their underinsurance. Young people now significantly accept Mediclaim and term plans.

(ZAVRŠNIK, 7th may 2021)

People are growing more active as times change, but they frequently encounter uncontrollable circumstances. Securing financial security requires insurance, and people should select the appropriate kind of insurance according to their circumstances. The purpose of this article is to investigate the percentage of young people who now have insurance or are thinking about getting it, as well as the factors that affect their choices. According to research, although young people understand the value of insurance, many do not have the necessary funds or knowledge about the various kinds of insurance.

4.1 Research Gap

There is a big knowledge vacuum about how Generation Z in particular perceives and uses Mediclaim insurance in suburban Mumbai. Insurance knowledge has grown, but little is known about the financial, cultural, and psychological barriers that keep young people from obtaining insurance. Policyholders may also become dissatisfied due to difficulties figuring out the policy and the claims procedure. The inability of many young people to understand the terms of their policies or the procedures for filing a claim may deter them from interacting with their insurance companies.

5. Research Methodology

5.1 Objective of the Study

To examine the awareness of Mediclaim policies among Generation Z in the Mumbai suburban area.

To assess the level of satisfaction with the services offered to Mediclaim policyholders belong to Generation Z in the Mumbai suburban area.

5.2 Hypothesis

Null Hypothesis (H_0): Generation Z Mediclaim policyholders in the Mumbai suburban area are not significantly satisfied with the services offered.

Alternative Hypothesis (H_1): Generation Z Mediclaim policyholders in the Mumbai suburban area are significantly satisfied with the services offered.

5.3 Data Collection Method Adopted

Primary Data Collection – The data collection method adopted for this study is a quantitative survey.

Close-ended questions indicate a structured format, suitable for numerical analysis.

Likert scale suggests measuring attitudes, preferences, or opinions quantitatively.

Online questionnaire implies data is collected digitally, ensuring a broader reach and ease of analysis.

Secondary Data Collection - Secondary data for this study was collected through a comprehensive review of existing **research papers** and **articles** related to **Mediclaim insurance policies** and the awareness levels of **Generation Z.**

5.4 Sampling Method Adopted

The study employs Simple Random Sampling for structured, unbiased selection.

Convenience sampling for ease of data collection via an online questionnaire.

This hybrid approach ensures a mix of representativeness and practicality in gathering responses.

5.5 Scope of the study

The study on "Awareness about Mediclaim Insurance Policy amongst Generation Z in Mumbai Suburban" aims to examine various demographic and policy-related factors. It focuses on Generation Z individuals (born between 1997 and 2012) in Mumbai Suburban, exploring awareness of Mediclaim policies, with a particular focus on age, gender, and income. The study assesses general awareness of Mediclaim policies, their benefits, and coverage options, as well as awareness of public versus private providers. It also looks into policy ownership, its duration, premium costs, and the services offered. Additionally, the study identifies challenges faced by consumers, such as claims processing and customer service, and measures overall satisfaction. The geographical scope is limited to Mumbai Suburban, acknowledging potential differences in exposure to insurance products.

5.6 Variables:

🎬 **Independent Variables:**

Age

Gender

Annual income

Type of Mediclaim policy (public vs. private)

Tenure of policy ownership

🎬 **Dependent Variables:**

Awareness about Mediclaim policies

Mediclaim policy ownership

Satisfaction with Mediclaim services

Problems faced by consumers

Premium paid

Services offered by the company

6. Data Analysis and Interpretation

A Graphical Representation of age Wise composition of youth

Age of Respondents	No. of Respondents	Percentages(%)of Responses
15-20	6	15%
20-25	25	62.5%
25-30	4	10%
30-35	5	12.5%

Graph no. 6.1 Graph showing age of Respondents

Age
40 responses

● 15-20
● 20-25
● 25-30
● 30-35

10%

12.5%

62.5%

15%
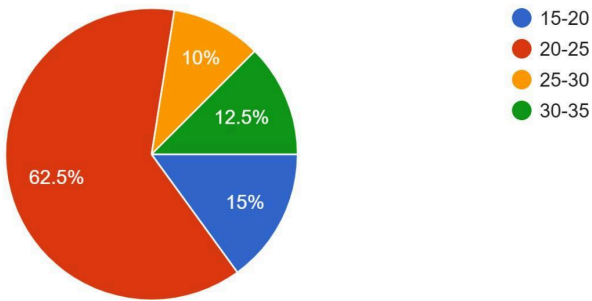
Interpretation:

Since most participants are aged 20-25, the study results will strongly reflect young adults' perspectives on Mediclaim policies.

The low percentage of older respondents (25-35) may suggest that Mediclaim awareness among them might not be well represented.

Graphical Representation of Gender Wise Composition of Customers

Gender of respondents	No. of Respondents	Percentages (%)of Responses
Male	23	57.5%
Female	17	42.5%

Graph No. 6.2 Graph showing Gender of Respondents

Gender
40 responses

● Male
● Female
● Not prefer to say

42.5%

57.5%
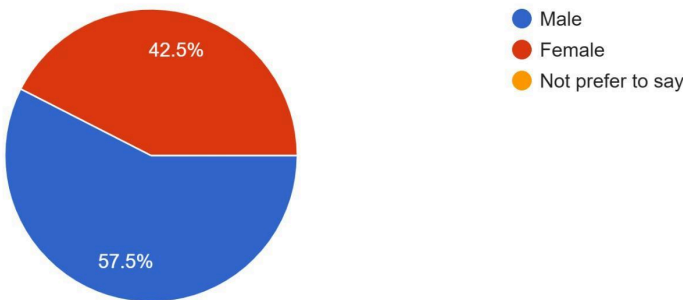
Interpretation:

This data shows a clear gender imbalance in the 40 survey respondents, with males (57.5%) significantly outnumbering females (42.5%).

Everyone disclosed their gender; no one chose "not to say." The importance of this imbalance depends entirely on the survey's purpose and target audience.

If aiming for general representation, it suggests a sampling bias. If targeting a specific male-dominated group, it might be expected.

Graphical Representation of Occupation Wise Composition of Customers

Annual income of respondents	No of Responses	% of Responses
Up to 5,00,000	32	80%
5,00,000-15,00,000	5	12.5%
15,00,000 & above	3	7.5%

6.3 Table Represents occupation wise composition of Customers

Income
40 responses

- Below 5,00,000
- 5,00,000-15,00,000
- 15,00,000 & above

12.5%
7.5%
80%
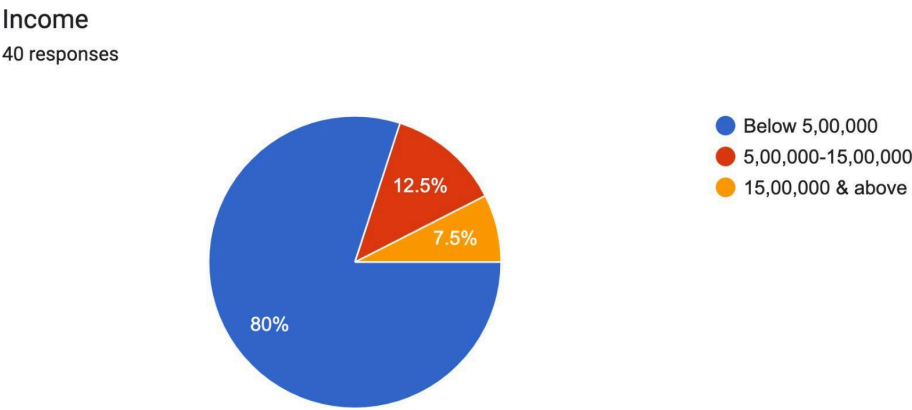
Interpretation:

The majorities (80%) of the respondents are from the lower-income group, suggesting that the business or service is more popular or accessible to people with limited financial resources.

Middle and high-income groups collectively account for only 20% of the total responses, indicating that higher-earning individuals represent a minority in the customer base.

Graphical Representation of Awareness of Mediclaim Insurance Policy amongst Youth

Table no 6.4 shows awareness of mediclaim insurance amongst youth

Options	No of Responses	% of Responses
Yes	39	97.5%
No	1	2.5%

Are you aware about Mediclaim insurance policy?
40 responses
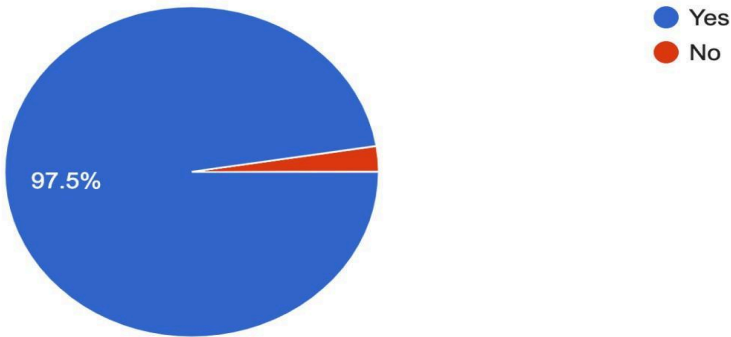
Interpretation:

The high percentage of awareness suggests that Gen Z in Mumbai Suburban is well-informed about Mediclaim insurance policies.

This could be attributed to factors such as increased digital access to financial information, growing discussions about healthcare security, or personal experiences with medical expenses.

Graphical Representation Showing Respondents Having Mediclaim Policy

Options	No of responses	% of Responses
Yes	30	75%
No	10	25%

6.5 Graph shows Respondents having Mediclaim Policy

Do you have Mediclaim policy?
40 responses
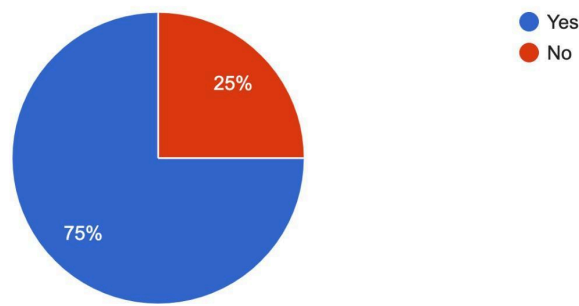
Interpretation:

Out of 40 respondents, 30 (75%) have a Mediclaim policy, while 10 (25%) do not. This indicates that while awareness is high, actual adoption is comparatively lower.

Factors such as affordability, perceived necessity, or lack of detailed knowledge about Mediclaim benefits might influence this gap. Encouraging financial literacy and highlighting the importance of health insurance could help improve adoption rates.

Graphical Representation Shows Sector Wise Preferences of Respondents for Mediclaim Policy

Table 6.6 shows sector wise preferences of respondents for mediclaim policy

Sector	No of responses	% of Responses
Private sector insurance company	27	67.5%
Public sector insurance company	13	32.5%

Which sector company do you prefer for Mediclaim policy?
40 responses
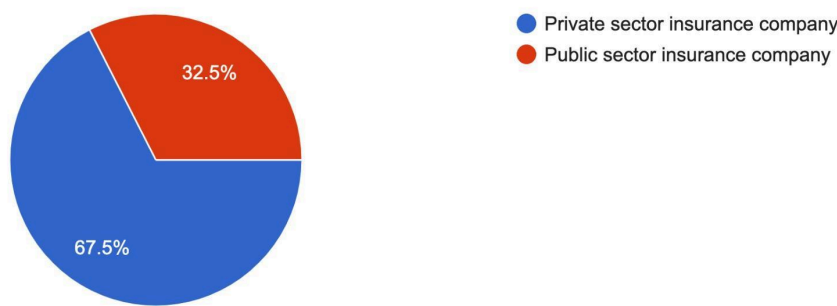
Interpretation:

The data shows that 67.5% of respondents prefer private sector Mediclaim policies, while 32.5% opt for public sector companies. This indicates a higher trust in private insurers, possibly due to better services, quicker claim processing, or diverse policy options.

However, a significant portion still prefers public sector insurers, likely for their government backing and reliability.

Graphical Representation Shows Tenure of Mediclaim Policy

Table 6.7 shows tenure of Mediclaim policy

options	No of respondents	% of Respondents
1 year	14	35%
2 years or more than 2 years	26	65%

What is the tenure of your Mediclaim policy?
40 responses
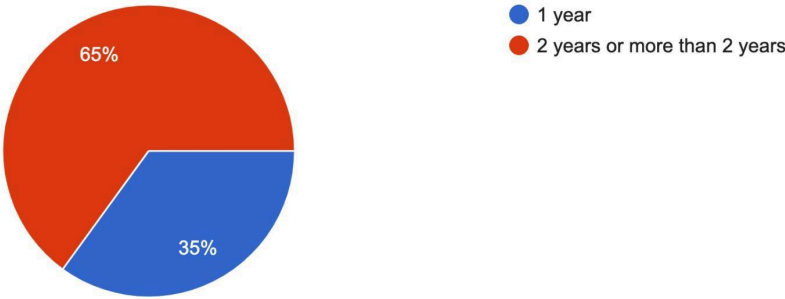
Interpretation:

The data shows that 35% of respondents have a 1-year Mediclaim policy, while 65% have tenure of 2 years or more. This suggests that a majority

prefer long-term coverage, possibly due to benefits like lower renewal hassles, discounts on multi-year policies, and long-term financial security.

However, the presence of short-term policies indicates that some may still be exploring options or prefer annual flexibility.

Graphical Representation Shows Premium Paid by Customer for Mediclaim Policy

6.8 Table shows premium paid by customer for mediclaim policy

Options	No of Responses	% of Responses

1000-10,000	17	42.5%
10,000-20,000	17	42.5%
20,000-40,000	2	5%
50,000 and above	4	10%

What is the premium you paid for Mediclaim policy?
40 responses

- 1000-10,000
- 10,000-20,000
- 20,000-40,000
- 50,000 & above
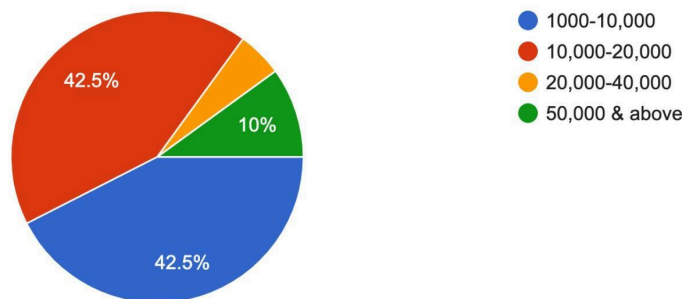
Interpretation:

The Data Shows That Most Respondents (85%) Pay Premiums Up to ₹20,000, With 17 Respondents (42.5%) Each in The ₹1,000-₹10,000 And ₹10,000-₹20,000 Ranges.

A Smaller Group Pays Higher Premiums, With 2 Respondents (5%) In The

₹20,000-₹40,000 Range and 4 Respondents (10%) paying more than ₹50,000.

This Indicates That Gen Z Prefers Affordable Mediclaim Policies, But A Few Opt for Higher Coverage, Likely for Comprehensive Benefits or Family Coverage.

Graphical Representation of Services Offered by Mediclaim Insurance Policy

Table 6.9 shows services offered by mediclaim insurance company

Options	No of respondents	% of respondents
Cashless Hospitalization	34	85%
Reimbursement claims	29	72.5%
OPD & Preventive care	18	45%
Ambulance charges	12	30%

Maternity and newborn cover	8	20%

What services your company is offering for your Mediclaim policy??
40 responses
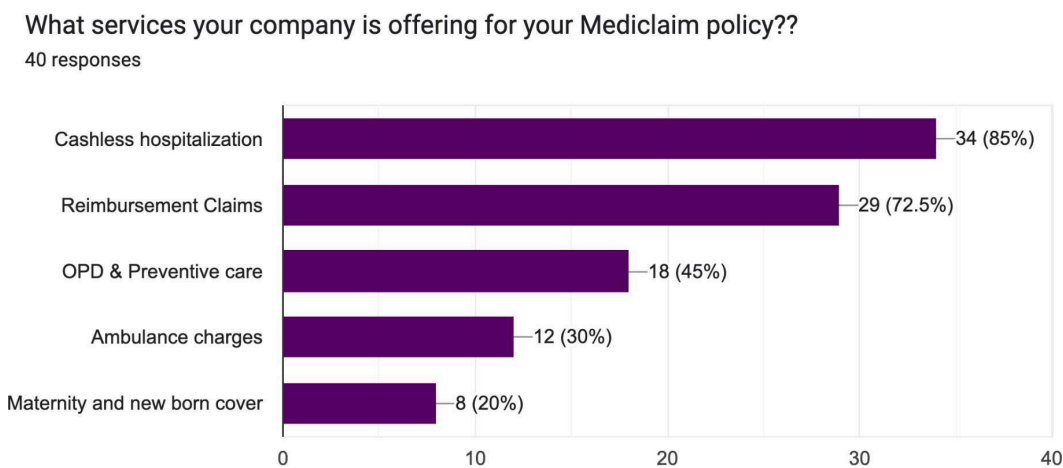
Interpretation:

The data shows that Cashless Hospitalization (85%) and Reimbursement

Claims (72.5%) are the most availed services, indicating a strong preference for hassle-free claim processes. OPD & maternity & newborn cover (20%) has the least adoption, likely due to the younger demographic.

This highlights that while essential services are widely used, there is scope to enhance awareness about comprehensive coverage options. preventive Care (45%) and Ambulance Charges (30%) have moderate usage, suggesting awareness of additional benefits.

Graphical Representation of Problems Faced by Respondents in Mediclaim Insurance Policy

Table 6.10 shows problems faced by respondents in mediclaim insurance policy

options	No of responses	% of Response
Claim Rejections	17	42.5%
Delayed claim settlement	26	65%
High premium Increases	16	40%
Limited OPD & Maternity cover	5	12.5%
Misinformation by agents	15	37.5%

What problems have you faced in your Mediclaim policy?
40 responses

Category	Value
Claim Rejections	17 (42.5%)
Delayed Claim Settlement	26 (65%)
High Premium Increases	16 (40%)
Limited OPD & Maternity Coverage	5 (12.5%)
Misinformation by Agents	15 (37.5%)
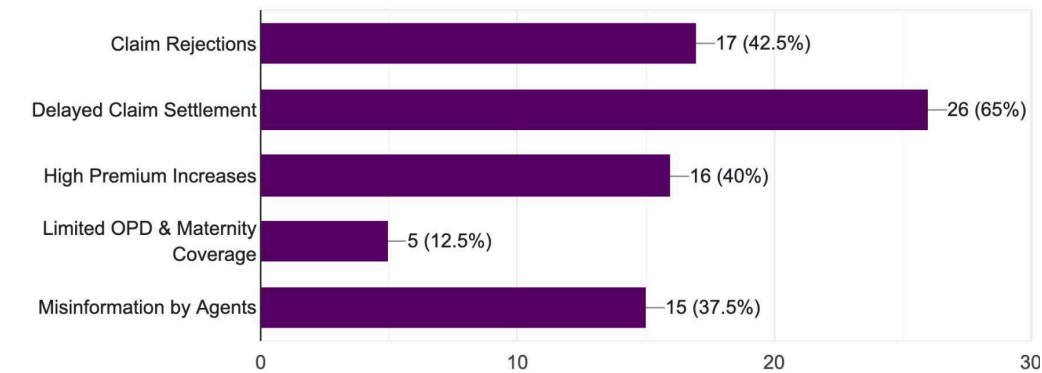
Interpretation:

The data reveals that delayed claim settlement (65%) is the most common issue, followed by claim rejections (42.5%) and misinformation by agents (37.5%), indicating frustration with the claims process and lack of trust in agents.

High premium increases (40%) are also a concern, while limited OPD & Maternity coverage (12.5%) affects fewer respondents. These challenges suggest the need for better communication, smoother claim processes, and more transparent policies to enhance customer satisfaction.

Graphical Representation of How Much Respondents Are Satisfied with The Services Given by Mediclaim Insurance Company.

Table no 6.11 shows how much respondents are satisfied with services given by mediclaim insurance company

Options	No of Responses	% of Response
Highly dissatisfied	2	5%
Dissatisfied	0	0%
Neutral	22	55%
Satisfied	11	27.5%
Highly satisfied	5	12.5%

How much you're satisfied with
40 responses
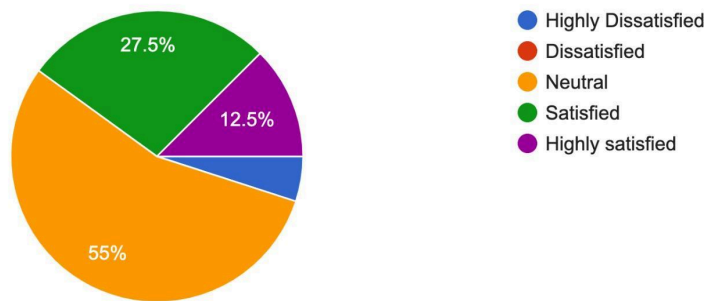
Interpretation:

The data shows that 22 respondents (55%) are neutral regarding the services provided by their Mediclaim insurance company, suggesting mixed feelings. While 16

respondents (40%) are satisfied or highly satisfied, indicating some level of contentment with their policies, only 2 respondents (5%) are highly dissatisfied.

This highlights that while satisfaction levels are generally positive, there is room for improvement in service quality to move more respondents from neutral to satisfied.

7. Conclusion

In conclusion, while the awareness of Mediclaim insurance policies among Generation Z in Mumbai Suburban is notably high, translating this awareness into higher satisfaction remains a challenge. The generally positive satisfaction levels indicate that while respondents are informed, there is still room for improvement in how they perceive and experience the services. Enhancing the clarity of policy details, addressing common issues such as claim delays, and improving customer service could help move more respondents from a neutral stance to a fully satisfied one, ensuring that awareness leads to greater adoption and trust.

7.1 Limitation of the study

The sample size may not be fully representative of Generation Z, affecting the generalizability of the findings. Self-reported data could introduce biases, impacting the accuracy of responses regarding policy ownership and satisfaction. The study's geographic scope is limited to Mumbai Suburban, and the diversity within Generation Z may not be fully captured. Additionally, the emphasis on income may exclude lower-income perspectives, and the study might not explore all the challenges consumers face with Mediclaim policies. Cultural, educational, and temporal factors may also limit the depth of understanding.

7.2 Future Scope of the Study

The future scope of this study includes expanding the research to other regions and age groups, conducting long-term studies to track changes over time, and analysing decision-making factors and psychological barriers in consumer behaviour. Additionally, important directions for further research include exploring the role of digital platforms, assessing consumer satisfaction with claims processes, and evaluating the effectiveness of educational campaigns. Future studies could also focus on specific insurance features, the impact of COVID-19, the integration of Mediclaim with other financial products, and the influence of government regulations on insurance awareness and consumer attitudes.

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The Housing Dilemma: Perception on Buying vs Renting.

Saket Pawar
Author
Atharva Institute of Management Studies
Saketpawar02@gmail.com

Samrat Desale
Co-Author
Atharva Institute of Management Studies
samratdesale965@gmail.com

Shubham Kharatmol
Co-Author
Atharva Institute of Management Studies
Kharatmols71@gmail.com

ABSTRACT

The decision to buy or rent a home is a critical financial and lifestyle choice influenced by economic, social, and psychological factors. In Mumbai, where real estate prices are among the highest in India, this dilemma is particularly pronounced. This study explores perceptions regarding homeownership versus renting, analyzing factors such as financial stability, market conditions, mobility, and cultural influences.

Through surveys and questionnaires conducted among Mumbai residents, the research identifies that a majority perceive homeownership as a financial investment, while others view it as a lifestyle choice or a financial burden. High down payments, mortgage debt, and market fluctuations are key concerns discouraging homeownership, whereas renting is preferred for its flexibility and lower initial financial commitment. Despite affordability challenges, cultural and societal pressures still play a significant role in encouraging homeownership.

Findings suggest that individuals with stable financial conditions and long-term residency plans lean toward buying, whereas young professionals and those prioritizing mobility prefer renting. Moreover, many respondents acknowledge that homeownership depends on economic factors such as interest rates, inflation, and government policies.

This study highlights the evolving nature of housing preferences in Mumbai, emphasizing the need for affordable housing solutions, flexible financial policies, and enhanced rental market stability. Policymakers and financial institutions could consider measures such as lower down payments, better mortgage options, and rental incentives to accommodate the diverse needs of home seekers.

Ultimately, the buy-versus-rent decision remains highly subjective, influenced by personal financial goals, market trends, and lifestyle aspirations. This research contributes to the broader discourse on housing affordability and decision-making, offering insights that can guide individuals and policymakers in navigating Mumbai's complex real estate landscape.

INTRODUCTION

The decision to buy or rent a home has long been a fundamental consideration for individuals and families, influenced by an array of economic, social, and psychological factors. In major metropolitan cities like Mumbai, this decision has become increasingly complex due to fluctuating housing markets, escalating property prices, and evolving societal expectations. As housing prices continue to soar in Mumbai, one of the most densely populated and economically significant cities in India, the dilemma of whether to buy or rent has become a critical concern for many, particularly among younger generations, professionals, and migrants seeking better opportunities.

This research aims to explore the various perceptions individuals hold regarding buying versus renting a home in Mumbai, examining the underlying motivations, concerns, and preferences that shape these decisions. By analysing factors such as financial readiness, long-term goals, mobility, and lifestyle aspirations, this paper seeks to provide a deeper understanding of how contemporary social and economic trends are influencing housing choices in the city. Furthermore, the study will investigate how perceptions of homeownership and renting are evolving in Mumbai, especially considering rising real estate costs, changing job markets, and the city's broader economic environment.

Through this research, we aim to contribute to the ongoing discourse about the housing dilemma in Mumbai, offering insights that may guide both policymakers and individuals in making informed decisions that reflect both current realities and prospects in the city's housing landscape.

LITERATURE REVIEW

This decision is complicated in Ireland because to supply-demand imbalances, governmental regulations, and economic situations that affect the housing market. In the Irish context, this article examines the opA significant financial and lifestyle option is whether to buy or rent a property. This significant financial and lifestyle option is whether to buy or rent a property. This decision is complicated in Ireland due to changes in the housing market caused by supply-demand mismatches, governmental regulations, and economic circumstances. In the Irish context, this article examines the options' potential for wealth accumulation, flexibility, and financial ramifications.

The need for accessible housing for youth and sustainable cities is emphasized by the Sustainable Development Goals (SDG). In line with previous generations, this study examines the housing preferences of Generation Z in Poland and finds that they strongly Favor homeownership. Ownership is still preferred, even though almost 80% of respondents believe that renting is feasible given mobility and growing real estate costs. Following the examples of comparable housing systems, policymakers should encourage institutional renting while extending credit choices and long-term savings programs.

The dream of every person is to purchase a property. The younger working generation of today, however, would rather rent a home than purchase one. Purchasing a home necessitates stable money, so it is not an easy decision. Making a poor choice when buying a home can have detrimental effects down the road. Regretfully, they still Favor renting homes despite all the government incentives provided by housing programs that help with the financial side of things. A variety of factors affect the young working generation's property purchasing decisions, particularly for those who reside in cities like Kuala Lumpur. According to earlier studies, home characteristics are one of the determinants. Consequently, this paper tried to

Several issues, including product ethics, influence consumers' decisions to buy or rent. Because renting lessens expected guilt, we find that immoral product features increase the likelihood of renting versus buying across six trials. Customers with a strong self-brand connection and those who are guilt-prone are more affected, indicating that renting is a coping mechanism for moral dilemmas.

Generation Rent" describes how rising housing costs are causing young people to rent rather than buy.
The effect of private equity on single-family rentals and the long-term wealth trade-offs associated with renting are examined in this note.
Eminent domain to combat concentrated house ownership and tax benefits to encourage purchasing are two suggested remedies

RESEARCH GAP

Mumbai's exorbitant real estate costs make choosing between renting and owning difficult. Although macroeconomic issues such as mortgage rates and property prices have been studied, little research has been done on how personal beliefs, homeownership as an investment, liability, or lifestyle choice affect this choice. Aspirations, risk perception, and financial stability are important factors. Furthermore, Gen Z and millennials value flexibility above ownership, yet there is a dearth of study on how these changing perspectives affect housing choices. By examining how lifestyle choices, investment views, and financial limitations influence consumer decisions in Mumbai's housing market, this study seeks to close this gap.

OBJECTIVES

1. To Examine the customer behaviours regarding buying vs renting houses in Mumbai.
2. To Study various financial factors that influence consumer purchasing behaviours.

HYPOTHESIS

In the context of your study exploring how residents of Mumbai perceive homeownership—as a financial investment, potential liability, or lifestyle choice—the following hypotheses can be formulated:

Null Hypothesis (H_0): Residents' perceptions of homeownership as a financial investment, liability, or lifestyle choice do not significantly influence their housing decisions in Mumbai.

Alternative Hypothesis (H_1): Residents' perceptions of homeownership as a financial investment, liability, or lifestyle choice significantly influence their housing decisions in Mumbai.

DATA COLLECTION METHOD ADOPTED

The data for this study was collected using surveys and questionnaires. This approach was chosen to gather both qualitative and quantitative insights into participants' perceptions of homeownership in Mumbai. The survey was designed to explore key factors influencing individuals' decisions to either buy or rent a home, considering aspects such as financial investment, potential liabilities, and lifestyle preferences.

The survey was administered to a diverse sample of residents in Mumbai, ensuring a range of socioeconomic backgrounds, age groups, and housing situations. The questionnaire was structured with a combination of closed-ended questions for quantitative analysis and open-ended questions to capture more in-depth responses and personal experiences. This methodology allowed for a comprehensive understanding of the factors driving housing decisions in the city.

SCOPE OF THE STUDY

The scope of this study on the "Housing Dilemma: Perception on Buying vs Renting" in the context of Mumbai encompasses several dimensions, including financial, psychological, social, and cultural factors that influence housing decisions. The study will focus on understanding how individuals in Mumbai perceive the trade-offs between buying and renting a home, particularly considering the city's high real estate prices, fluctuating economic conditions, and evolving employment trends such as remote work. It will also explore the role of affordability, market trends, and long-term financial impact on housing choices, providing insight into how these factors interact with psychological desires for stability, security, and social status associated with homeownership.

The study will investigate decisions despite the financial burden of owning property in a city with some of the highest housing costs in the world. The study will further explore the growing relevance of renting as a viable financial alternative, particularly for younger, more mobile professionals who may prioritize flexibility over long-term ownership. This research aims to fill gaps in the existing literature by offering a contemporary understanding of how housing perceptions are evolving in Mumbai's rapidly changing economic and housing landscape, ultimately informing policymakers, real estate developers, and individuals navigating these complex decisions.

VARIABLES

Independent Variables (Factors Influencing Perception and Decision)

These are the factors that influence how individuals perceive homeownership.

1. Financial Factors
Homeownership as an investment opportunity
Potential financial risks or liabilities (e.g., loan burden, market fluctuations)
Cost comparison of renting vs. buying

2. Lifestyle Factors
Flexibility and mobility (Renting) vs. Stability and security (Buying)
Desire for homeownership as a life goal

3. Market Perception
Real estate trends in Mumbai (Growth, stagnation, or decline)
Affordability concerns (Loan availability, interest rates)

4. Social and Cultural Influences
Social pressure to own a home (Family, societal expectations)
Cultural belief in homeownership as a symbol of success

Dependent Variables (Outcomes of Perception and Decision-Making)

These are the variables that are influenced by the independent factors.

1. Housing Decision
Choices between renting vs. buying
Willingness to buy a home in the future

2. Perception of Homeownership
Financial investment (Asset growth, wealth creation)
Financial liability (Debt, maintenance, risk of depreciation)
Lifestyle choice (Convenience, flexibility, security)

DATA ANALYSIS AND INTERPRETATION
How do you primarily view homeownership?

How do you primarily view homeownership?
141 responses
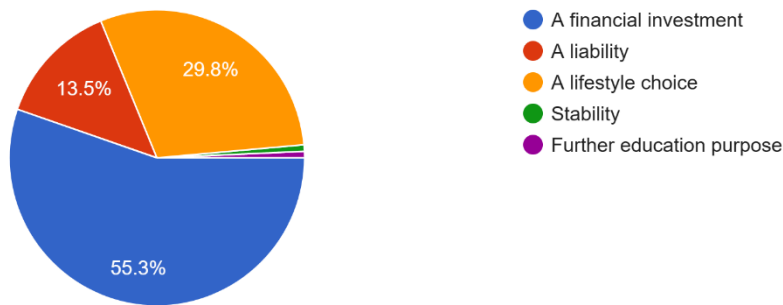
1. A Financial Investment – 55.3% (Blue Segment)

Most respondents (more than half) consider homeownership as a financial investment.

This indicates that people in Mumbai largely view buying property to build wealth, gain asset appreciation, or secure financial stability.

2. A Lifestyle Choice – 29.8% (Orange Segment)

A significant portion of respondents see homeownership as a lifestyle choice.

This suggests that for many, owning a home is about personal preferences, comfort, or long-term living plans rather than purely financial motives.

3. A Liability – 13.5% (Red Segment)

A notable number of people perceive homeownership as a liability.

This could be due to concerns about loans, high EMIs, maintenance costs, or market fluctuations.

It reflects a segment of the population that is cautious about the financial burden of owning a home.

4. Stability & Further Education Purpose (Green & Pink Segments – Minimal Share)

Very few respondents selected stability or education as their primary reason for homeownership.

This indicates that while stability is a factor, it is not the dominant reason for most people when deciding to buy a home.

Interpretation & Insights

The dominant perception of homeownership as an investment (55.3%) suggests that property buying in Mumbai is still largely seen as a wealth-building tool rather than just a personal or lifestyle decision.

A significant lifestyle-driven segment (29.8%) shows that many people prioritize homeownership for comfort, security, and personal fulfilments rather than purely financial reasons.

The concerns about liability (13.5%) indicate that some individuals are wary of financial risks, reflecting affordability issues and economic uncertainty in the housing market.

Minimal focus on stability and education purposes implies that while important, these are not the primary drivers of homeownership in Mumbai.

Conclusion

The survey results indicate that financial investment and lifestyle choice are the two major drivers of homeownership perception in Mumbai. However, a small but significant portion views homeownership as a liability, which may be influenced by economic factors such as affordability challenges and fluctuating real estate conditions.

 What is your main motivation for wanting to own a home?

What is your main motivation for wanting to own a home?
141 responses

Legend:
- Building long-term wealth
- Stability and security
- Social status or personal milestone
- Renting is too expensive

Pie chart values: 17%, 9.2%, 31.9%, 41.8%
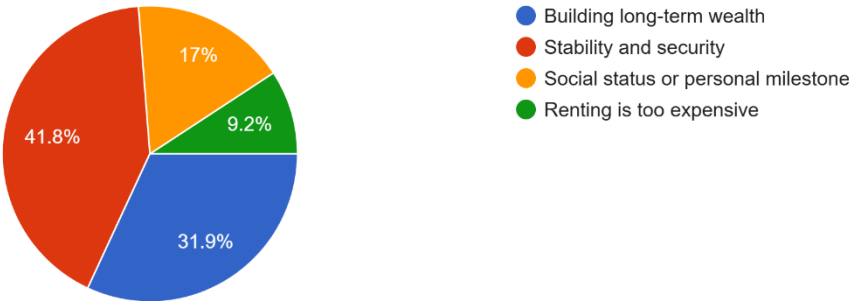
1. Stability and security (41.8%) - The most common reason, showing that people prioritize having a stable and secure living

environment over financial or social motivations.

2. Building long-term wealth (31.9%) - A significant portion sees homeownership as a financial investment and a means to accumulate wealth over time.

3. Social status or personal milestone (17%) - Some respondents value homeownership as an achievement or a symbol of success.

4. Renting is too expensive (9.2%) - The least common reason, indicating that while rent prices are a concern, they are not the primary motivation for most people to buy a home.

Interpretation:

The data suggests that emotional and security-based reasons (stability) outweigh financial reasons for many respondents.

While wealth-building is a strong factor, it is secondary to stability and security.

Social recognition and personal achievement still hold importance but are not as dominant.

High rental costs are a minor concern compared to other factors, meaning many respondents might not see homeownership as purely a cost-saving measure.

Do you believe homeownership is a good financial investment?

Do you believe homeownership is a good financial investment?
141 responses

- Yes, it appreciates over time
- No, it comes with too many costs and risks
- It depends on location and market conditions
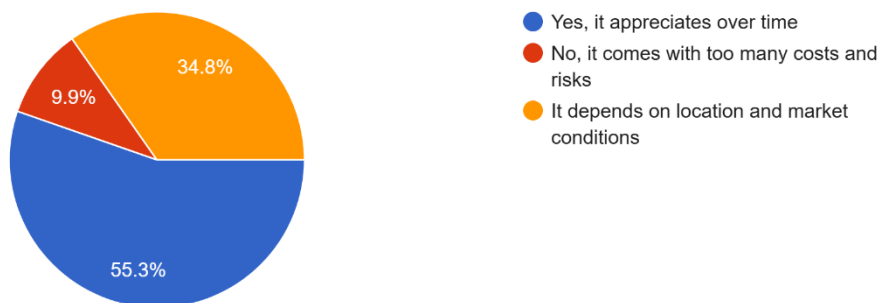
1. Yes, it appreciates over time (55.3%) - Most respondents believe that owning a home is a good long-term investment

because property values tend to increase.

2. It depends on location and market conditions (34.8%) - A significant portion of people recognize that real estate investment is not always profitable and is influenced by external factors such as location, economic trends, and market conditions.

3. No, it comes with too many costs and risks (9.9%) - A small minority see homeownership as a risky or costly investment, possibly due to maintenance expenses, taxes, and market fluctuations.

Interpretation:

The majority (55.3%) believe in the long-term financial benefits of homeownership, which aligns with traditional views on real estate as a wealth-building tool.

A substantial 34.8% remain cautious, acknowledging that real estate investment success depends on location and market trends. This suggests that people are becoming more aware of the complexities of property investment.

Only a small portion (9.9%) consider homeownership a bad financial decision, indicating that most people still see value in owning a home despite potential risks.

What financial concerns, if any, make you hesitant about buying a home?

What financial concerns, if any, make you hesitant about buying a home? (Select all that apply)
141 responses

Concern	Responses
High down payment	67 (47.5%)
Mortgage debt	60 (42.6%)
Market fluctuations	67 (47.5%)
Property taxes and maintenance costs	49 (34.8%)
	2 (1.4%)
Locality	1 (0.7%)
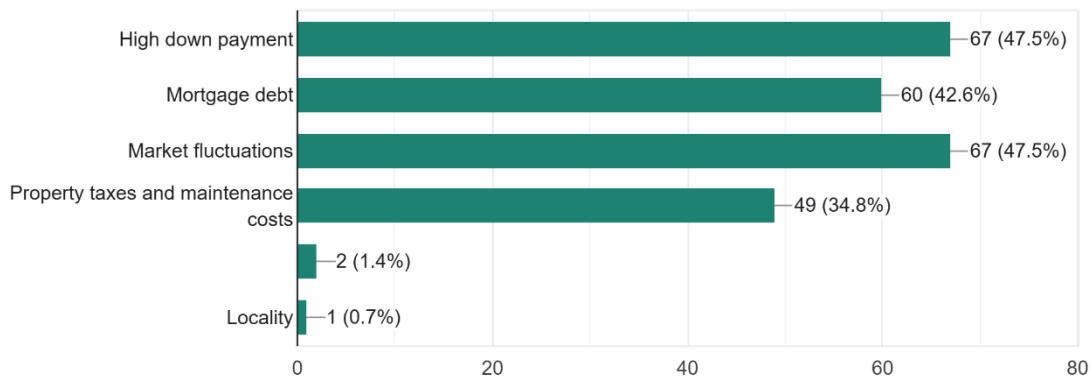
1. High Down Payment & Market Fluctuations (67 responses each, 47.5%)

These are the most common concerns. Many people find saving for a down payment challenging, and market fluctuations create uncertainty in property values.

2. Mortgage Debt (60 responses, 42.6%)

A significant portion of respondents worry about the long-term commitment and financial burden of mortgage debt.

3. Property Taxes & Maintenance Costs (49 responses, 34.8%)

Ongoing homeownership costs, including property taxes and maintenance, are a notable concern but not as prominent as initial purchase costs.

4. Locality (1 response, 0.7%) & Other (2 responses, 1.4%)

Very few respondents cited locality or other factors as a primary concern.

Interpretation:

The biggest barrier to homeownership is upfront costs and financial uncertainty, rather than location or miscellaneous concerns.

Long-term financial commitments (mortgage, taxes, maintenance) also play a role but are slightly less concerning than initial purchase barriers.

Policymakers or financial institutions might consider offering lower down payment options, stable mortgage rates, or tax incentives to ease these concerns.

Do you think homeownership is a financial burden?

Do you think homeownership is a financial burden?
141 responses

Legend:
- Yes, due to long-term financial commitment
- No, because it builds equity over time
- Maybe, depending on personal finances and the economy

33.3%
19.1%
47.5%
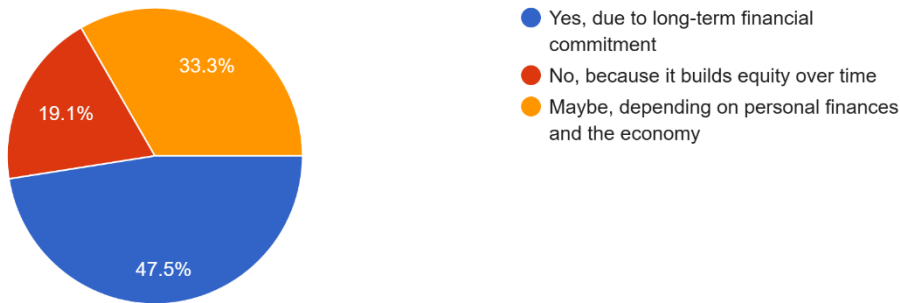
1. Yes, due to long-term financial commitment (47.5%)

Nearly half of the respondents see homeownership as a financial burden, primarily due to the long-term costs, such as mortgage payments, maintenance, and property taxes.

2. Maybe, depending on personal finances and the economy (33.3%)

A significant portion of respondents believe the financial burden of homeownership varies based on personal financial situations and broader economic conditions like inflation, interest rates, and job stability.

3. No, because it builds equity over time (19.1%)

A smaller group (less than one-fifth) sees homeownership as a financially beneficial investment, likely considering property appreciation and wealth accumulation over time.

Interpretation:

Concerns about long-term financial strain dominate the perceptions of homeownership, aligning with previous survey data about high down payments and mortgage burdens.

Economic conditions play a crucial role, as a third of respondents acknowledge that external factors influence homeownership affordability.

A minority view homeownership as a wealth-building tool, possibly due to rising housing costs and uncertainty about future

returns.

Implications:

There may be a need for better financial education on long-term homeownership benefits.

Government policies or mortgage reforms could help ease financial concerns for potential homeowners.

Alternative housing options, such as co-living or renting, might be gaining preference due to perceived financial burdens.

How concerned are you about unexpected costs of homeownership (e.g., maintenance, repairs, property taxes)?

How concerned are you about unexpected costs of homeownership (e.g., maintenance, repairs, property taxes)?
141 responses

- Very concerned
- Somewhat concerned
- Not concerned
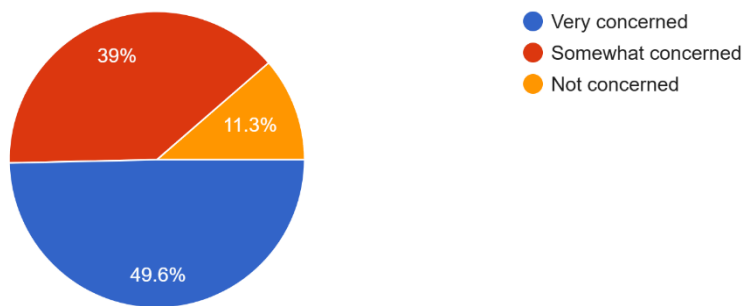
1. Very concerned (49.6%)

Nearly half of the respondents are highly concerned about unexpected homeownership costs, indicating that financial unpredictability is a major stress factor.

2. Somewhat concerned (39%)

A significant portion of respondents acknowledges the concern but does not see it as an overwhelming issue. They might feel somewhat prepared but still cautious.

3. Not concerned (11.3%)

A small minority does not see unexpected costs as a significant issue, possibly because they have financial stability, savings,

or experience managing home expenses.

Interpretation:

Unpredictable costs are a major concern for most homeowners or potential buyers, aligning with previous survey findings about financial hesitations in homeownership.

The high percentage of concern (almost 90%) suggests that buyers may be underestimating or struggling with maintenance, repairs, and taxes.

Only a small group feels secure, indicating that better financial planning, homeownership education, or insurance options might be necessary to ease these worries.

Implications:

Potential homeowners need to factor in maintenance and tax costs when budgeting.

Lenders and real estate professionals could offer better financial planning tools or mortgage products that consider these additional costs.

Policies such as homeownership assistance programs or tax relief for maintenance expenses might help reduce these concerns.

On a scale from 1 to 5, rate your preference where scale towards 1 means your preferability is towards flexibility to move frequently and scale towards 5 is your preferability towards stability of owning a home?

On a scale from 1 to 5, rate your preference where scale towards 1 means your preferability is towards flexibility to move frequently and scale tow... preferability towards stability of owning a home?
141 responses
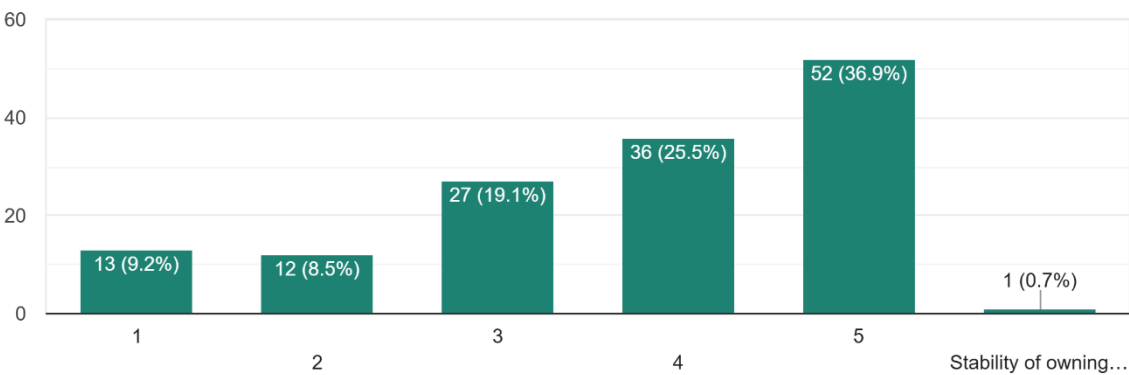
Key Findings:
Preference for stability (4 & 5) – 88 respondents (62.4%)

Most of the respondents Favor homeownership stability.

52 respondents (36.9%) strongly prefer stability (rating 5).

36 respondents (25.5%) also lean toward stability (rating 4).

Neutral responses (3) – 27 respondents (19.1%)

A significant portion of people is undecided, valuing both flexibility and stability.

 Preference for flexibility (1 & 2) – 25 respondents (17.7%)

13 respondents (9.2%) strongly prefer flexibility (rating 1).

12 respondents (8.5%) also lean toward flexibility (rating 2).

Very few respondents (0.7%) are at the extreme end of stability.

Interpretation:

A strong preference for stability in homeownership suggests that most respondents see long-term financial and lifestyle benefits in owning a home.

A small but notable segment still values flexibility, possibly due to career mobility, economic uncertainty, or a preference for renting.

The neutral group (3) indicates that some people may be weighing the pros and cons of renting versus owning, considering financial commitments, career changes, or life circumstances.

Implications:

The housing market might continue to have strong demand for ownership options, but rental flexibility should not be overlooked.

Real estate and financial institutions may need to cater to both stable homeownership seekers and those who prioritize mobility with flexible mortgage or rental-to-own programs.

Further research into what drives the neutral and flexibility-preferring groups could help shape housing policies and financial products.

CONCLUSION

The findings of this research highlight the complex interplay of financial, lifestyle, and social factors influencing individuals' decisions on buying versus renting a home in Mumbai. The majority perceive homeownership as a long-term financial investment, reinforcing the traditional belief that real estate is an asset. However, a significant portion of respondents also value homeownership for its stability and lifestyle benefits, while a smaller group expresses concerns over its financial burdens.

The study also underscores the affordability challenges associated with homeownership in Mumbai, with high property prices, down payment requirements, and mortgage debt emerging as major concerns. While renting offers flexibility and lower upfront costs, homeownership continues to be associated with security, social status, and wealth accumulation. The findings indicate that financial readiness, market conditions, and cultural expectations significantly shape individuals' housing choices.

Given these insights, policymakers and financial institutions should consider measures to make homeownership more accessible, such as affordable housing schemes, lower interest rates, and better mortgage structures. Additionally, the growing preference for flexibility among younger professionals suggests that the rental market should be strengthened with policies that ensure affordability and stability.

Ultimately, the decision to buy or rent remains subjective and highly dependent on individual circumstances, economic conditions, and long-term aspirations. By understanding these perceptions, stakeholders in the housing sector can better address the evolving needs of Mumbai's residents.

LIMITATION OF THE STUDY

Sample Size and Representation
The study primarily focuses on a limited sample of Mumbai residents, which may not fully capture the diverse perspectives of individuals across different income levels, professions, and housing situations. A larger and more varied sample would enhance the generalizability of the findings.

Geographical Scope
The research is restricted to Mumbai, a city with unique real estate dynamics. The findings may not be applicable to other cities with different economic conditions, housing policies, and cultural influences.

Self-Reported Data

The study relies on survey responses, which are subject to personal biases, recall errors, or social desirability effects. Participants may provide answers that align with societal norms rather than their actual housing preferences.

Limited Consideration of Future Market Changes

The research is based on current market conditions, and any future shifts in economic policies, real estate trends, or financial regulations could alter housing perceptions. The study does not account for potential long-term changes.

Exclusion of Institutional and Policy Influences

While the study examines personal perceptions, it does not deeply analyse the impact of government policies, banking regulations, or real estate developers' strategies, all of which significantly shape the housing market.

Lack of Longitudinal Analysis

The study captures a snapshot of perceptions at a single point in time. A longitudinal approach tracking changes in attitudes over several years would provide a more comprehensive understanding of evolving housing preferences.

Limited Financial Analysis

While the study explores financial considerations, it does not include detailed cost-benefit analyses comparing long-term renting and homeownership, which could provide more concrete financial insights for decision-making.

By addressing these limitations in future research, a more nuanced and comprehensive understanding of housing perceptions can be developed.

FUTURE SCOPE OF THE STUDY

Impact of Economic Trends on Housing Decisions:

Examining how inflation, interest rates, and government policies influence perceptions of homeownership and renting over time.
Analysing the impact of financial crises, economic downturns, or recovery periods on housing preferences.

Changing Preferences with Remote Work and Mobility:

Assessing how the rise of remote work and flexible job locations impact the preference for renting versus buying.
Exploring whether professionals working remotely in Mumbai consider alternative housing solutions such as co-living spaces.

Generational Differences in Housing Preferences:

Investigating how younger generations (Gen Z and Millennials) view homeownership compared to older generations.
Studying the role of technological advancements and digital real estate platforms in shaping buying and renting decisions.

Government and Policy Interventions:

Evaluating the effectiveness of housing policies such as subsidies, affordable housing schemes, and tax incentives in influencing homeownership rates.
Examining the potential impact of regulatory changes in the rental market on tenants' long-term decisions.

Psychological and Social Influences on Housing Decisions:

Analysing how societal expectations, cultural norms, and family influence affect individual choices regarding homeownership.
Exploring emotional and psychological factors, such as security, stability, and financial anxiety, in making housing decisions.

Sustainability and Smart Housing Solutions:

Investigating how environmental concerns and sustainable housing options are influencing modern homeownership and rental decisions.
Examining the role of smart homes and green housing initiatives in shaping the future housing market in Mumbai.

Comparative Analysis with Other Metropolitan Cities:

Conducting comparative studies between Mumbai and other high-cost metropolitan cities in India (such as Delhi, Bangalore) and globally (such as New York, London).
Identifying best practices from international housing policies that can be implemented in Mumbai.

Longitudinal Study on Homeownership vs. Renting Trends:

Conducting long-term studies to observe how perceptions of buying and renting evolve over the years.
Tracking how real estate market trends affect the financial viability of homeownership compared to renting.

Future research can leverage these areas to provide deeper insights and recommendations that can assist individuals, policymakers, and real estate stakeholders in making informed housing decisions.

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To Study the Perspective of Mumbai Based Post Graduated Students Towards Investment in Equity

Sanket Narole

Student, Atharva Institute of Management Studies

Sushant Dattatray Dalvi
Student, Atharva Institute of Management Studies
Prajwal Salunke
Student, Atharva Institute of Management Studies

 Abstract

The study aims to explore the perspectives of Mumbai-based postgraduate students towards investment in equity markets. With the rise of financial literacy and easy access to investment platforms, understanding the attitudes and behaviors of young investors, especially students pursuing higher education, has become crucial. Mumbai, being India's financial hub, provides a diverse and vibrant sample for examining investment trends among postgraduate students. This research focuses on the level of awareness, perceptions of risk and reward, preferred investment channels, and socio-economic factors that influence investment choices.

The study employs a descriptive research design, using a structured questionnaire to gather data from postgraduate students across various disciplines such as management, economics, and engineering. Key variables include financial literacy, risk tolerance, investment preferences (such as stocks, mutual funds, or ETFs), and the influence of digital platforms on investment decisions. The research will also explore barriers to investing in equity markets, such as fear of loss, lack of knowledge, or limited disposable income.

Preliminary findings are expected to reveal that while a majority of postgraduate students are aware of the equity markets, there is a strong inclination towards low-risk investments. Additionally, students are likely to show a growing preference for

digital investment platforms, making the process more accessible. The study will contribute valuable insights for financial institutions, universities, and policymakers to better cater to the needs of the next generation of investors.

Introduction

In today's fast-paced and financially driven world, the importance of equity investments as a means of wealth generation cannot be overstated. With the rise of the Indian stock market and the growing influence of financial technology, individuals, especially students, are increasingly looking toward equity investments as a potential avenue for wealth creation. However, a crucial factor in determining the success of equity investment is financial literacy. Post-graduate students in Mumbai, often exposed to higher education and specialized knowledge, may still lack the necessary understanding of financial markets, including equities, to make informed investment decisions. This study aims to examine the perspectives of Mumbai-based post-graduate students on investing in equity. Through exploring questions such as how students first learned about equities, their awareness of financial market concepts, the relevance of financial literacy in academic curriculums, and their perceptions about long-term wealth growth through equity investments, the research will shed light on the key factors influencing their investment decisions. Additionally, the study will delve into the motivations driving students to invest in equities, providing valuable insights into the barriers they face and the factors that encourage them to engage with the financial markets. The findings will help identify ways to bridge knowledge gaps and improve financial education for students in Mumbai.

Literature Review

(Mr Sanket Bhosekar, 2024)

1. Mumbai is the financial hub of India. Hence, student financial management practices have been gaining increased attention from different stakeholders like government organizations, community groups, and educational institutions since the age group is thought to be a high-risk age group for being entangled in financial troubles. Young adults usually acquire skills from parents and instructors as kids. This research explored the correlation of prior financial literacy and subsequent financial behavior of university students. Subjective and objective knowledge were used to measure financial literacy, and financial behaviors were classified as risky paying and borrowing behaviors. This research investigates what types of financial issues students encounter and locus of control over financial management behavior among university students. The students were requested to state what kind of financial education they would like to receive if provided. Almost all the students showed interest in studying financial management.

(bhoslae, 2019)

2. This research seeks to investigate financial literacy among university students in Malaysia. In particular, this research seeks to investigate the relationship between financial knowledge and financial attitudes, and also the impact of these variables on financial behavior among university students. Data was collected from a sample of 370 university students using the survey technique. The data were analyzed using simple linear regression and multiple regression analysis. The results indicate that the respondents possess moderate level of financial knowledge. Respondents who have taken Financial Management course possess higher level of financial knowledge than those who have not taken any Financial Management course. Financial knowledge played an important role in financial attitudes, and financial attitudes played a major role in financial behavior. Financial knowledge has no significant impact on financial behavior. This research contributed to the literature by determining factors affecting financial behavior and offered recommendations to be followed by universities to develop good financial attitude and financial behavior among students.

(k, 2023)

3.the current research attempts to establish the level of financial literacy among Indian higher education students on the dimensions of financial knowledge, attitude and behavior. The paper also attempts to examine interdependencies in financial literacy dimension: financial knowledge, attitude and behavior and to examine the effect of financial awareness on financial literacy. The current research takes into consideration primary source of data. A total of 600 Indian higher education students from various government and private institutions of Kanpur, Prayagraj and Aligarh were selected in order to assess the level of financial literacy. The results of the study indicated that over half of the students were low financially literate. There exists a strong interconnection identified among the components of financial literacy: knowledge, attitude and behavior. In linear regression model significant association reported between the independent variable financial awareness and dependent variable financial literacy. Empirical observations of the current study assist to illustrate how components of financial literacy: (N)financial knowledge, attitude, and behavior are impacting the financial literacy level in Indian higher education students. The outcome evidently indicated that there is a requirement of stern policy actions to be adopted in the area of financial literacy/education.

(kadvekar a m, 2019)

4. Financial literacy refers to the capacity of an individual to comprehend and handle financial resources efficiently in the lives of students in the long term. Money-management and knowledge, awareness and understanding of one's finances assist an individual in saving better, investing wisely, and becoming financially secure. It is in this backdrop that this study endeavors to provide more information on the level of financial literacy and demographic disparities among youth in Pimpri Chinchwad Area in the Maharashtra State of India. The influence of socio-demographic factors on the response variables—financial knowledge, financial behavior, and financial attitude—is tested through the application of the Z statistical test with random sampling approach. Family income, education level, finance-related subjects studied in the respective courses, gender, family makeup, and financial budgeting are the socio-demographic variables which are considered.

(Mishra)

5. Saving is the mantra for a common man to accumulate wealth. Saving behavior needs to be instilled among the students from the school and college days itself. This will not just be good for them but the community and the nation as a whole. Based on this scenario, this empirical study was conducted to determine saving behavior and money literacy among higher education students. With a rigorously developed questionnaire on a convenience sample of students at a university, this research employed inferential and descriptive analysis tools to serve its purposes. The findings revealed that students possess bad saving behavior and low financial literacy. Financial literacy was significantly correlated with saving behavior. The findings emphasize the policy makers' and governments' role in creating awareness about saving and financial literacy among higher education students for a prosperous future of the nation.

t(bhosle, 2021)

6.Financial Literacy is one of the most crucial area in the country at present. In the era of globalization, the accessibility and availability of financial information and financial products have gone up many folds. This has necessitated individual to be highly skilled with the required skills, knowledge and financial awareness so that they can utilize their financial resources in the best possible manner. For this purpose, this research paper examines the financial literacy level of the students of the present era. Students are the pillars of the future and a sound financial base would be very helpful in bringing about economic development of the students and thereby the country as well. In this paper we try to research the financial literacy and all the factors responsible for greater or lesser financial awareness among the students of the Mumbai Region. It was found that financial literacy highly relies on the parental, social and financial background of the students. The paper also enlightens investment information and government policies in order to enhance the involvement of investors.

 Research Gaps:

The research gap lies in the lack of focus on equity investment and related concepts in the file. The questionnaire introduces new dimensions such as awareness of equity, motivations for investing in equity, and the role of equity in long-term wealth growth, which are not covered in the literature review. Additionally, the questionnaire explores the relevance of financial literacy to academic curriculums, which is not explicitly discussed in the file. These gaps suggest that further research could explore how financial literacy influences specific investment behaviors, particularly in equity markets, and how these concepts could be integrated into academic curriculums.

 RESEARCH METHODOLOGY

Objective:

1.The study's main goal is to comprehend post-graduate students in Mumbai's viewpoint on equity investments.

2. To examine the connection between equity investment and the financial literacy acquired during post-graduation coursework.

To determine the elements affecting students' choices to make equity investments.

To determine post-graduate students' awareness and interest in stock markets.

To investigate how demographic characteristics (such as age, gender, income, etc.) influence investing behaviour.

Hypothesis:

Null Hypothesis (H0): Among post-graduate students in Mumbai, there is no discernible correlation between equity investing and financial literacy acquired during post-graduation studies.

Alternative Hypothesis (H1): There is a significant relationship between financial literacy gained during post-graduation studies and investment in equity among Mumbai-based post-graduate students.

Data Collection:

Type of Data: Structured surveys and interviews will be used to gather primary data.

Mumbai postgraduate students are the target population.

Sampling Technique: To guarantee representation across various post-graduate disciplines, stratified random sampling will be employed.

About 200–300 students from different Mumbai colleges and universities make up the sample size.

Tools for Gathering Data:

Survey: An organized survey consisting of both closed-ended and open-ended questions to evaluate investment behaviour, attitudes toward equity investing, and financial literacy.

Data sources include primary data that was obtained straight from students.

Secondary Data: Reviews of the literature, scholarly publications, and studies on the trends in stock investing and financial literacy.

Clustering Method:

The goal of the clustering method is to divide up the student body according to demographic characteristics, financial literacy, and investment behaviour.

Method: Based on commonalities in their responses, pupils will be grouped into clusters using K-means clustering.

Clustering variables include: - Financial literacy score (derived from questionnaire answers).

- Equity investment (yes/no, frequency, and amount).

Factors related to age, gender, income, etc.

Result: By identifying discrete student categories , clusters will assist in customizing recommendations.

Variables:

Dependent Variable: Investment in equity (measured as a binary variable: yes/no, or as a continuous variable: amount invested).

Independent Variable: Learning about financial literacy in post-graduation studies (measured through a financial literacy score based on questionnaire responses).

Control Variables:

- Demographic factors: Age, gender, income, family background.

- Academic discipline: MBA

- Risk appetite: Measured through a Likert scale in the questionnaire.

- Exposure to financial markets: Previous experience with investments.

Data Interpretation:

1.
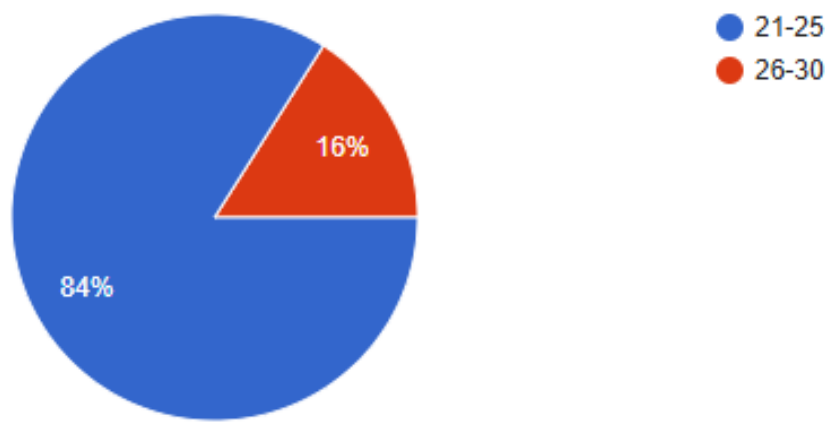
Age Group 21-25: This group makes up the majority, accounting for 84% of the respondents.

Age Group 26-30: This group represents the remaining 16% of the respondents.

From this chart, we can infer that a significant majority of the respondents are between the ages of 21 and 25, with a smaller portion falling into the 26-30 age range.

2. How did you came to know about equity?
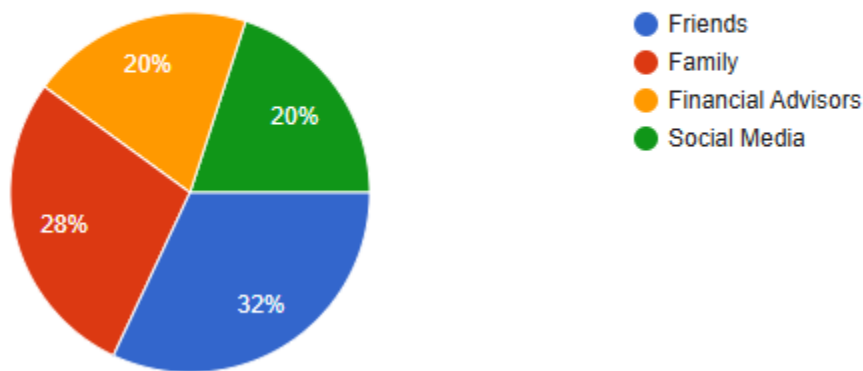
From the above pie chart, we can interpret that, majority of the population (32%) came to know about the investment in equity through friends, whereas 40% of the respondent came to know from social media and financial advisors. Additionally, 28% of the respondent came to know through their families.

3. How much are you aware of the concepts of equity in the financial market?

 (1.Very much, 2.Much, 3.Neutral, 4.Not much, 5.Not very much)
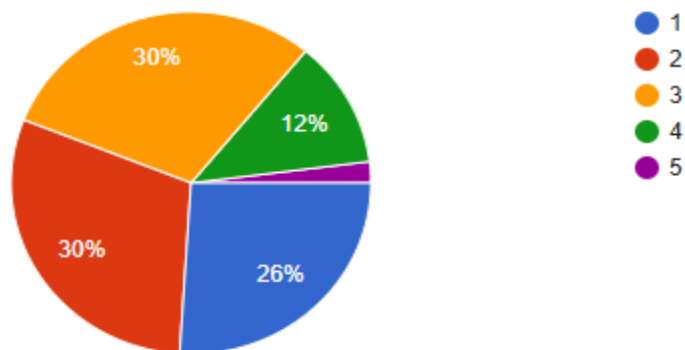
Very Much (Blue): This group accounts for 26% of the respondents.

Much (Red): This group represents 30% of the respondents.

Neutral (Orange): This group also represents 30% of the respondents.

Not Much (Green): This group accounts for 12% of the respondents.

Not Very Much (Purple): This group represents the remaining 2% of the respondents. From the above pie chart we can interpret that, majority 60% of the population are neutrally aware about the market

From this chart, we can infer that the majority of respondents (56%) are either "very much" or "much" aware of the concepts of equity in the financial market. However, a significant portion (30%) remains neutral, while a smaller segment (14%) is either "not much" or "not very much" aware.

4. Do you believe financial literacy should be relevant to academic curriculums?
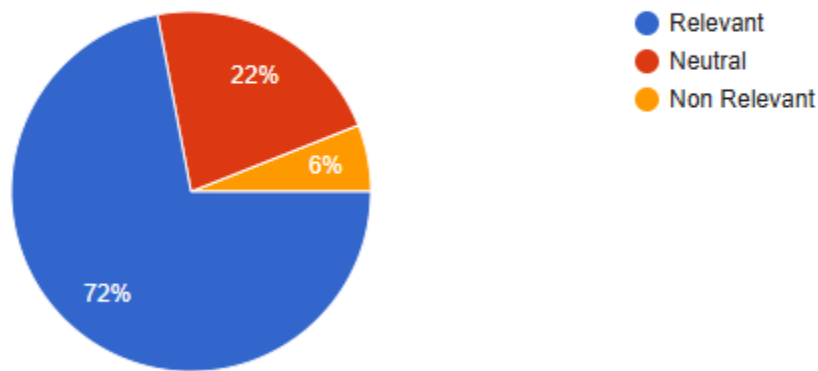
72% (blue): Believe that financial literacy is relevant to academic curriculums.

22% (red): Are neutral on the matter.

6% (orange): Believe that financial literacy is not relevant.

From this chart, we can infer that a significant majority (72%) of respondents believe that financial literacy should be included in academic curriculums. Meanwhile, 22% of respondents are neutral, and a small portion (6%) believe it is not relevant.

5. Do you think investing in equity is a good way to grow wealth in the long term?

(1. Strongly agree 2. Agree 3. Neutral 4. Disagree bn 5. Strongly disagree)
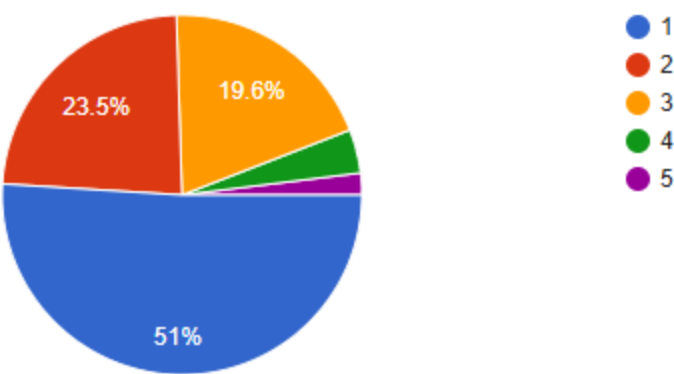
The pie chart is divided into five segments with the following percentages:

52% (blue) for Strongly Agree

20% (orange) for Agree

4% (green) for Neutral

22% (red) for Disagree

2% (purple) for Strongly Disagree

This insight suggests that most people see equity investment as a favorable strategy for long-term wealth growth. However, there's also a notable minority that either disagrees or is undecided, which could indicate areas for further education or communication about the benefits and risks of equity investment.

6. What motivated you to invest in equity?

Wealth Creation: 51% (blue)

Financial Security: 39.2% (red)

Peer Influence: 9.8% (orange)

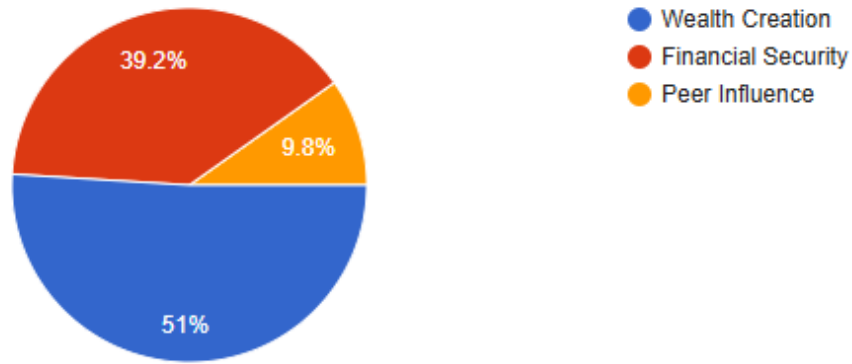From this chart, we can infer that the primary motivation for respondents to invest in equity is wealth creation, followed by financial security. Peer influence plays a smaller role in motivating equity investments. This insight can help financial advisors and educators understand the key drivers behind equity investment decisions, allowing them to tailor their advice and educational content accordingly.

CONCLUSION

This study highlights the investment perspectives of Mumbai-based postgraduate students in equity markets. The findings suggest that while many students are aware of equity investments, their financial literacy levels vary, influencing their risk appetite and investment decisions. A significant number of students prefer low-risk investment options, and digital platforms play a crucial role in shaping their investment choices.

Overall, the study emphasizes the need for improved financial education and awareness programs to help students make informed investment decisions. Policymakers, educational institutions, and financial organizations can use these insights to design better financial literacy initiatives and investment tools that cater to young investors.

Limitations:

   - The study is limited to post-graduate students and may not be generalizable to other populations.

- Self-reported data may introduce bias.

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Comparative Analysis of Zomato and Swiggy: Consumer Preferences in Mumbai Suburban, Mumbai."

Dhananjay Subhash Kadam
Student of MMS, Atharva Institute of Management Studies
Sanket Somnath Malode
Student of MMS, Atharva Institute of Management Studies
Shubham Vinay Khanvilkar
Student of MMS, Atharva Institute of Management Studies

2. ABSTRACT

Swiggy and Zomato are the two main companies that dominate the Indian online meal delivery business. Both platforms deliberately balance their pricing structures and service offerings in an effort to draw in a diverse clientele. This study examines how price and service quality interact to influence customer preferences and Swiggy and Zomato's commercial success. The study aims to determine how cost-effectiveness and service quality affect customer loyalty and market positioning. Zomato and Swiggy both use distinct pricing strategies that have an impact on the general consumer experience. In India, the meal delivery sector has expanded quickly, and Swiggy and Zomato are now the leading companies. Users can order meals from nearby eateries and have it delivered right to their door with both platforms' comparable services. Understanding the competitive dynamics between these platforms, however, requires a thorough comparison based on two crucial criteria: pricing and service. The price tactics used by Swiggy and Zomato differ, which affects how much customers must pay for food delivery. Although both platforms provide comparable services, there are notable differences in their pricing policies and levels of service quality, which affect customer preferences and the level of competition in the market as a whole. This study examines the connection between price and service quality on Swiggy and Zomato, examining the ways in which these two crucial elements interact to influence customer happiness and corporate success. Zomato and Swiggy have different price policies that have an effect on the caliber of services they provide.

3. INTRODUCTION

The online food delivery market in India has witnessed tremendous growth, with platforms like Zomato and Swiggy becoming household names. Mumbai, being one of the largest and most diverse cities in the country, represents a microcosm of the evolving food delivery landscape, especially in its suburban areas. These suburban regions, home to a large working population and young professionals, have seen a significant rise in the demand for quick, convenient, and varied food options. Zomato and Swiggy have capitalized on this demand by offering a wide range of restaurants, timely delivery, and seamless user experiences. However, despite the similarities between these two platforms, consumers in Mumbai's suburban areas exhibit distinct preferences and expectations that influence their choice of one service over the other. This research aims to conduct a comparative analysis of consumer preferences between Zomato and Swiggy, focusing on the factors that contribute to their choices in Mumbai Suburban. The study will explore key parameters such as pricing, food quality, delivery time, packaging, customer support, and the ease of using the app. Additionally, it will investigate the role of promotional offers, user interface design, and brand loyalty in shaping consumer perceptions. By analyzing the varying preferences, the research will identify which platform is favoured by suburban consumers and why. The study will also assess the impact of factors like peer recommendations, social influence, and the convenience of using each app. Given the dynamic nature of the food delivery market and the increasing competition between Zomato and Swiggy, this research will provide valuable insights that could help both platforms enhance their services, tailor their strategies, and stay relevant to the ever-evolving needs of consumers in Mumbai's suburban regions. Ultimately, this research will contribute to a deeper understanding of consumer behavior in the online food delivery industry and offer practical recommendations to improve user satisfaction.

4. REVIEW OF LITERATURE

1. A study titled "**A comparative analysis of user experience and satisfaction on Zomato and Swiggy in Ahmedabad and Rajkot city**" The study examines the relationship between user age groups and their perceptions of Zomato and Swiggy, with a focus on individuals aged 18-24. Chi-Square testing was used to analyze the association between age and factors like overall experience, delivery accuracy, restaurant variety, and ease of use. Surprisingly, no significant connections were found between age and these aspects on either platform. This suggests that age does not impact users' perceptions of these food delivery services. **(Journal of Management Application, January 1ˢᵗ, 2024)**

2. A research titled "**Adoption of Online Food Ordering Platforms: A Study on Consumer Behavior and Brand**

Influence of Swiggy and Zomato" This study investigates factors influencing consumer perceptions of online food ordering services through Swiggy and Zomato. It surveyed 167 respondents using convenience sampling and a structured questionnaire. Statistical methods like ANOVA, chi-square analysis, and correlation analysis were applied to identify key factors affecting customer views on these services**. (International Journal for Multidisciplinary Research (IJFMR) Oct 12th, 2024)**

3. A study titled **"Customer Preference towards Online Food Delivery with Respect to Major Delivery Platforms in Madanapalle, Annamayya District"** This study aimed to understand user preferences between Swiggy and Zomato, focusing on factors like price, quality, and delivery. Using a structured questionnaire with four sections, the research surveyed 200 individuals, with a 100% response rate. Data was analyzed using SPSS, revealing that consumers value originality in these aspects, with neither Swiggy nor Zomato ranked as the top choice. **(QTanalytics Publication (Books) , 2nd oct, 2024)**

4. A research titled **"Zomato: a shining armour in the foodtech sector"** This case study traces Zomato's journey from a restaurant review site to a global food service platform, focusing on its growth strategies and monetization methods. It provides insights into entrepreneurship, digital marketing, and strategic management in the competitive Indian e-commerce landscape. **(Journal of Information Technology Case and Application Research, Dec 25th, 2018)**

5. A research titled **"A Comparative Analysis of User Experience and Satisfaction on Zomato and Swiggy"** This research examines consumer satisfaction with Zomato and Swiggy, evaluating factors such as price, on-time delivery, packaging, platform design, and service provider behaviour. Mathematical methods will be used to compare user satisfaction and identify the more preferred platform. The findings will offer actionable insights to help both platforms enhance their services and meet changing consumer expectations in the food delivery industry. **(Social Science Research Network , 30th April, 2024)**

4.1. RESEARCH GAP

Research on customer preferences for online meal delivery services like Zomato and Swiggy, particularly in the suburbs of Mumbai, is lacking. Without providing a comparative analysis between the two platforms in this particular context, existing research frequently ignore regional differences and concentrate on generalized characteristics. Furthermore, this market still lacks sufficient research on aspects like peer impact, customer service, packaging, and app design. By offering current insights into consumer behavior, tastes, and the changing dynamics in the suburban Mumbai food delivery industry, this study seeks to close this gap.

5. RESEARCH METHODOLOGY

5.1. OBJECTIVE OF THE STUDY

1. To compare consumer preferences between Zomato and Swiggy in suburban Mumbai, focusing on factors such as platform usage, satisfaction, and loyalty.
2. To identify key factors influencing platform choice, including pricing, delivery speed, food quality, app features and customer service.
3. To explore regional variations in food preferences and how these influence the use of Zomato and Swiggy in suburban areas.

5.2 DATA COLLECTION METHOD ADOPTED

A survey-based quantitative research methodology is used in this study to gather information on customer preferences between Zomato and Swiggy. Users of both sites were asked to complete a standardized online questionnaire. Multiple-choice questions and satisfaction scores based on customer service, app experience, food quality, and delivery time were all included in the study. To reach a large audience, it was disseminated using social media and online tools like Google Forms.

5.3 SAMPLING METHOD ADOPTED

Due to its online data collection approach, this study focused on consumer preferences between Zomato and Swiggy in the suburban area of Mumbai using convenience and voluntary response sample techniques. Convenience sampling made it

possible to quickly and affordably reach participants via online forums and social media, but it may create bias by leaving out people who don't see the survey link. A non-random sample was produced by using voluntary response sampling, which allowed participants to self-select usually those who had more strongly held beliefs or frequently used meal delivery services. Although these techniques offer valuable perspectives from a certain demographic, the results could not accurately reflect the wider public, which restricts the applicability of the findings to all local customers.

5.4 SCOPE OF THE STUDY

The comparison of Zomato and Swiggy customer preferences in suburban Mumbai is the main objective of this study. It looks at things like user demographics, app features, platform usage trends, cost, meal quality, delivery time, and customer support. Additionally, the study looks into brand loyalty, regional cuisine preferences, and how platform choice is influenced by peer pressure and advertising. The study intends to offer localized insights that aid in understanding consumer behavior in this market by concentrating on the suburban context.

5.5 VARIABLES

The variables for the comparative analysis of Zomato and Swiggy consumer preferences in the Mumbai Suburban area could include:

1.Independent Variable:

Price and service quality of Swiggy and Zomato platforms.

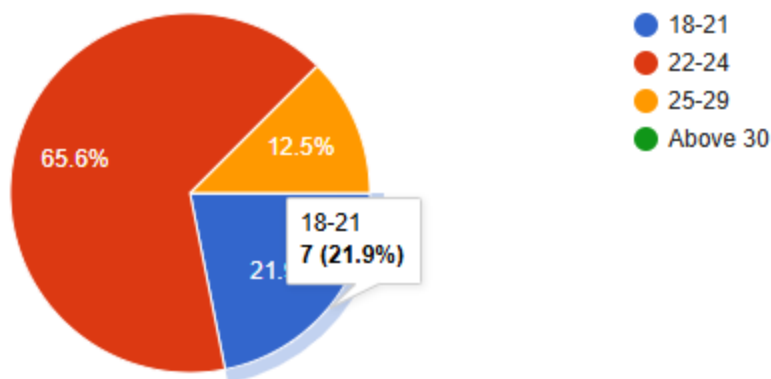**2. Dependent Variable:**

Consumer Preference of food delivery service Zomato or Swiggy based on the above factors.

6. DATA ANALYSIS AND INTERPRETATION

Q.1 Age group

Age

32 responses

DATA ANALYSIS:

- 18–21: 21.9% (7 out of 32 answers)
- 22–24: 65.6% (This can be computed as around 21 out of 32 responses, or 100% - 21.9% - 12.5%.)
- 25–29: 12.5% (4 answers out of 32)
- Over 30: (This is equal to 0 out of 32 responses, or 100% - 21.9% - 65.6% - 12.5%.)

INTERPRETATION:

The replies are overwhelmingly from young individuals (87.5% are between the ages of 18 and 24), with a particularly high percentage in the 22–24 age group (65.6%). The considerable underrepresentation of older age groups raises the possibility of sample bias.

Q. 2 Gender

32 responses
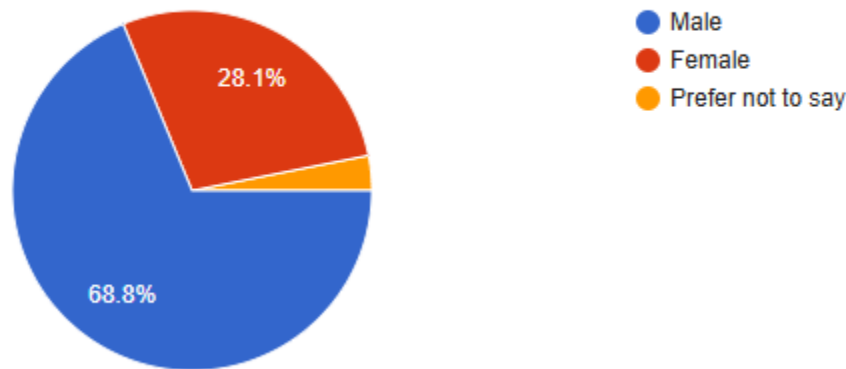
DATA ANALYSIS:

- Male: 68.8% (32 total responses * 0.688 = about 22 responses)
- Female: 28.1% (32 total responses * 0.281 = about 9 responses)
- I would rather not state: 3.1% (This can be calculated as follows: 0.031 * 32 total responses = ~1   response.)

INTERPRETATION:

There appears to be a considerable gender imbalance and possible sampling bias as males make up the majority of responses (68.8%) while females are considerably underrepresented (28.1%).

Q.3 Which food delivery platform do you use most often?

32 responses
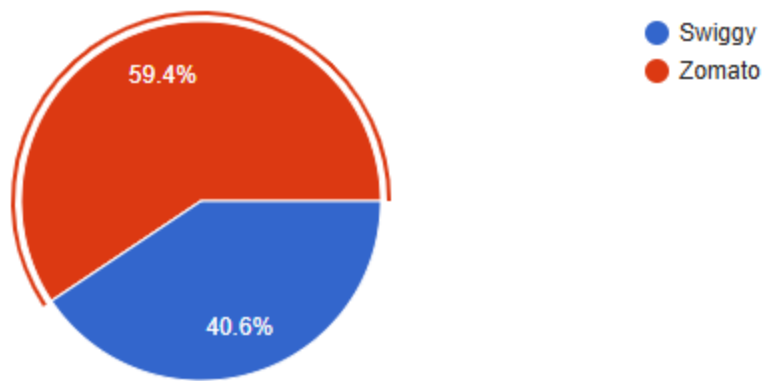
DATA ANALYSIS:

Swiggy responses: 40.6% of 32. This can be computed as follows: 0.406 * 32 = 12.992 ≈ 13 responses.
Zomato accounted for 59.4% of the 32 replies. This can be computed as follows: 0.594 * 32 = 19.008 ≈ 19.

INTERPRETATION:

Swiggy is still a formidable rival with 40.6% preference, but Zomato is favored by the majority of respondents (59.4%).

Q.4 How frequently do you order food online?

32 responses
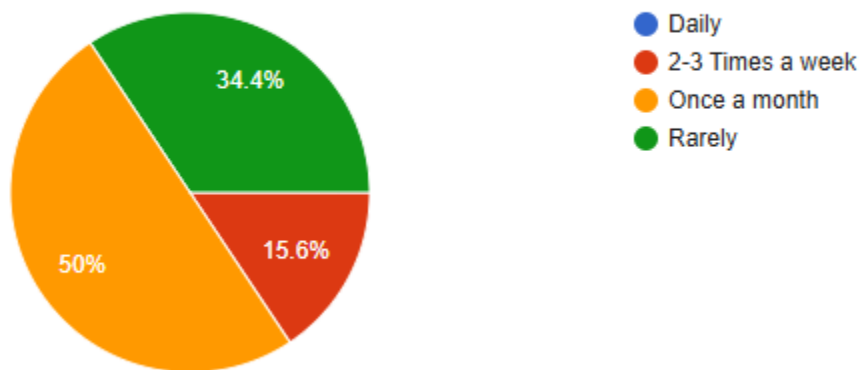
DATA ANALYSIS:
- Daily: 34.4%, or roughly 11 out of 32 responses
- Two to three times per week: 15.6% (or around five out of thirty-two responses)
- Once a month: 50%, or roughly 16 out of 32 responses
- (The formula for this is 100% - 34.4% - 15.6% - 50% = 0%.)
INTERPRETATION:
The most frequent usage is monthly (50%), with daily use coming in second (34.4%). 15.6% are used twice or three times

every week. Every respondent uses the product on a monthly basis.

Q.5 How satisfied are you with the overall quality of the service provided by Swiggy and Zomato? (For e.g.- Customer support, Faster Delivery, Packaging etc.)

32 responses
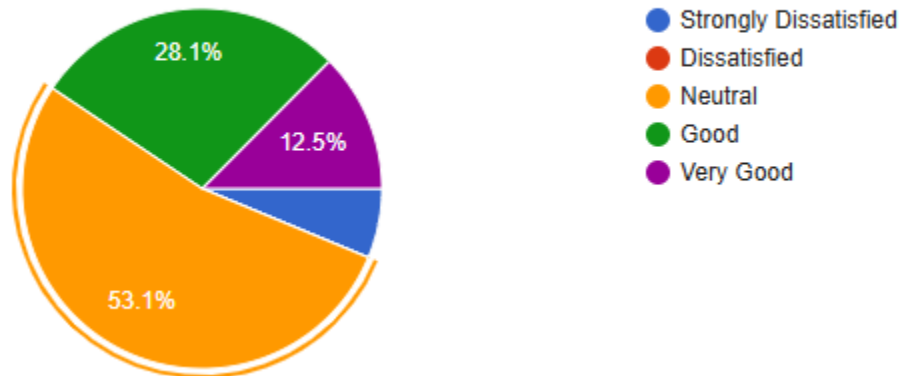
DATA ANALYSIS:
- Strongly dissatisfied: (This can be computed as follows: 100% - 28.1% - 53.1% - 12.5% = 6.3%) About two   out of thirty-two answers.
- satisfied: 28.1%, or around 9 out of 32 answers.
- Neutral are 53.1%. 17 out of 32 responses, roughly.
- Good: 12.5% About four out of thirty-two answers.
- Very Good: The data does not include this category, which suggests that 0 out of 32 responses fell into this group.

INTERPRETATION:
The majority of comments (53.1%) are neutral, with dissatisfaction (28.1%) coming in second. 12.5% of replies are positive, while 6.3% are very unsatisfied. None of the answers were particularly good.

Q.6 Which platform generally offers better deals, discounts, or pricing?

32 responses
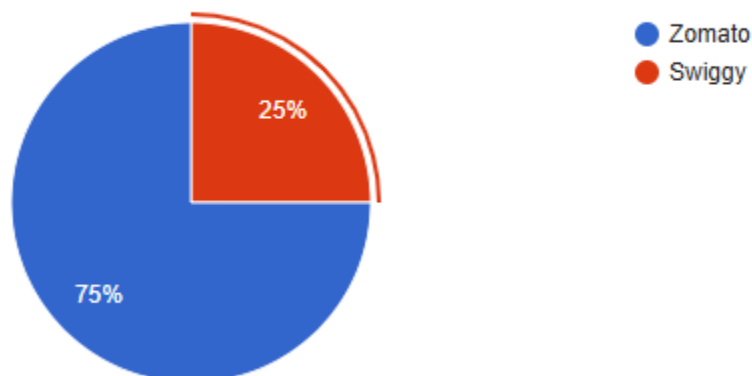
DATA ANALYSIS:
- 75% on Zomato, or roughly 24 out of 32 responses
- Swiggy: 25%, or roughly eight out of thirty-two responses

INTERPRETATION:
Zomato is strongly preferred in this sample, as 75% of respondents (24 out of 32) say they prefer it, whereas 25% (8 out of 32) say they prefer Swiggy.

Q.7 Which app has the most user friendly and visually appealing interface?

32 responses
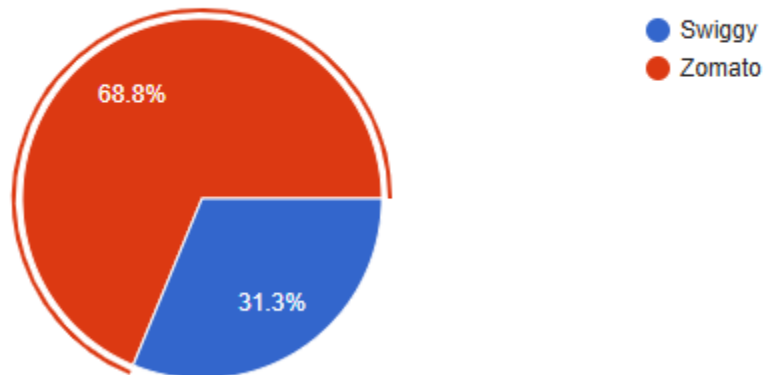
DATA ANALYSIS:
- Zomato: 68.8%, or around 22 out of 32 people who responded.
- Swiggy received 31.3% of the responses, or around 10 out of 32.

INTERPRETATION:
The majority of respondents (68.8%) said they favoured Zomato, indicating higher usage than Swiggy. A sizable percentage still use Swiggy (31.3%).

Q.8 Which platform do you believe consistently provides faster delivery in terms of order processing and delivery speed?

31 responses
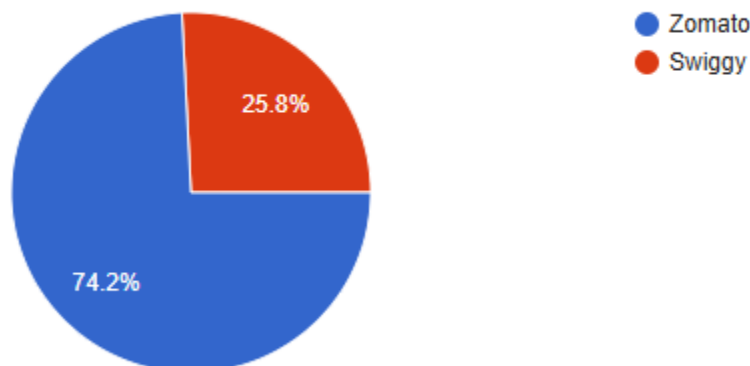
DATA ANALYSIS:

- Zomato: around 23 out of 31 responses, or 74.2%.
- About 8 out of 31 responses, or 25.8% of the total, went to Swiggy.

INTERPRETATION:

The most notable aspect is that a significantly higher proportion of participants (74.2%) expressed a preference for Zomato over Swiggy (25.8%). This clearly shows that Zomato is more widely used or popular within this sample.

Q.9 Do you think the price on Swiggy and Zomato are reasonable for the quality and quantity of food you receive?

32 responses
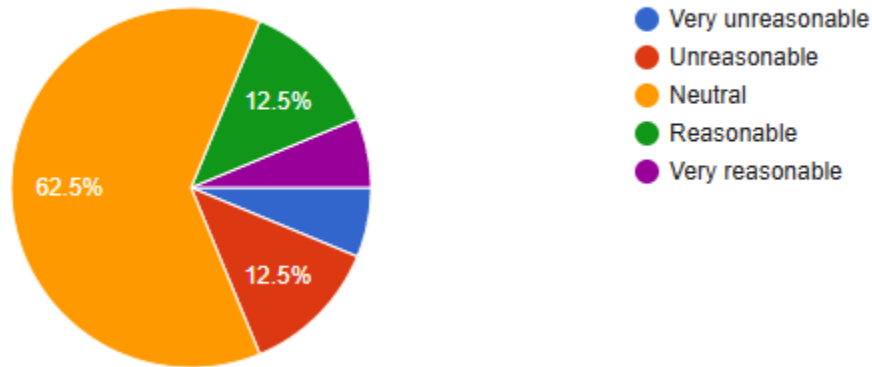
DATA ANALYSIS:

- **Very unreasonable:** (This can be calculated: 100% - 12.5% - 62.5% - 12.5% = 12.5%)

- **Unreasonable:** 12.5% Approximately
- **Neutral:** 62.5% Approximately
- **Reasonable:** 12.5% Approximately
- **Very reasonable:** (This category is not represented in the data, implying 0 out of 32 responses).

INTERPRETATION:

The majority of respondents (62.5%) are neutral, despite the fact that sentiments are evenly split between sensible and illogical (25% each). Nobody thought it was "very reasonable"

Q.10 How much money do you spend on the food delivery?

32 responses
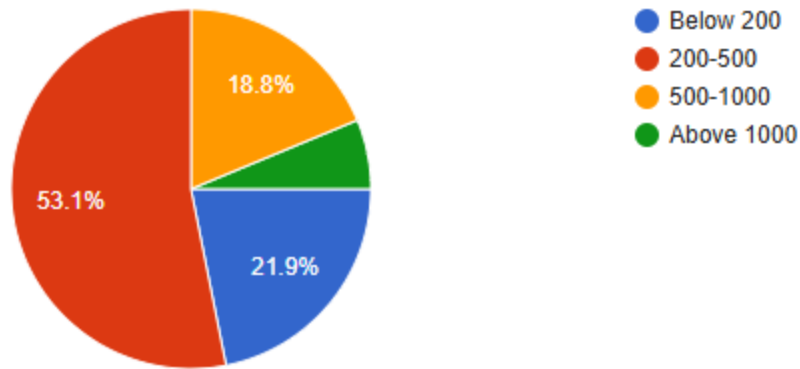
DATA ANALYSIS:

- Below 200: 21.9%, or around seven out of thirty-two responses.
- 200-500: 53.1% of replies were between 200 and 500, or roughly 17 out of 32.
- Between 500 and 1000: 18.8% (about 6 out of 32 responses).
- Over 1000: One can compute this as follows: 100% - 21.9% - 53.1% - 18.8% = 6.2%.

INTERPRETATION:
A significant percentage (21.9%) of responses are below 200, whereas the majority (53.1%) fall between 200 and 500. Only 6.2% of people are over 1000, and 18.8% of people are in the 500–1000 range.

Q.11 Which app has the most comprehensive and diverse restaurant options?

32 responses
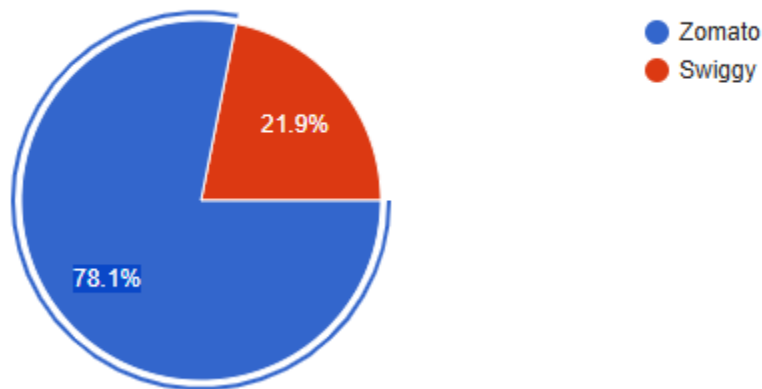
DATA ANALYSIS:

- Zomato's percentage is 78.1%, or around 25 out of 32 responses.
- Swiggy: 21.9%, or roughly seven out of thirty-two responses.

INTERPRETATION:
In this sample, Zomato is significantly more popular (78.1%) than Swiggy (21.9%).

Q.12 Do you ever face any technical issues with the following apps?

32 responses
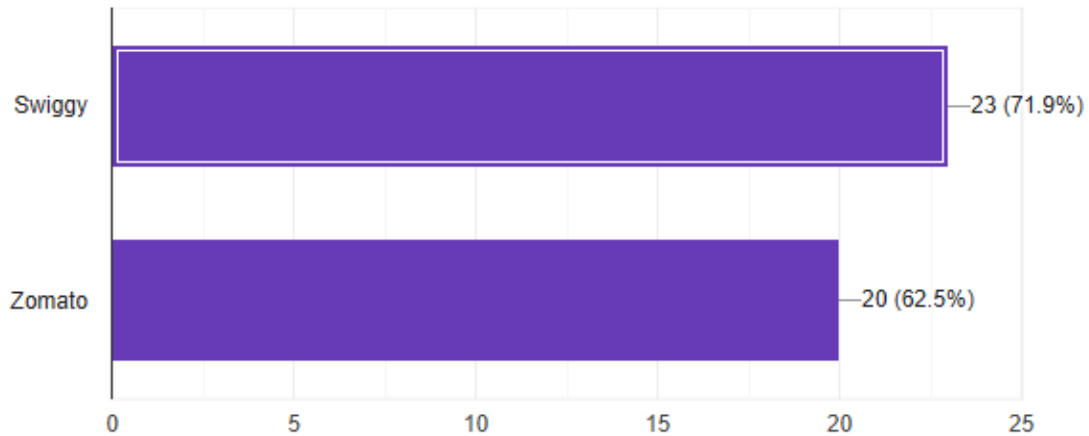
DATA ANALYSIS:

- Swiggy: twenty-three replies (71.9%)
- Zomato: 20 replies, or 62.5 percent.

INTERPRETATION:

Many use both Swiggy and Zomato, with slightly more using Swiggy (71.9%) than Zomato (62.5%), indicating a large overlapping user base.

Q.13 Would you ever switch from one platform to another platform?

32 responses
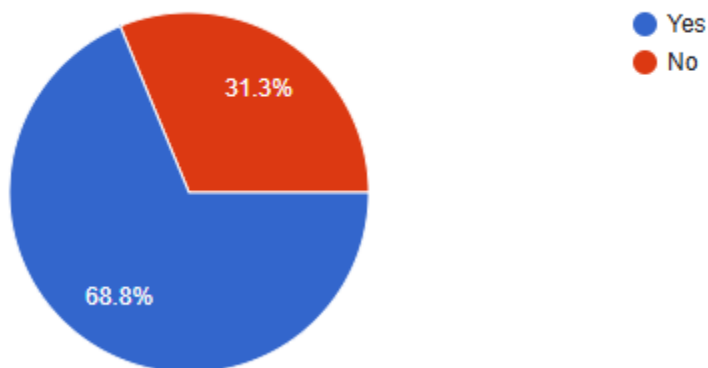
DATA ANALYSIS:

- The percentage of yes is 68.8%, or around 22 out of 32 responses.
- The percentage of no answers was 31.3%, or around 10 out of 32.

INTERPRETATION:
The majority of respondents (68.8%) selected "Yes," but a sizable minority (31.3%) selected "No"

Q. 14 What are the factors that influence you to switch from one platform to another platform?

DATA ANALYSIS:
- The highest bar symbolizes the cost of the dish, which is frequently mentioned as the most crucial element and is characterized as "High."
- The food's quality the bar's reasonable height suggests that this is a significant issue, however not as much as "Price." This will be referred to as "Medium-High."
- Time of delivery: A tall bar, comparable in height to "Quality," is another important consideration. This will be referred to as "Medium-High."
- The mannerisms of the delivery person: a shorter bar, indicating that it is not as often cited as the other causes. These will be referred to as "Medium-Low."
- Others: This is the least often mentioned factor, as indicated by the shortest bar. Consider this to be "Low."
INTERPRETATION:
The most important factors are price, quality, and delivery time. The attitude of the delivery person and "others" have less of an impact.

7. CONCLUSION

The purpose of this study was to identify, from the viewpoint of an Indian customer, the top online meal delivery service currently operating in the market. Due to their combined 95% market share in India, Zomato and Swiggy were the primary comparison points. The second goal of the study was to determine the aspects that most affect Mumbai Suburban clients' decisions when they select a certain online meal delivery service to meet their demands. This study reveals noteworthy client opinions and preferences while highlighting important trends in the use of food delivery platforms. Young individuals (18–24 years old) make up the majority of responders, indicating that food delivery services are being driven by a younger demographic. With a greater percentage of male users, gender disparities suggest possible sampling biases. Zomato becomes

the most popular platform, ranking first in terms of user interface, delivery speed, restaurant variety, and deal preference. In spite of this, Swiggy continues to be a formidable rival with a substantial user base. However, customer satisfaction is largely balanced, and the main factors driving platform choice are concerns about pricing, delivery times, and service quality. Many consumers believe Zomato offers superior deals, even though the majority are neutral about the price-to-quality ratio. Both platforms commonly experience technical problems, which suggests that system enhancements are necessary. Additionally, a sizable portion of respondents indicated that they are amenable to transferring between platforms, indicating flexibility in customer loyalty dependent on factors like price, meal quality, and service speed. These results provide both platforms with useful information to improve user experience and address important elements that may affect customer happiness and retention. Future research could get a deeper understanding of consumer behavior and industry dynamics by extending the study to other regions, adding more food delivery services, and investigating cutting-edge trends like sustainability and AI-driven recommendations.

7.1 LIMITATION OF THE STUDY

The use of convenience sampling, which might not accurately reflect the whole suburban Mumbai population, could introduce sample bias into this study. When self-reported data is used, biases like exaggeration or misinterpretation may be introduced. The results may not apply to other areas with distinct consumer habits because the study's focus is restricted to suburban Mumbai. Additionally, other food delivery services that can affect preferences are not included in the study; it solely compares Zomato and Swiggy. Finally, if customer tastes and market dynamics change over time, the results can become old.

7.2 FUTURE SCOPE OF THE STUDY

In order to examine consumer preferences across various marketplaces, future research could broaden the survey to include additional cities or regions. To provide a more thorough study, it might also include other food delivery services. A longitudinal strategy could monitor the changes in customer preferences and behaviours over time. Future research might also examine new developments like cloud kitchens, sustainability, and AI-powered suggestions. Further investigation into psychological aspects such as brand loyalty, consumer trust, and emotional attachment to platforms is also possible. This would offer a more comprehensive view of the market for meal delivery.

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Mumbai Based Study On Analyzing Investment Preferences Of Salaried Employees In Equity Markets

Mr. Samwad Sameer Raul
(Student)

Atharva Institute of Management Studies

samwad.raul24-26@atharvaims.edu.in

Mr. Abhishek Singh
(Student)

Atharva Institute of Management Studies

abhishek.singh24-26@atharvaims.edu.in

Mr. Rohit Vishwakarma
(Student)

Atharva Institute of Management Studies

rohit.vishwakarma24-26@atharvaims.edu.in

ABSTRACT

Investment activities are carried out by individuals with savings, with financial products providing investment avenues and security. Investment preferences vary among individuals due to unique behaviors and circumstances. This study analyzes the investment preferences of the salaried class regarding various financial products in the equity market and factors influencing these preferences, focusing on demographic factors like age and risk tolerance.

The study uses descriptive research methodology, collecting data from 45 respondents via a questionnaire and convenient sampling technique. Statistical analysis tools like Frequency Analysis interpret the data, offering a comprehensive understanding of variable relationships.

One key finding is the significant influence of demographic factors on salaried individuals' investment preferences. Age plays a crucial role, with younger employees exhibiting higher risk tolerance and a preference for equity-based products, while older employees lean towards conservative options. This variation is attributed to differing financial goals, time horizons, and life stages.

The study also explores the relationship between risk tolerance and preferred investment options, revealing a significant correlation. Higher risk tolerance corresponds to a preference for equity investments, while lower risk tolerance leads to more stable options like fixed deposits or government bonds.

Challenges faced by the salaried class while investing include a lack of financial literacy, limited investment opportunities, and immediate financial needs. The study provides practical recommendations to help employees make informed decisions.

The findings aim to assist financial advisors and policymakers in understanding the needs and preferences of different age groups and risk profiles in Mumbai's suburban areas, enhancing personalized financial services. Overall, this research highlights the importance of demographic and risk-related factors in financial decision-making, promoting better financial security for the salaried class.

Keywords: Investment Preferences, Investment Options, Salaried Class, Risk, Age

INTRODUCTION

The number of people participating in the equities markets has increased recently, especially among salaried workers in cities like Mumbai. In order to ensure their financial future, salaried people are increasingly looking to the stock market as a feasible investment choice as India's financial landscape continues to change. Nevertheless, despite the increased interest, little is known about the investment preferences and actions of salaried employees in equity markets.

The workforce in Mumbai, India's financial center, is varied, with a range of educational backgrounds, income levels, and investment expertise. The way that salaried people approach financial planning and investing is greatly influenced by these considerations. Due to their inherent volatility and complexity, equity markets have historically presented difficulties, but they are now more accessible thanks to mutual fund schemes and internet platforms.

Therefore, in order to better customize their goods and services, financial institutions, legislators, and personal finance advisors must have a thorough awareness of the investing preferences of salaried employees in Mumbai.

This study's main goal is to examine salaried employees' investment choices in Mumbai's equities markets. Examining the variables that affect individual choices, such as risk tolerance, financial objectives, and market expertise, is part of this. The study also aims to investigate how socioeconomic characteristics, including age, income, occupation, and level of education, influence investing behavior. The study intends to provide important information to improve our understanding of retail investor behavior in the equity markets by delving deeper into these preferences. Additionally, this study will emphasize the potential and difficulties that salaried employees in leveraging equity markets for long-term wealth creation.

Review of literature

(***Investors Investment Decision Making Criterion of Individual Salaried Person***, **2023**) The research findings reveal that the top investment choice for salaried individuals, . Its excellent performance in terms of possible returns and risk management is what led to this decision.

(Joeavinash & Jayseely, 2024) In their study found that Economic factors, including currency strength and legal considerations, have been found to influence investment decisions.

(Rao, 2023) The study found that paid workers preferred investing in a few options for their safety and long-term benefits. They favored investments like long-term shares, gold, and real estate over high profits. The study also noted that while age and industry affected investment preferences, income and ge)nder did not.

(Gupta & Singh, 2024) The study comes to the conclusion that investor preferences are complicated and influenced by a range of personal traits, indicating that a better comprehension of these factors can assist investors and financial advisors in creating more successful investment plans.

("A Study on Financial Planning of Salaried Employees in Mumbai," 2022) The investment preferences of Mumbai's salaried population are diverse. Investment behavior is influenced by financial goods according to individual circumstances.

RESEARCH GAP

Even though salaried workers' involvement in equity markets is increasing, little is known about the fundamental causes of their investing preferences, particularly in a vibrant and varied financial hub like Mumbai. The following research gaps underscore the need for a more targeted investigation of the preferences of paid personnel in stock markets, specifically in Mumbai, despite the fact that there are several studies on investment behavior and financial literacy in India.

OBJECTIVE OF THE STUDY

Identify the factors influencing individual investment choices, including Age and Risk considerations in Mumbai.
Explore gender-based disparities in investors' perceptions when making investment decisions.
This analyses awareness of how well-informed employees are about market trends, risk management, and investment strategies.

DATA COLLECTION METHOD

The data for this study was collected through a structured questionnaire circulated via Google Forms on **"Mumbai Based Study on Analyzing Investment Preferences of Salaried Employees In Equity Markets"**. The questionnaire was designed to gather insights from consumers on their investment preference. It included both quantitative and qualitative questions, focusing on aspects such as income range, risk appetite, return on investment that affect decision-making. The Google Form was shared with a diverse sample of participants to ensure a broad representation of consumer behavior across different age groups and income ranges. This method allowed for efficient data collection and ensured anonymity for respondents.

SAMPLING METHOD ADOPTED

Since the study is focused on understanding the influence of risk tolerance and age demographics, it is important to ensure representation from different age groups and risk profiles. Therefore, stratified random sampling would be appropriate. The population of salaried employees would be divided into subgroups (strata) based on factors such as age (e.g., 20-30 years, 31-40 years, 41-50 years, etc.) and risk tolerance (e.g., low, medium, high). A random sample would then be drawn from each subgroup to ensure diversity in the sample, providing insights across different age categories and risk preferences.

SCOPE OF THE STUDY:

Primary Objective:
To investigate the investment preferences of salaried employees in the suburban equity markets of Mumbai, with a focus on understanding how risk tolerance and age demographics influence their investment choices and behaviour.

Specific Objectives:
Risk Tolerance Assessment: To analyse how different levels of risk tolerance among salaried employees affect their decisions to invest in equity markets.
Demographic Influence: To examine the impact of age demographics (e.g., young professionals, middle-aged employees, and pre-retirees) on investment preferences, particularly in relation to equity market participation.
Investment Patterns: To identify the preferred types of equity investment (such as stocks, mutual funds, ETFs, etc.) among salaried employees and how these preferences vary across different age groups.

VARIABLES

Independent Variables

Age group

25-34
 35-44
 45-54
 55-60

Monthly salary range

  >25,000
   25,000-50,000
50,000-75,000
75,000-1,00,000
Above 1,00,000

Risk tolerance

Low
 Moderate
 High

Preferred type of equity investment

Stocks
Mutual
Funds
ETFs
Index Funds & Other

Importance of factors when choosing an investment

Return on Investment
Risk Appetite
Market Trends
Financial Advisors Recommendations

Sources relied on for investment advice

Financial Advisors
News Articles
Friends and Family
Personal Research and Analysis

Investment goal

Short Term Gains,
Long Term Wealth Building
Retirement Planning

Dependent Variables

Investment decisions

Likelihood of investing in equity markets

Trust in financial advisors' recommendations

Likert scale ratings

Influence of market trends on investment decisions

Impact on investment choices

Perceived risk of equity investments

Level of perceived risk in different equity investments
Investment loyalty

Willingness to continue investing in the chosen type of equity

DATA ANALYSIS AND INTERPRETATION

Gender

Gender
45 responses

● Male
● Female
● Other

28.9%

71.1%
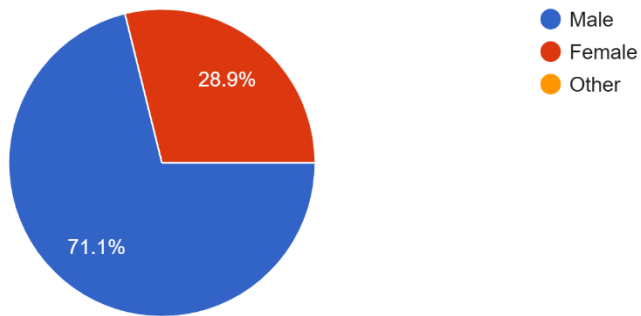
Male Dominance: The majority of the responses are from male respondents. Out of 30 entries, 24 are from males (80%), and 6 are from females (20%).

Investment Preferences by Gender:

Male Respondents: The most preferred investment types among males are stocks and mutual funds. They tend to prioritize long-term wealth building as their investment goal, with some focusing on short-term gains.
Female Respondents: Women in this dataset also show a preference for mutual funds, which aligns with a more conservative investment approach. Similar to men, their main goal is long-term wealth building.

Age

What is your age group?

45 responses
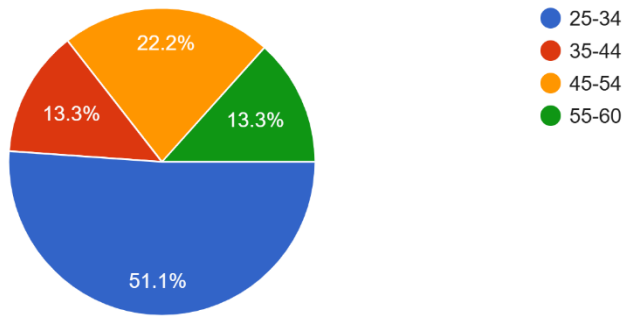
The age groups span from 25-34 years to 55-60 years. Here's the breakdown:

25-34 Years:

This group represents the majority of the sample, and their preferred investment types include stocks and mutual funds.

They typically have a moderate to high risk tolerance and focus on long-term wealth building with some also aiming for short-term gains.

For example, individuals in this group rate market trends as very important, indicating they may be more actively engaged in monitoring market movements.

35-44 Years:

Individuals in this age group tend to have more diverse investment preferences, including stocks, mutual funds, and even index funds. They typically rate return on investment (ROI) and risk appetite as very important.

Retirement planning seems to be a key goal for this age group.

45-54 Years:

This group seems to have a more moderate risk tolerance, favoring mutual funds. Investment goals focus mainly on long-term wealth building. They also show a greater reliance on financial advisors for investment advice.

55-60 Years:

Older individuals with higher salary ranges often prefer stocks, while those with low salary ranges may lean towards mutual funds or ETFs. The investment goal is usually long-term wealth building or retirement planning.

Salary Range

What is your monthly salary range?
45 responses

Legend:
- Less than 25,000
- 25,000-50,000
- 50,000-75,000
- 75000-1,00,000
- Above 1,00,000
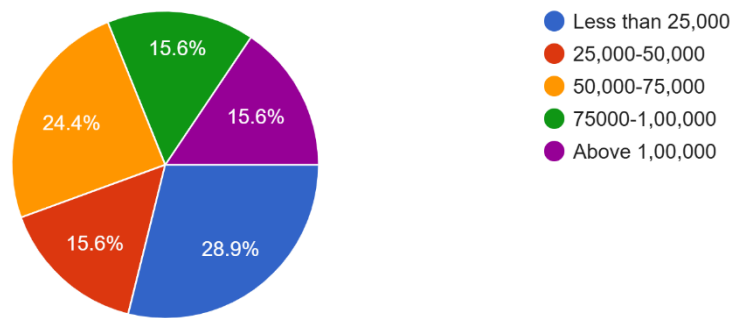
Salary   Range

Analysis :

Respondents with lower incomes (less than ₹25,000) prefer mutual funds, with moderate to low risk tolerance, aiming for long-term wealth building.

In the ₹25,000-₹50,000 range, mutual funds and stocks are popular, with a mix of moderate to high risk tolerance, focusing on long-term wealth and retirement planning.

In the ₹50,000-₹75,000 range, mutual funds and stocks are equally preferred, with moderate to high risk tolerance, emphasizing long-term wealth and retirement.

In the ₹75,000-₹1,00,000 range, mutual funds, stocks, and ETFs gain popularity, focusing on long-term wealth and retirement. Above ₹1,00,000, respondents diversify into higher-risk options like stocks and ETFs, prioritizing long-term financial security.

How would you describe your risk tolerance?
45 responses
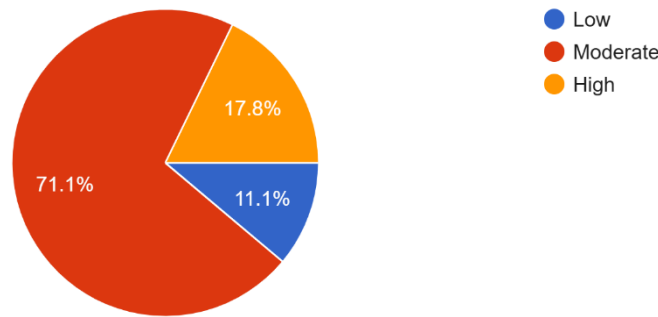
4. Risk Tolerance

Risk Tolerance Analysis:

High Risk Tolerance:

Individuals with high-risk tolerance generally prefer **stocks**, sometimes mixing stocks with mutual funds. They prioritize **market trends** and **personal research** for investment advice.

Their primary goal is **long-term wealth building**, but there are some individuals who aim for **short-term gains**, especially in the younger age group (25-34).

Moderate Risk Tolerance:

This is the most common risk tolerance in the dataset. These individuals tend to prefer a mix of **stocks and mutual funds** or **mutual funds and index funds**.

They prioritize **market trends** and **return on investment**. Most of them aim for **long-term wealth building** with some also focusing on **retirement planning**.

Low Risk Tolerance:

Individuals with low risk tolerance prefer **mutual funds**, and they rate **return on investment** and **financial advisor recommendations** as very important. **Long-term wealth building** or **retirement planning** are their main investment goals.

5. Investment Preferences

What type of equity investment is most preferred by you?
45 responses

Legend:
- Stocks
- Mutual Fund
- ETF's
- Index Fund
- Mf n stocks
- Fixed Deposits
- MF & Stocks

46.7%

42.2%
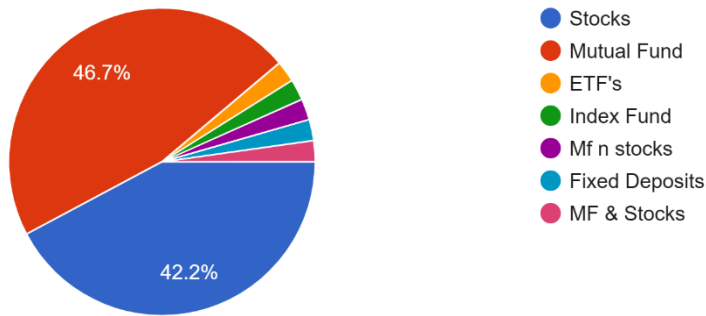
Investment Preferences:

Mutual Funds are the most preferred investment type across most respondents, particularly for those in the **moderate to low risk tolerance** categories. They are often chosen by those with **lower salary ranges** (e.g., less than ₹25,000) and older age groups (45-60).

Stocks are more frequently chosen by individuals with **higher risk tolerance** (mostly in the **moderate to high** categories), particularly for **young professionals (25-34)** with higher salary ranges.

ETFs and **Index Funds** are favoured by a few, generally in the higher salary ranges (above ₹1,00,000) or with higher risk tolerance.

6. Factors Affecting Investment Decision

Rate the importance of the following factors when choosing an investment.
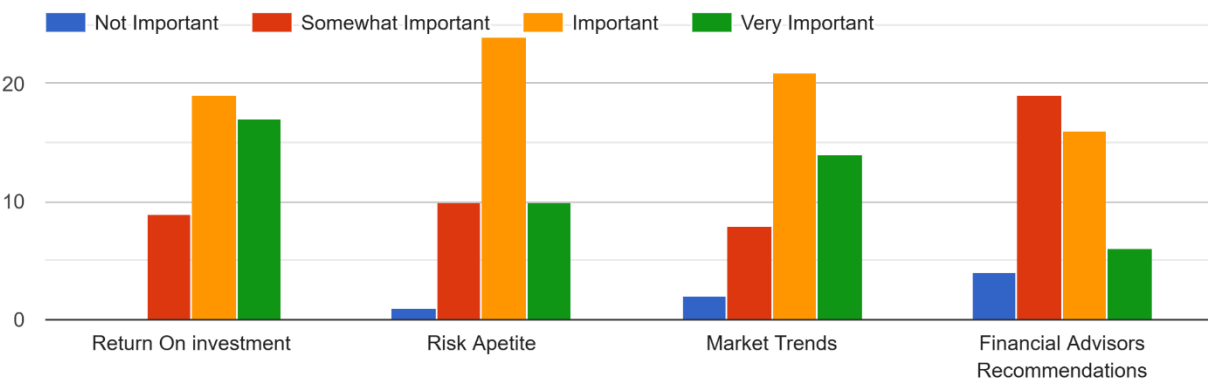
Factors Affecting Investment Decisions:

Return on Investment (ROI): Rated highly across all age groups, salary ranges, and risk tolerance levels, indicating that ROI is a primary factor in investment decisions.

Risk Appetite: This factor is more important for individuals with **higher risk tolerance** (who are more likely to invest in stocks). For those with **low risk tolerance**, risk appetite is less important or rated lower.

Market Trends: Rated as **very important** by the majority of respondents, especially younger people in the **25-34 age group**. This suggests that many respondents actively monitor the market and adjust their investment strategies accordingly.

Financial Advisors' Recommendations: This is more important for individuals in the **45-60 age group**, particularly for those with **higher salaries** or in the **moderate risk tolerance** group. Some individuals rely on **financial advisors** for professional guidance.

7. Sources of Investment Advice

Which sources do you rely on for investment advice?
45 responses
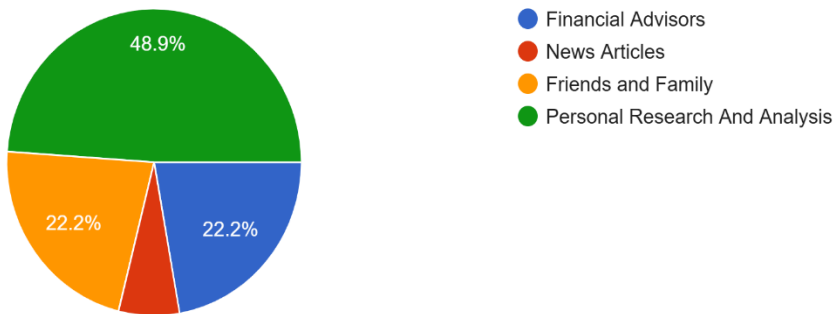
Personal Research and Analysis is the most commonly cited source of investment advice, especially among **younger individuals (25-34 years)**. This suggests that many of the respondents prefer to educate themselves or use online resources to make investment decisions.

Friends and Family is another key source of advice, particularly for those in the **moderate risk tolerance** group, with several respondents relying on the guidance of trusted individuals.

Financial Advisors are more commonly relied upon by individuals with **higher salaries** (above ₹1,00,000) or those in the **45-60 age group**

8. Investment Goals

What is your investment goal?
45 responses

Legend:
- ● Short Term Gains
- ● Long Term Wealth Building
- ● Retirement Planning

(Pie chart values: 84.4%, 8.9%)
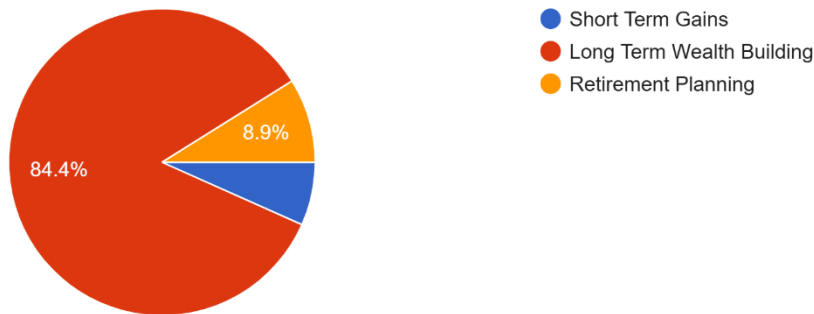
Long-Term Wealth Building is the most common goal across all age groups, salary ranges, and risk profiles. This indicates a general preference for stable, growth-oriented investments over a longer horizon.

Retirement Planning is a significant goal for individuals in the **35-60 age groups**, while **short-term gains** are more likely to be the goal for those in the **25-34 age group** with a higher risk tolerance.

CONCLUSION

This study shows that salaried employees in Mumbai's suburban equity markets make investment decisions based on income, risk tolerance, and age. Lower-income groups prefer mutual funds with moderate risk for long-term wealth, while higher-income individuals tend to diversify into stocks, index funds, and ETFs, prioritizing long-term growth and retirement planning. Younger employees lean towards riskier investments, while older employees focus on safer, long-term financial security.

LIMITATION OF THE STUDY

The study has limitations, including a small sample size (45 participants), which may not represent Mumbai's salaried workforce accurately. The scope is also restricted, focusing only on certain subsets without considering industry, education, or income variations. Additionally, the study offers a short-term viewpoint, missing the long-term impact of market volatility and financial changes. Self-reported data may be biased, and the equity market's evolving nature requires continuous research to stay relevant

FUTURE SCOPE OF THE STUDY

A research report on the investment preferences of paid employees in equity markets, namely in Mumbai, may take several forms in the future. New tools, difficulties, and changes in the financial sector could further influence the tastes and behavior of salaried investors. Here are a few possible directions for further study:

1. Impact of Digital Platforms on Investment Behavior

The influence of digital platforms on investment behavior, including robo-advisors and online brokerages The way salaried workers interact with the equity markets has been completely transformed by the rise of digital platforms, smartphone trading apps, and robo-advisors. Because of the platforms' ease of trading, automated guidance, and reduced fees, research might examine how these platforms affect the investment behavior of paid individuals.

2. Investment Decisions' Behavioral and Psychological Aspects Behavioral Finance:

Important new insights on market participation and risk-taking tendencies may be revealed by a more comprehensive analysis of the psychological factors (such as herd mentality, loss aversion, and overconfidence) impacting paid employees' investing decisions.

The Impact of Market Volatility: It may be possible to determine how resilient or vulnerable salaried employees are to market shocks by looking at how market crises (such as the 2008 recession or the 2020 COVID-19 market meltdown) affect their risk tolerance and decision-making processes.

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8. The Impact of Social Media On Generation Z

Pavan Rajkumar Shirfule (Atharv Institute of Management studies)
Princi Radheshyam Hurkat (Atharv Institute of Management studies)

Kasturi Sachin Soni (Atharv Institute of Management studies)

ABSTRACT

This research investigate the influence of social media use on Gen Z's mental health in Mumbai, India. With technology gradually increasing, the wide-ranging use of social media has become a part of life for most gen z people. The object of the study is to explore social media interaction habits, type and length of content consumed by Generation Z in Mumbai. The study takes in the form of questionnaire to collect information about participants 'experiences with mental health.
Correlations will be sought between quantitative data on social media activities, and indicators of mental health such as stress, anxiety and depression. Questionnaire will also provide qualitative insights to enhance the accuracy of subjective interpretations, and give a better understanding of participants 'subjective feelings about their own mental health in relation to social media use. The study takes into account Mumbai-specific socio-cultural factors that could influence effects of social media on mental health. Renowned Mental Health Expert First to Research Localized Social Media Psychoanalysis By examining the complexities of social media and its impact upon mental health within a regional cultural setting, the research expects to offer useful information for policy makers, mental health professionals as well educators in devising proper mechanisms needed by Mumbai's Generation Z so it might lead healthy lives. This research may therefore provide insight into the relationship of technology, culture and metal health in the age of cyberspace

Keywords: Social Media, Generation Z, Mental Health,Anxietty ,Depression.

INTRODUCTION

Social media has revolutionized the way people communicate, access information, and express themselves. Among the various generational cohorts, Generation Z—born between 1997 to 2012—has been the most profoundly influenced by this digital transformation.

Unlike previous generations, Gen Z has grown up in an era where social media platforms such as Instagram, TikTok, Snapchat, and Twitter are deeply embedded in their daily lives. These platforms serve as primary means of communication, sources of entertainment, and even educational tools. However, while social media offers numerous advantages, such as fostering global connectivity, promoting creativity, and providing learning opportunities, it also presents significant challenges.

Concerns have been raised regarding the negative effects of excessive social media use, including increased anxiety, depression, cyberbullying, and a decline in face-to-face social interactions. Additionally, the pressure to maintain an idealized online person can lead to issues related to self-esteem and identity. The purpose of this research paper is to critically examine the impact of social media on Generation Z by analyzing both its positive and negative consequences. By exploring existing studies, psychological theories, and real-world examples, this paper seeks to provide a balanced perspective on how social media shapes the behaviour, mindset, and overall well-being of Gen Z.

LITERATURE

(Adindu et al., 2024) The results highlight the need for additional investigation into the complex interactions among social media, mental health, and substance addiction and support cooperative endeavours aimed at safeguarding and enabling young people in the digital age. (Chowdhury & Ahsan, 2024) To address these issues, the study advocates for media literacy programs to help youth critically engage with social media, body positivity campaigns to challenge unrealistic beauty standards, and family engagement to foster supportive environments.

(Gunawan et al., 2024) These findings suggest that social media influencers play a crucial role in shaping consumption behavior among Generation Z, providing important insights for marketers and researchers to understand consumer behavior dynamics in the digital era. (Indian Journal of Mass Communication and Journalism (IJMCJ), 2024) The findings highlight the need for strategies to mitigate FOMO's adverse effects, promoting healthier social media habits and fostering a more balanced approach to digital consumption.

(Maqbul, 2024) The study includes at the end a number of outputs and recommendations that can contribute to reducing the negative effects among university students, which increases the chances of influencing more than being influenced.

(Sabar et al., 2024) This paper aims to provide a comprehensive framework for understanding the two-edged nature of social media's influence on mental health. It advocates for the development of digital literacy programs, mental health support systems, and balanced usage strategies to help young people navigate the challenges posed by social media while maximizing its potential benefits.

(Sitanggang et al., 2024) Excessive use of social media certainly has a negative impact on the mental health of generation Z. This is proven through observations that generation Z generally has mental health problems, such as feeling lonely, anxious, stressed and depressed.

(Wang, 2024) This research found social media addiction is caused by triggers, reward systems, and emotional needs; the impact of social media addiction is impaired brain functions, mental health issues, and overall well-being, including the cycle of depression and addiction.

RESEARCH GAP

Despite the extensive research on social media and its effects on young people, several gaps remain in understanding its full impact on Generation Z. Existing studies primarily focus on either the positive or negative aspects of social media, often failing to provide a balanced and holistic view of its influence. Additionally, while there is considerable research on social media's impact on mental health, there is limited exploration of its long-term psychological and behavioral consequences on Generation Z as they transition into adulthood.

Furthermore, most studies tend to generalize the effects of social media without considering variations based on demographic factors such as socioeconomic background, cultural differences, and geographic location. The role of emerging platforms like TikTok and their influence on self-identity, career aspirations, and political engagement also remains underexplored. Additionally, while digital detox strategies and parental interventions are discussed in existing literature, there is little empirical evidence on their effectiveness in reducing the negative consequences of social media overconsumption.

This research aims to bridge these gaps by providing a comprehensive analysis of both the positive and negative effects of social media on Generation Z, incorporating diverse perspectives, and exploring strategies to promote responsible digital usage.

OBJECTIVE OF THE STUDY:

The primary objective is to analyze the effects of social media on Generation Z, examining both positive aspects such as enhanced connectivity and access to information, and negative consequences like anxiety, depression, and body image issues.

HYPOTHESIS

H1: Higher social media usage is correlated with higher levels of stress, anxiety, and depression among Generation Z in Mumbai.

H2: Certain forms of social media, such as Instagram and TikTok, have a stronger negative impact on mental health compared to others like YouTube or Twitter.

DATA COLLECTION METHOD ADOPTED:

Primary data collection methods were employed to gather first hand, original data directly from the source. This approach allowed for the acquisition of specific, relevant information tailored to the research objectives, ensuring a high degree of accuracy and reliability in the findings.

SAMPLING METHOD ADOPTED:

The sampling method used in this study was stratified random sampling. This method was selected to ensure that the sample of millennials from the Mumbai suburban area was representative of the larger population, capturing diverse perspectives within the millennial group.

DATA ANALYSIS AND INTERPRETATION

2. What is your gender?

50 responses
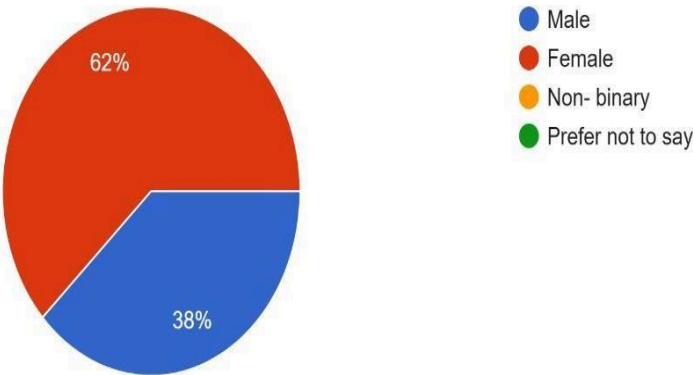
The survey   of   50   individuals reveals a predominantly male sample (62%), with females comprising 38%. This gender imbalance should be considered when interpreting subsequent findings, as it may influence responses and limit generalizability to a broader population:

3. Which social media platforms do you use most frequently?

50 responses
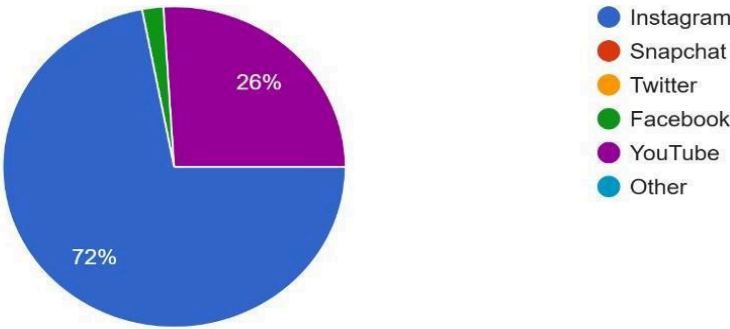
Instagram is the dominant social media platform among the 50 survey respondents (72%), followed by Youtube (26%). Other platforms like Twitter, Facebook, and YouTube are minimally used. This suggests a strong preference for Snapchat and Instagram within this group, possibly due to demographic factors or evolving social media trends. The small sample size (n=50) limits generalizab

4. On average, how many hours per day do you spend on social media?
49 responses
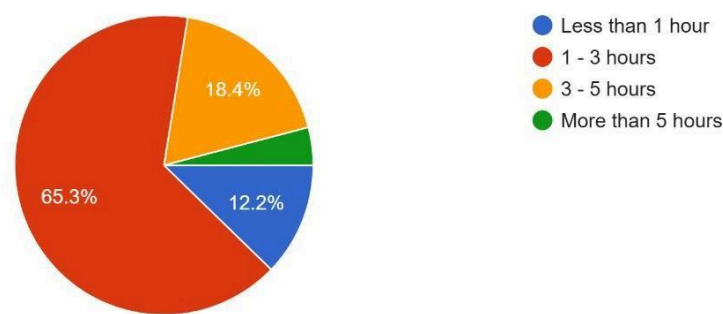
A majority (65.3%) of the 49 respondents reported spending 1-3 hours per day on social media, suggesting moderate daily engagement. A smaller portion (18.4%) spends less than 1 hour, while 12.2% spend 3-5 hours, and 4.1% engage for more than 5 hours. This data indicates that 1-3 hours is the most common duration of social media use within this sample.

5. What is the primary reason for using social media?

49 responses
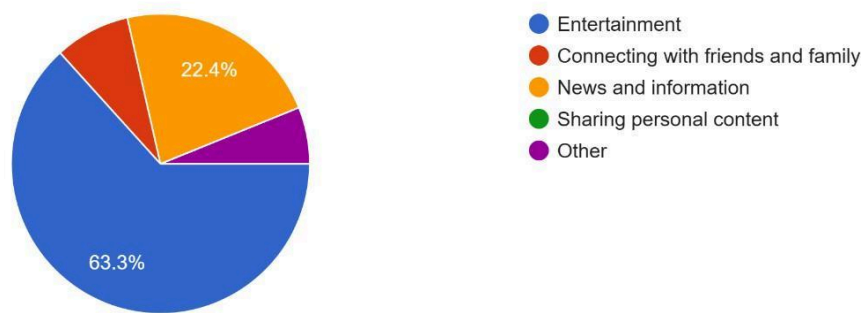
primary reason for social media use among the 49 respondents is overwhelmingly entertainment (63.3%). Connecting with friends and family constitutes the second largest motivator, though significantly smaller. News and information, sharing personal content, and other reasons represent only small portions of the responses, suggesting entertainment is the dominant driver for social media engagement within this sample.

6. How much do you agree the usage of social media influence on stress?
49 responses
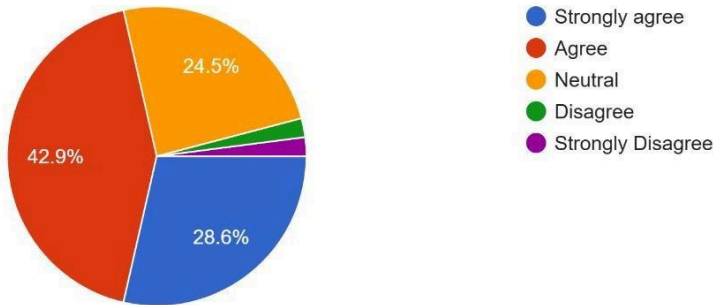
A substantial portion (42.9%) of the 49 respondents strongly agree that social media use influences stress, while 28.6% agree. Combined, this indicates that over 70% of the sample believes social media impacts stress levels, suggesting a perceived link between social media engagement and stress. Smaller percentages were neutral, disagreed, or strongly disagreed, highlighting a general consensus within the sample regarding social media's influence on stress

7. Have you ever compared yourself to others on social media?

49 responses
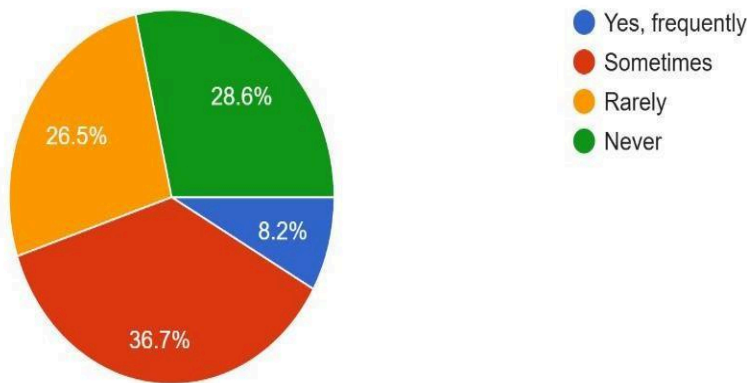
A substantial majority of the 49 respondents admit to comparing themselves to others on social media, with 8.2% doing so frequently and 36.7% sometimes. Only a small fraction (26.5%) rarely engages in this behavior, and an equally small portion (28.6%) claims to never compare themselves. This indicates that social comparison on social media is a common experience within this sample.
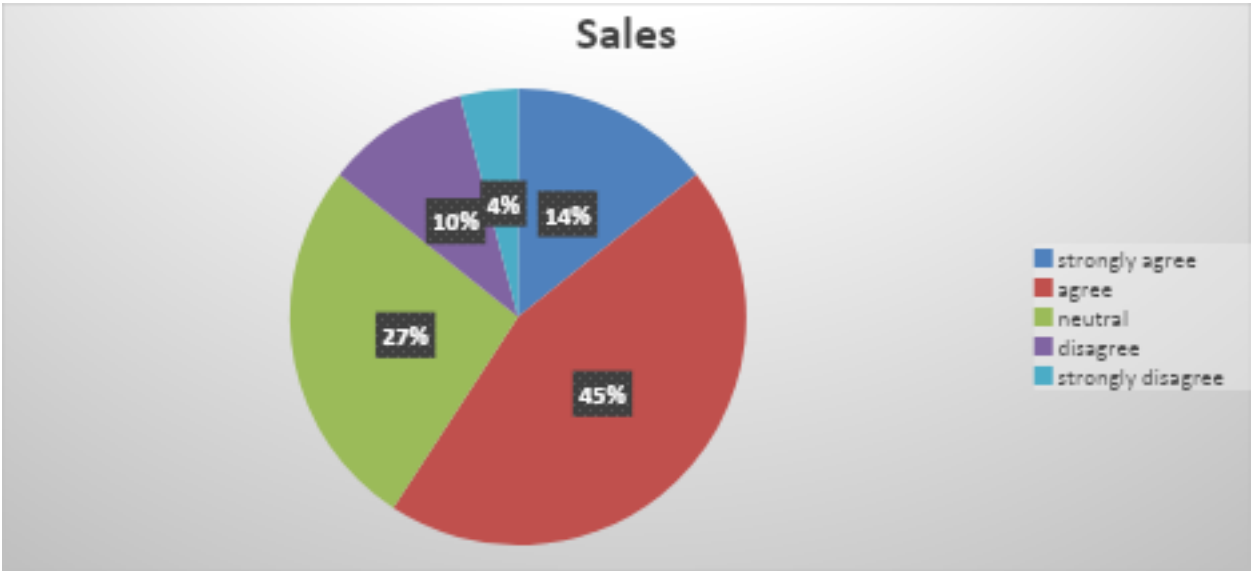
A significant proportion (44.9%) of the 49 respondents agree that social media negatively impacts their self-esteem, while an additional 14.3% strongly agree. This combined 59.2% suggests a prevailing sentiment that social media has a detrimental effect on self-esteem within this sample. Smaller portions disagree, are neutral, or strongly disagree, highlighting a general perception of negative impact.

9. Have you ever used social media as a tool to improve your mental health (e.g., following motivational pages, support groups)?

48 responses
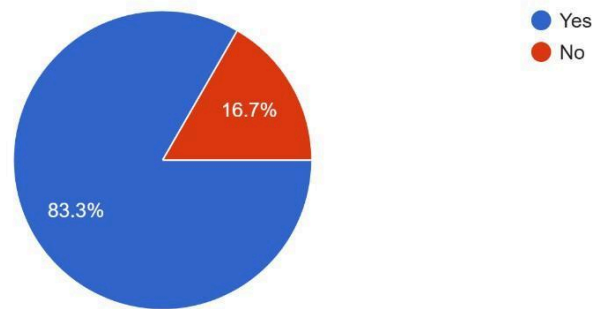
The vast majority (83.3%) of the 48 respondents have never used social media as a tool to improve their mental health (e.g., following motivational pages or joining support groups). Only a small fraction (16.7%) have tried this approach, suggesting that while social media is often associated with negative mental health impacts, few actively utilize it for mental health improvement within this sample

10. What strategies do you use to manage the negative effects of social media on your mental health

49 responses
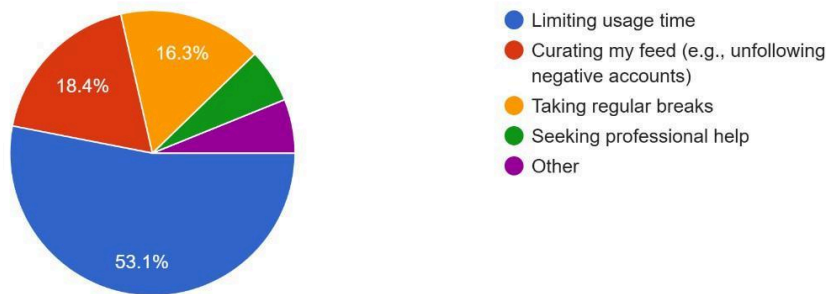
The most common strategy employed by the 49 respondents to manage negative effects of social media is limiting usage time (53.1%). Curating their feed by unfollowing negative accounts is the second most popular approach (18.4%), followed by taking regular breaks (16.3%). Seeking professional help and other unspecified strategies represent smaller portions of the responses. This highlights that conscious limitation of exposure is the primary coping mechanism within this sample.

CONCLUSION:

This research aims to explore the complex relationship between social media usage and mental health in Generation Z, focusing on Mumbai's socio-cultural context. By understanding how social media shapes Gen Z's behavior, mental health professionals, policymakers, and educators can devise strategies to mitigate its negative effects while leveraging its potential benefits. Further studies and long-term research are essential to fully grasp the psychological and behavioural consequences of social media in the digital age.

LIMITATION OF THE STUDY:

The study is geographically limited to Mumbai, which may not reflect the experiences of Generation Z in other regions or countries. Socioeconomic and cultural differences can influence how social media impacts mental health. The sampling method primarily focuses on suburban areas, which may lead to a sampling bias. Since the study relies on self-reported data, it may be affected by biases such as social desirability or recall bias. Additionally, the study mainly examines stress, anxiety, and depression as indicators of mental health. While important, this narrow focus overlooks other potential effects like self-esteem, loneliness, or sleep issues that may also be influenced by social media use. The research provides a short- term analysis of social media's impact, without exploring the long-term consequences on mental health. This limits the understanding of how prolonged exposure to social media may affect Gen Z as they grow older. Finally, the study does not explore the unique effects of individual social media platforms or the impact of algorithms. Different platforms might have varying influences on users' mental health, and these nuances were not fully addressed in the research.

FUTURE SCOPE OF THE STUDY:

Future research should explore the long-term impacts of social media on Gen Z through longitudinal studies,

particularly focusing on platform-specific effects (e.g., TikTok, Instagram). Investigating the influence of emerging technologies like the metaverse and AI- driven algorithms on Gen Z's development and mental well-being is crucial. Mental health interventions tailored to address social media-related challenges warrant further study. Understanding the positive aspects of social media, such as its role in education and civic engagement, is also important. Cross-cultural comparisons and research on the interplay between online and offline relationships are needed. Finally, enhancing digital literacy and critical thinking skills to navigate misinformation should be a priority**.**

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9.TOPIC NAME: THE STUDY OF CONSUMER PERCEPTION AND ADOPTION OF NEO BANKS IN MUMBAI CITY.

Ms. Shruti sanap
(Student)
Atharva institute of Management studies

Mr. Yash Kadam
(Student)
Atharva institute of Management studies

Mr. Malhar Udawant
(Student)
Atharva institute of Management studies

2.ABSTRACT:
The advent of digital banking has brought about significant transformation in the financial services industry, with Neo Banks at the forefront of this revolution. This study aims to explore customer perceptions and the adoption of Neo Banks in Mumbai City, one of India's most populous and economically vibrant cities. By analysing consumer attitudes, preferences, and barriers, the research delves into the factors influencing the acceptance and usage of Neo Banks, which operate primarily through digital platforms, without the need for physical branches. Through a combination of qualitative and quantitative methodologies, including surveys and interviews, the study identifies key determinants such as convenience, security, trust, technology adoption, and customer service. The findings highlight how Mumbai's urban population views Neo Banks as an alternative to traditional banks and assesses their willingness to embrace these platforms amidst challenges such as technological awareness, regulatory concerns, and digital trust. The paper concludes by providing insights into the future of Neo Banks in India, suggesting strategies for enhancing customer engagement and broadening adoption across diverse demographic segments. The study contributes to a deeper understanding of the evolving digital banking landscape in India, with implications for both service providers and policymakers aiming to foster a more inclusive and digitally-driven financial ecosystem.

3.INTRODUCTION
In the modern era, the banking sector has undergone significant transformation due to technological advancements and changing consumer preferences. One such transformation is the emergence of neo-banks—digital-only banks that operate without physical branches. These financial institutions leverage technology to provide banking services, offering features like ease of access, personalized services, and lower fees. As the Indian banking landscape continues to evolve, particularly in urban regions like Mumbai, understanding consumer perception and adoption of neo-banks is crucial for both businesses and policymakers.

Mumbai, India's financial capital, is a hub for innovation and technology. The city is home to a diverse population, with varying degrees of digital literacy and financial needs. In recent years, neo-banks have gained traction in India, offering a

range of services such as savings accounts, loans, and investment options, all through digital platforms. Despite their rise, many consumers remain hesitant to fully embrace these virtual banking solutions, primarily due to concerns about security, trust, and the lack of physical interaction.

This research paper aims to explore consumer perceptions of neo-banks in Mumbai and understand the factors influencing their adoption. The study will delve into the preferences, motivations, and challenges faced by consumers as they engage with digital banking platforms. By examining the consumer mindset and identifying barriers to adoption, the research intends to provide valuable insights that can help neo-banks improve their offerings and better align with the needs of Mumbai's dynamic urban population.

Ultimately, the findings of this study will not only contribute to the growing body of knowledge on digital banking but also inform strategies for the successful integration of neo-banks into the Indian financial ecosystem. Through this exploration, the paper will address questions related to the trustworthiness of digital banks, the role of financial literacy, and the impact of consumer behavior on the future of banking in Mumbai.

The financial landscape has witnessed a revolutionary shift over the past decade with the rise of digital banking and the increasing adoption of technology-driven financial services. Among these innovations, neo-banks have emerged as a prominent player. These are digital-only financial institutions that operate without traditional brick-and-mortar branches, relying entirely on online platforms to provide banking services. Neo-banks offer a wide range of financial products, from basic savings accounts and digital wallets to advanced lending and investment solutions, all designed to be accessed via mobile apps or web interfaces. Their appeal lies in their ability to offer user-friendly, cost-effective, and efficient alternatives to traditional banking.

In India, the rise of neo-banks has been fueled by the country's rapidly growing internet penetration, increasing smartphone usage, and the government's push for a cashless economy. Mumbai, as the financial capital of India, is at the forefront of this digital banking revolution. The city, home to a diverse population of tech-savvy millennials, entrepreneurs, and working professionals, presents an ideal market for neo-banks. However, despite the conveniences these digital banks offer, consumer adoption has been slow in some segments due to factors such as trust issues, lack of awareness, security concerns, and skepticism about the legitimacy of online-only services.

4.LITERATURE REVIEW

4.1 RESEARCH GAP

The rapid growth of neo-banks in India, particularly in urban centers like Mumbai, has sparked a wave of interest among financial institutions, consumers, and academics. However, despite the increasing popularity of neo-banking services, there remains a significant gap in understanding the key factors influencing consumer perception and adoption of these digital-only financial platforms. While much has been discussed regarding the technological advancements and business models of neo-banks, there is a lack of in-depth research that specifically addresses the nuanced consumer behavior, perceptions, and adoption challenges in the context of Mumbai. Below are some of the critical gaps that this research aims to address:

- Limited Understanding of Consumer Perceptions in the Mumbai Context
- Consumer Trust and Security Concerns
- Impact of Digital Literacy on Adoption:
- Socio-Demographic and Psychographic Factors
- Barriers to Adoption Beyond Technological Issues
- Role of Social Influence and Peer Recommendations

5.RESEARCH METHODOLOGY

5.1 OBJECTIVES OF THE STUDY

The primary objective of this research is to explore consumer perception and adoption of neo-banks in Mumbai, focusing on understanding the underlying factors that influence consumer behavior in relation to digital-only financial services. The study aims to achieve the following specific objectives:

1. To Assess the Level of Consumer Awareness of Neo-Banks in Mumbai
    - To examine how familiar consumers in Mumbai are with the concept of neo-banks, including their understanding of services offered by digital-only banks compared to traditional banks.
    - To explore the role of advertising, word-of-mouth, and digital media in shaping consumer awareness of neo-banks.
2. To Evaluate the Factors Influencing the Perception of Trust and Security in Neo-Banks
    - To investigate the impact of security concerns (e.g., data protection, fraud prevention) on the decision-making process of consumers considering neo-banks.
    - To assess how the absence of physical branches and the digital nature of these platforms affect the trust consumers place in neo-banks.
3. To Identify the Key Drivers of Adoption and Rejection of Neo-Banks
    - To explore the motivating factors that encourage consumers in Mumbai to adopt neo-banks, such as convenience, lower fees, and ease of use.
    - To identify the barriers that prevent the adoption of neo-banks, such as concerns about technology, customer service, and the lack of physical interaction with bank representatives.
4. To Investigate the Role of Digital Literacy in Consumer Adoption of Neo-Banks
    - To determine how consumers' levels of digital literacy impact their ability to navigate neo-banking platforms and their overall trust in these digital-only services.
    - To analyze whether there is a significant correlation between the consumer's digital proficiency and their likelihood to adopt neo-banks.
5. To Explore the Influence of Socio-Demographic Factors on Neo-Bank Adoption
    - To examine the influence of socio-demographic factors such as age, gender, income, education level, and occupation on the decision to adopt or reject neo-banks.
    - To understand whether specific demographic groups in Mumbai are more or less inclined to trust and use neo-banking services..

5.2 Data Collection Method

To investigate the consumer perception and adoption of neo-banks in Mumbai, a mixed-methods approach will be employed. This approach combines both qualitative and quantitative research techniques to gain a comprehensive understanding of the factors influencing consumer behavior. The following data collection methods will be utilized:

1. Survey/Questionnaire (Quantitative Method)

A structured survey will be designed to gather quantitative data from a large number of consumers in Mumbai. The survey will focus on collecting information related to:

- Demographics: Age, gender, income, education, occupation, and digital literacy.
- Consumer Awareness: Knowledge of neo-banks and their services.
- Perceptions of Trust and Security: How secure and trustworthy consumers perceive neo-banks.
- Factors Influencing Adoption: Motivating factors such as convenience, fees, and customer experience.
- Barriers to Adoption: Concerns or challenges that hinder consumers from adopting neo-banks, including technological, psychological, and social factors.
- Post-Adoption Behavior: Experiences and satisfaction levels of those who have already adopted neo-banks.

2. In-Depth Interviews (Qualitative Method)

In addition to the survey, in-depth qualitative interviews will be conducted to gather more detailed insights into the consumer's attitudes, experiences, and decision-making processes regarding neo-banks. The interviews will provide deeper insights into:

- Personal Experiences: Consumers' experiences using or considering neo-banks.
- Motivations and Concerns: What drives or hinders individuals from adopting neo-banks, including emotional factors, trust, and perceptions of security.
- Social Influences: The role of family, friends, and peers in shaping banking preferences.
- Consumer Expectations: What consumers expect from neo-banks and how they compare digital-only banks with traditional banks.

.3. Focus Group Discussions (Qualitative Method)

Focus group discussions will be held to encourage group interactions and generate discussions around consumers' experiences and perceptions of neo-banks. This method allows researchers to observe group dynamics and capture collective opinions and attitudes towards digital-only banking.

Focus Group Themes:

- Group Perception: How participants in the group collectively perceive the concept of neo-banks.
- Adoption Drivers: What factors would convince the group members to adopt neo-banks (e.g., trust, convenience, better interest rates).
- Barriers to Adoption: Group discussions on the challenges or concerns regarding security, technological difficulties, and the lack of physical presence.
- Post-Adoption Feedback: If some group members are already using neo-banks, discussing their satisfaction and experiences.

4. Secondary Data Collection (Desk Research)

Secondary data will be collected to provide context for the primary data gathered through surveys, interviews, and focus

groups. The secondary data will help understand broader trends in the Indian banking sector and the adoption of digital financial services.

Sources:

- Industry reports and publications from financial institutions, government agencies (e.g., RBI, IBA), and consulting firms.
- Academic journal articles on consumer behavior, adoption of digital banking, and financial technology.
- News articles, market analysis reports, and research papers on the neo-banking sector.

Data Analysis

- Quantitative Data: The survey data will be analyzed using statistical methods, including descriptive statistics (mean, frequency, percentage) to summarize the data, and inferential statistics (chi-square test, correlation analysis) to draw conclusions about relationships between variables such as age, income, and adoption behavior.
- Qualitative Data: The interview and focus group data will be analyzed through thematic analysis to identify common themes, patterns, and insights regarding consumer perceptions, motivations, and barriers to adoption. NVivo or a similar qualitative data analysis tool may be used to assist in coding and categorizing the data.

5.3 SCOPE OF THE STUDY

The scope of this study on consumer perception and adoption of neo-banks in Mumbai city is defined by several key parameters, which outline the boundaries within which the research will be conducted. These parameters encompass the geographical area, target population, time frame, and specific focus areas of the study. By setting these boundaries, the study will remain focused on addressing the research questions while acknowledging the limitations of the research design.

1. Geographical Scope

The study will focus specifically on Mumbai, the financial capital of India, which is a major urban hub with a diverse population that uses a wide range of financial services, including traditional and digital banking. Mumbai presents a unique setting for this research due to its high level of economic activity, tech-savvy population, and its status as a key driver of digital innovation in India..

2. Target Population

The study will primarily target urban consumers in Mumbai, including individuals from various socio-economic backgrounds who are either users or non-users of neo-banks. This target population will include:

- Consumers Aged 18 and Above
- Diverse Demographics
- Both Users and Non-Users of Neo-Banks

3. Time Frame

The study will be conducted over a specific period, which includes both primary data collection and analysis. The time frame for the research is as follows:

- Data Collection Period.
- Data Analysis Period.

4. Focus Areas

The study will focus on several key aspects of consumer perception and adoption of neo-banks, with an emphasis on:

1. Awareness and Knowledge of Neo-Banks
2. Trust and Security Concerns.
3. Motivating Factors for Adoption.
4. Barriers to Adoption
5. Impact of Digital Literacy:

6. Contribution to Existing Knowledge

This study will contribute to the body of literature on digital banking, consumer behavior, and financial technology, with a specific focus on the Indian context, particularly in Mumbai. The research will provide valuable insights into the adoption patterns, barriers, and perceptions surrounding neo-banks, contributing to the understanding of how urban Indian consumers engage with digital-only financial services..

DATA ANALYSIS AND INTERPRETATION

Age Group
30 responses
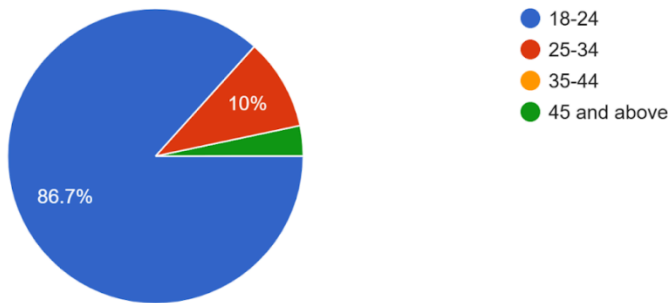
Data analysis:

1. 18-24 years (blue):86.7%
2. 25-34years (red):10%
3. 35-44 years (orange):0%
4. 45 and above years (green):3.3%

Interpretation: The majority of respondents (86.7) fall within the 18-24 age range ,indicating a younger audience

How often do you use mobile/online Banking in a month ?
30 responses
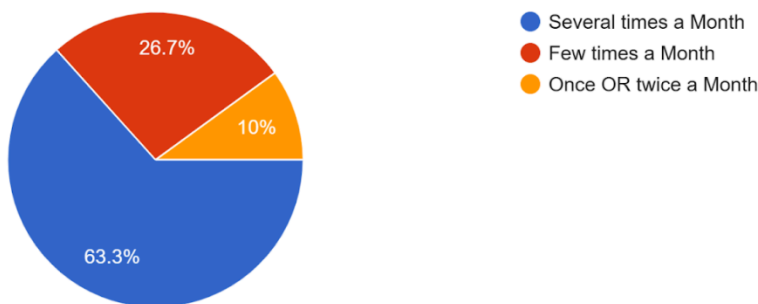
Data analysis:

1. .several times a month(blue):63.3%
2. Few times a month(red):26.7%
3. Once OR twice a month:10%

Interpretation: The survey capture uses of mobile/online banking in monthly bases and it is uses several times a months by highest percentage of 63.3

How Convenient are online banking services to you ?

30 responses
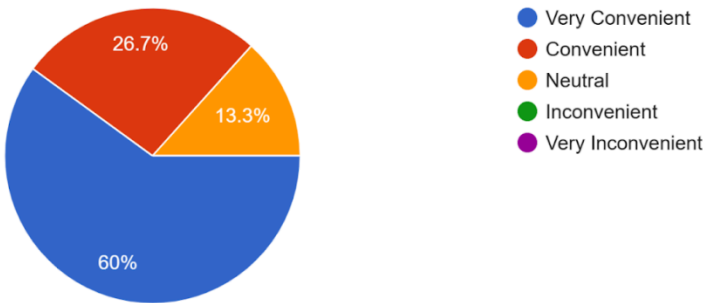
1.

Data analysis

1. Very convenient(blue):60%
2. Convenient(red):26.7%
3. Neutral(orange):13.3%
4. Other(green and purple):0%

Interpretation:By the highest percentage of 60% in the survery it is very convenient to use online banking services.

How comfortable are you with using online banking services ?
30 responses
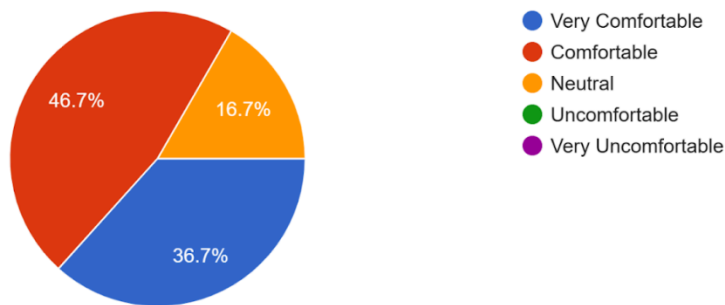
Data analysis:

1. Very comfortable(blue):36.7%
2. Comfortable(red):46.7%
3. Neutral(orange):16.7%
4. Other(green and purple):0%

Interpretation:A significant majority (46.7%) of respondents have made a comfortable while using online banking services, remaining 36.7% are very comfortable and 16.7% are neutral

On a scale of 1 to 5 how much do you trust online banking services ?

30 responses
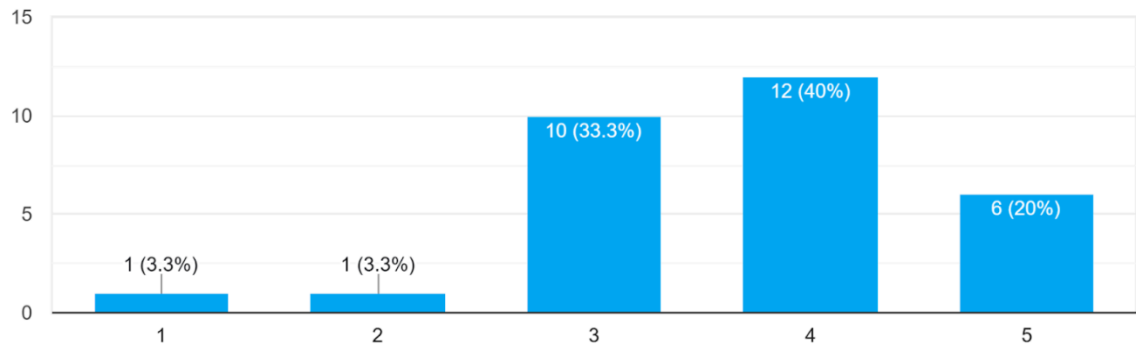
Data analysis:

1. Scale 1-2:3.3%
2. Scale 2-3:33.33%
3. Scale 3-4:40%
4. Scale 4-5:20%

Interpretation: Gather survey data where respondents rated their trust in online banking on a scale from 1 to 5 mostly customers trust between scale 3-4 (40%).

Have you heard about NEO Banks ?
30 responses
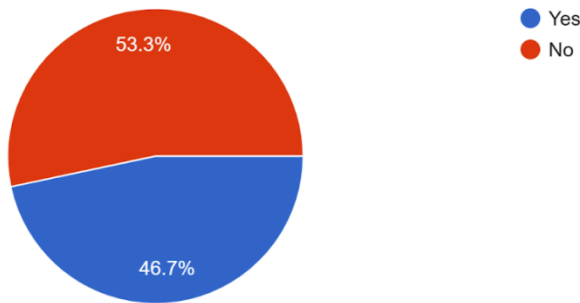
Data analysis:

1. Yes(blue):46.7%
2. No(red):53.3%

Interpretation:46.7% people heard about NEO Banks and rest 53.3% people not heard about it.

If yes, would you like to switch to NEO Banks in the Future ?
28 responses
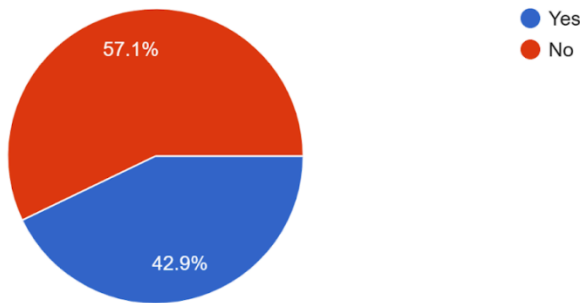
Data analysis:

1. Yes(blue):42.9%
2. No(red):57.1%

Interpretation: By the gathered survey 42.9% people like to switch to NEO banks in the future but 57.1% don't want to switch to NEO banks in the future.

Which factors would influence your decision to choose a specific NEO Bank service provider ?
30 responses
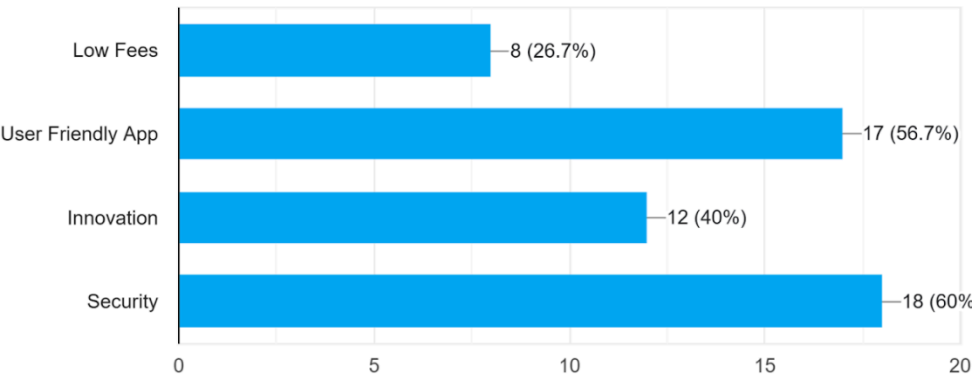
Data analysis:

1. Low fees:26.7%
2. Users friendly:56.7%
3. Innovation:40%
4. Security:60%

Interpretation: By survey 60% customers influence there decision to choose a specific NEO bank service provider by security.By user friendly 56.7%, by innovation 40% and low fees 26.7%.

Which of the following sources have you or used ?

30 responses
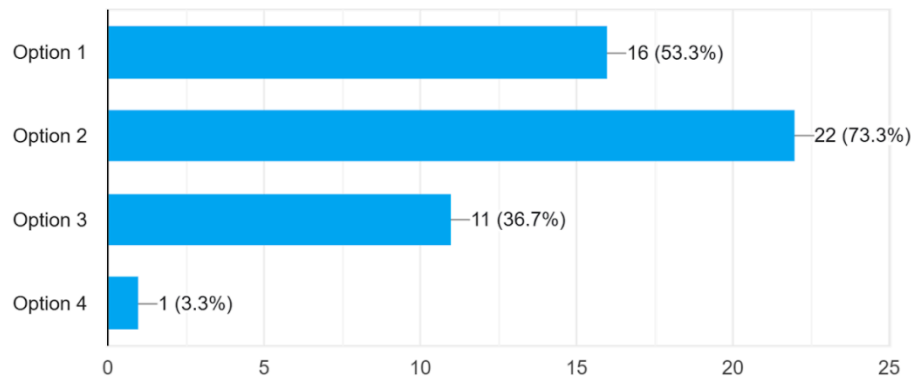
Data analysis:

1. Option 1(VISA):53.3%
2. Option 2(PAYTM):73.3%
3. Option 3(RAZORPAY):36.7%
4. Option 4(JUPITER):3.3%

Interpretation:by survey the most used source of online banking is paytm(73.3%) by others .

7.CONCLUSION

The study on consumer perception and adoption of neo-banks in Mumbai highlights key factors influencing adoption, such as trust, security, and socio-demographic differences. While younger, tech-savvy consumers are more inclined to adopt, concerns about data privacy and lack of physical branches remain barriers. Targeted marketing, robust security, and personalized services can help build trust and enhance adoption. By addressing these challenges, neo-banks can foster long-term customer loyalty and thrive in Mumbai's market.

7.1 LIMITATIONS

In a research paper focusing on the study of consumer perception and adoption of neo banks in Mumbai city, it's important to clearly define the limitations of your study. Limitations indicate the constraints or boundaries of your research, providing context for interpreting your findings. Here are some potential limitations for this specific topic:

1. Geographical Limitation

- Scope Restricted to Mumbai: The study focuses solely on Mumbai, which may not represent the broader consumer perception across other cities in India. The findings might not be generalizable to rural areas or smaller urban regions, where the adoption rates or perceptions might differ.
- Urban Bias: Mumbai is a major metropolitan area, and consumer behavior in larger cities may differ significantly from those in Tier 2 or Tier 3 cities, limiting the applicability of results nationwide.

2. Sampling Limitations

- Limited Sample Size: If your sample size is small or not diverse enough (e.g., primarily tech-savvy individuals or people with access to digital banking), it may not represent the entire population's perception or adoption of neo banks.
- Demographics: The research may have limitations in terms of demographic representation (age, income, education level, etc.), which could influence consumer attitudes toward neo banks. For instance, younger people might be more inclined to adopt neo banking services than older generations.

3. Time Frame

- Changing Market Dynamics: The financial landscape, including consumer preferences, can evolve rapidly. A study conducted over a short period may not capture long-term shifts or the impact of emerging trends (such as the entry of new players or regulatory changes in the fintech industry).
- Technological Advancements: Given the fast pace of technological innovation in the financial sector, the findings could be outdated by the time the research paper is published, especially if there are major disruptions in the neo banking sector.

4. Consumer Awareness and Education

- Lack of Awareness: Consumer perception is heavily influenced by the level of awareness. Many consumers in Mumbai may not fully understand neo banks or may confuse them with traditional digital banking options, which could skew the results.
- Misunderstanding of Neo Banks: Since neo banks are still a relatively new concept, there might be confusion in the way respondents understand or perceive them, potentially affecting the quality of the data.

7.2 FUTURE SCOPE OF TOPIC

The future scope of studying consumer perception and adoption of neo-banks in Mumbai includes exploring their expansion to rural areas, conducting longitudinal studies on customer retention, and examining the impact of technological innovations like AI, ML, and blockchain. Research could also compare neo-banks with traditional banks and investigate behavioral economics to understand psychological factors influencing adoption, such as emotional attachment and risk perception. This would provide insights into the evolving digital banking landscape.

8.REFERENCES

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- **PwC India** - PwC India Banking and Capital Markets
- **McKinsey & Company** - McKinsey on Digital Banking
- **Business Standard** - Neo Banks in India
- **Finextra** - Finextra News on Digital Banking
- **The Economic Times** - Fintech & Neo Banks
- **Livemint** - Digital Banking Articles

10. User Behavior analysis in E -banking services Between Millennial and Gen "Z": A case of Mumbai Suburban

Mahek Jasani
Student
Atharva Institute of Management Studies
mahek.jasani24-26@atharvaims.edu.in

HRISHIK SANJAY PAWAR
Student
Atharva Institute of Management Studies
hrishik.pawar24-26@atharvaims.edu.in

Shreyash Pednekar
Student
Atharva Institute of Management Studies
shreyash.pednekar24-26@atharvaims.edu.in

Abstract

The rapid digital revolution of financial services has had a substantial impact on user behaviour across generational groups. This study examines and contrasts the e-banking behaviour of Millennials and Generation Z in Mumbai's suburbs, focusing on their preferences, adoption trends, and problems. A mixed-method approach is used to collect primary data through surveys and interviews, which are supplemented by secondary data from industry publications. Key variables include simplicity of use, security concerns, trust, digital literacy, and transaction frequency. The findings show generational disparities in platform preferences, transaction behaviours, and attitudes toward upcoming banking technologies such as AI-powered support and cryptocurrency integration. The study provides significant data for financial institutions to customize their digital banking services to meet the increasing expectations of different consumer segments, thereby improving user experience.

Keywords: E-banking, User Behaviour, Millennials, Gen Z, Digital Banking, Mumbai Suburban.

Introduction

Digital banking's explosive expansion has completely changed the financial industry by providing consumers with smooth, effective, and intuitive services. With the rise of smartphones, better internet access, and fintech developments, electronic banking, or e-banking, has become a crucial component of everyday financial operations. Millennials (born 1981–1996) and Generation Z (born 1997–2012) are two generational groups that exhibit varying levels of adoption and consumption of e-banking services. Banks and other financial organizations that want to improve client engagement, service offerings, and user experience must be aware of these distinctions.

After switching from traditional to digital banking, millennials place a high importance on security and convenience, frequently using online financial tools and mobile banking apps. On the other hand, Gen Z, being digital natives, exhibit greater flexibility in adjusting to new technologies like banking powered by artificial intelligence. The purpose of this study is to examine and contrast how Gen Z and Millennials in Mumbai Suburban adopt and use e-banking services. Key elements like usability, security perceptions, trust levels, the frequency of digital transactions, and the effects of technical improvements are all examined. In order to help banks and fintech companies create customized strategies, enhance digital banking experiences, and efficiently handle consumer problems, the study aims to detect generational disparities.

Research problem
The purpose of this study is to examine and contrast how Gen Z and Millennials in Mumbai Suburban adopt and use e-banking services. In order to help banks and fintech companies create customized strategies, enhance digital banking experiences, and efficiently handle consumer problems, the study aims to detect generational disparities.

Literature Review

Citation
Srivastava, S., Mohta, A. and Shunmugasundaram, V. (2024), "Adoption of digital payment FinTech service by Gen Y and Gen Z users: evidence from India", *Digital Policy, Regulation and Governance*, Vol. 26 No. 1, pp. 95-117. https://doi.org/10.1108/DPRG-07-2023-0110

Purpose
This study aims to evaluate the users' behavioral intention toward the acceptance and adoption of digital payment FinTech services in India. The study also compares the differences in Gen Y and Gen Z's intention to adopt digital payment FinTech services.

 Pranav Sawant., Bhushan Terdal., and Sanket Pupala, "A Study of Investment Behavior of Millennials in Mumbai City" Volume 11 ~ Issue 8 (2023) pp: 177-182. https://www.questjournals.org/jrbm/papers/vol11-issue8/1108177182.pdf

Purpose

The aim of this research study is to understand the relationship between investment decisions amongst MILLENNIAL investors. A hypothesis testing was done to analyze the behavioral biases such as financial literacy, herding, risk attitude, investment decisions and information search to study the linkages making strategic judgements and formulating trading rules is made easier by analyzing the behavioral elements in conjunction with the decision-making abilities of millennial investors.

Objective:

1. The primary objective of this research is to compare and analyse the behavioural patterns between Millennials and Gen Z in using e-banking services. To investigate Mumbai Suburban Millennials' and Gen Z's e-banking adoption trends.

2. To examine the main determinants of their behaviour, such as technical advancements, ease, and security.

3. It aims to identify key factors affecting their adoption, trust, and satisfaction levels while assessing their concerns regarding security and ease of use. To determine how trust, preferences, and usage of digital banking services vary by generation.

4. The study also seeks to provide insights for financial institutions to enhance user experience and engagement. To offer suggestions to banks on how to improve customer happiness and user experience.

Data Collection Method

A quantitative research approach is adopted, using a structured questionnaire to collect primary data from Millennials and Gen Z respondents. The survey covers aspects such as frequency of e-banking usage, preferred services, security concerns, and satisfaction levels. The collected data will do analysing using statistical methods to identify trends and differences between the two cohorts.

A structured online questionnaire was designed to gather insights from users of E-banking services. The survey consisted of multiple-choice questions, Likert scale ratings (1-5), and ranking questions.

The survey was distributed through online platforms such as Google Forms, and social media.

The findings of this study will help financial institutions refine their digital banking strategies to meet evolving user expectations and improve customer satisfaction.

Scope Of the Study

1. Geographical Focus:

Mumbai Suburban Area: The study is confined to users residing in Mumbai's suburban regions, providing insights into the behaviour of residents in a rapidly developing urban periphery.

2. Target Population:

Generational Groups:

Millennials: Typically defined as individuals born between the early 1980s and mid-1990s.

Gen Z: Generally defined as individuals born from the mid-1990s to the early 2010s.

The study will examine both groups, comparing their attitudes, preferences, and adoption patterns of e-banking services.

3. Focus on E-Banking Services:

The research centres exclusively on digital banking platforms and services such as online banking, mobile banking apps, digital wallets, and other fintech solutions.

Traditional banking practices and offline banking behaviour are not within the study's purview.

4. Behavioural Aspects Covered:

Adoption Patterns: How quickly and readily each generation adopts e-banking technologies.

Usage Behaviour: Frequency, features used, and patterns of e-banking transactions.

Influencing Factors: Examination of factors such as security concerns, convenience, user interface experience, customer service, and promotional offers.

Barriers and Challenges: Analysis of issues like technical difficulties, security apprehensions, or trust deficits that might affect usage.

5. Data Collection Methods:

Primary Data: Surveys, interviews, or focus groups conducted with users from both generational cohorts in Mumbai Suburban.

Secondary Data: Review of existing literature, bank reports, and digital banking trends relevant to the region and the two demographic groups.

6. Time Frame:

The study is reflective of the current trends and behaviors in the digital banking space at the time of the research. It does not account for longitudinal changes over extended periods beyond the scope of the current investigation.

7. Limitations:

Geographical Limitation: Findings may not be generalizable to users in other regions or rural areas.

Generational Scope: The focus is solely on Millennials and Gen Z, thereby excluding insights from older demographics.

Rapid Technological Changes: Given the fast pace of innovation in e-banking, the behaviours observed might evolve quickly beyond the study period.

This scope helps delineate the boundaries of your research, ensuring that your analysis is focused and relevant to the targeted demographic and geographic area

11. A COMPARATIVE ANALYSIS OF CONSUMER PREFERENCE AND SATISFACTION LEVEL BETWEEN OTT (OVER THE TOP) AND TRADITION CINEMA

Anshu Kapildev Chauhan (Atharva Institute of Management Studies)
Bhavesh Madhukar Kathar (Atharva Institute of Management Studies)
Rani Kishan Jadhav (Atharva Institute of Management Studies)

Abstract

Due to intense rivalry, Netflix, Disney, Amazon Prime, and VIU are predicted to outlaw movie traditional cinema. Conventional movie businessmen attribute the downfall of the film industry to the COVID-19 pandemic. In terms of accessibility and distribution, streaming services resemble websites more than television and movie cinema. Streaming platforms have changed the way people watch TV and movies by giving them greater choice over the content they choose and consume. This study contrasts the viewing satisfaction of OTT video providers with that of movie cinema. Understanding consumer choices and entertainment requires satisfaction. The factors influencing viewers' preferences and entertainment choices can be found by examining and contrasting the satisfaction levels of the two media. This study was quantitative and survey-based. In Greater Jakarta (Jakarta-Bogor-Depok-Tangerang-Bekasi), OTT users and moviegoers were polled. The survey from June 2024. OTT and movie-going satisfaction are compared in this study.
Impact of over-the-top video providers on viewing satisfaction and its effect on watching a movie in cinema: Bridging preferences and challenges.

KEYWORDS: Ott, Traditional cinema, Consumer preference ,Satisfaction

Introduction

In India, viewing movies and other digital entertainment is seen as a regular pastime and a component of our way of life that allows us to unwind and take a break from our demanding jobs. The primary factor is the media used to watch the films and television shows. From the 1990s until the 2010s, the two main ways that people watched movies were on television and in traditional cinema .As a result, viewing movies on TV and in traditional cinema became commonplace. The OTT players have established a strong position as the primary medium and source for streaming web series, movies, and a wide range of other digital material. Additionally, the COVID-19 epidemic hastened the OTT wave by pushing traditional cinema to close. The main driver of the competition between cinema and over-the-top (OTT) platforms during the last three to four years since 2019 has been the movement in customer preferences towards consuming digital content. For a number of reasons, including economic value, diversity of material available, and ease of use, people have shifted to over-the-top (OTT) services. Therefore, this supports the necessity of this research study to understand why individuals prefer OTT platforms and traditional cinema and to examine the reasons for the change in consumer behaviour.

Literature review
Kumar et al. (2024) The findings emphasize how important it is to understand how factors like cost, quality, and demography interact to affect subscription choices. By using this data, service providers in this fiercely competitive industry can enhance and personalize their offerings, boosting subscriber retention and customer happiness.
Susilo et al. (2024) The results will assist industry participants in making decisions on the creation, dissemination, and enhancements to the user experience of content. This study adds to the conversation about consumer satisfaction and the future of entertainment consumption.
G. A. Kumar and Panduranga (2024) Through a primary survey of 200 respondents, this study analyzes six aspects (content quality, user interface, etc.) to determine how satisfied customers are with OTT platforms in Ballari city. The results show favorable correlations between the characteristics and consumer satisfaction**.**

Simlote et al. (2024) In this article, the history of entertainment consumption is compared between cinema and over-the-top (OTT) platforms. The technological, societal, and audience-driven reasons that are driving the transition from traditional cinema to streaming services are examined, with particular attention to the increasing importance of OTT.

Research Gap

While OTT platforms offer convenience and personalized content, traditional cinemas provide an immersive experience and social engagement. However, limited research compares consumer preferences and satisfaction levels between these two entertainment mediums. Existing studies often focus on either OTT or cinema individually, lacking a direct comparative analysis. This gap necessitates an in-depth study to understand evolving consumer behavior and satisfaction determinants.

RESEARCH METHODOLOGY:

This is a descriptive research study conducted through 32 respondents. The primary data is collected through an online survey of the audience of Traditional Cinema and OTT platforms. The rationale behind choosing this technique is to keep control of the quality of responses and to ensure that relevant target audience only are chosen for data collection. The Secondary data was collected from Charts, percentage table, etc

OBEJECTIVES:

1. To find the viewers preference between OTT (over the top) and Traditional Cinema
2. To find the satisfaction level of viewers based on various factors of OTT and Traditional Cinema

HYPOTHESIS:

Null Hypothesis (H_0):

There is no significant difference in consumer preferences and satisfaction levels between OTT platforms and traditional cinema.

Alternate Hypothesis (H_1):

Consumer preferences and satisfaction levels significantly differ between OTT platforms and traditional cinema, with one being preferred over the other.

These hypotheses would guide your study and help you test if the differences in consumer preferences and satisfaction are statistically significant or if both platforms are similarly rated by consumers.

Data Collection Method Adopted

This research employs both primary and secondary data collection methods.

1. Primary Data Collection (Survey Method):
Survey Instrument: A structured questionnaire was designed using Google Forms.

2. Secondary Data Collection:
Sources Used :Research papers, journal articles, and academic publications were used.

Sampling Method Adopted

The sampling methods used were as follows:
1. Sampling Technique:Non-Probability Sampling – Convenience Sampling was used.

2. The study targeted viewers who were available and willing to participate in the survey.
 Sample Size:100 to 150 respondents (to ensure a representative sample of viewers).

A minimum of 30 responses is required for statistical analysis.

SCOPE OF THE STUDY

 The scope of this study focuses on comparing consumer preferences and satisfaction with OTT platforms and traditional cinemas, examining factors like convenience, cost, content variety, and overall viewing experience. It aims to understand how demographic and behavioral influences shape these choices and experiences

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DATA ANALYSIS AND INTERPRETATION

2. What do you prefer most among the following?

32 responses
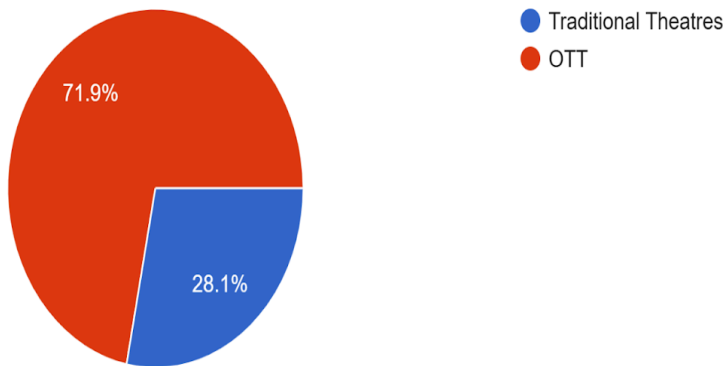
the data collected and represented through graphs and pie chart

Sr no	Respondent Preference	Percentage of respondent
1.	OTT	71.9%
2.	TRADITIONAL CINEMA	28.1%
	Total	100%

OTT Platforms (71.9%): A significant majority of the respondents, approximately 23 out of 32, prefer OTT platforms over traditional theatres. This suggests that more people are inclined towards the convenience and accessibility provided by OTT services. Factors contributing to this preference could include flexibility in viewing time, a wide range of content, and the comfort of watching from home.

Traditional Theatres (28.1%): Only about 9 respondents prefer watching content in traditional theatres. Although fewer in number, this segment likely values the cinematic experience, including the large screen, superior sound quality, and the social aspect of watching movies in theatres.

Possible Interpretations:
OTT Dominance: The high percentage in favor of OTT platforms reflects the growing trend of digital streaming services, especially after the pandemic, which accelerated the shift from theatres to home entertainment.

Niche for Theatres: Despite the lower percentage, traditional theatres still hold appeal, particularly for blockbuster movies, social outings, and the immersive experience they provide.

Demographic Influence: The preference might also be influenced by age groups, with younger audiences typically leaning towards OTT platforms, while older demographics might still favor the theatrical experience.

3. How satisfied you are with the given factors in OTT (Over The Top) Streaming ?

This bar graph illustrates user satisfaction with various factors in OTT (Over The Top) streaming services, categorized into Highly Satisfied (blue), Satisfied (red), Neutral (yellow), Dissatisfied (green), and Highly Dissatisfied (purple).
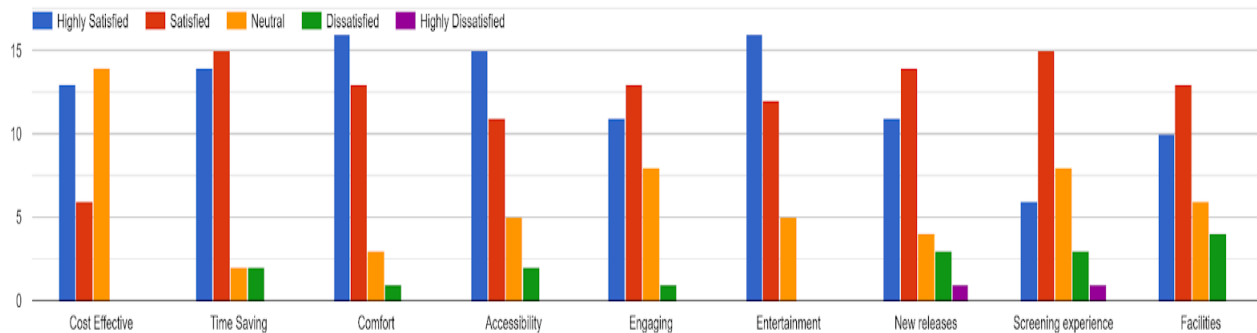
Cost Effectiveness: The graph shows that a large portion of users are highly satisfied and satisfied, indicating that many find OTT platforms affordable. Neutral responses are also significant, while very few are dissatisfied, suggesting that cost is generally perceived as reasonable.

Time Saving: Most users are highly satisfied and satisfied, indicating that OTT services are seen as time-efficient. There are some neutral responses, but very few dissatisfied users, showing that OTT platforms are generally successful in saving time for viewers.

Comfort: This factor has the highest number of highly satisfied users, reflecting that OTT platforms offer a comfortable viewing experience. Satisfied responses are also high, while neutral and dissatisfied responses are minimal, emphasizing user comfort as a key strength.

Accessibility: There is a strong satisfaction level, but a noticeable number of neutral and dissatisfied responses. This indicates that while many find OTT platforms accessible, some users face challenges in accessing content or services.

Engaging Content: Most users are satisfied or highly satisfied, but there is a notable neutral group. Dissatisfaction is minimal, suggesting that while content is engaging for many, there is room to enhance user engagement further.

Entertainment Value: This factor receives the highest satisfaction levels, with many users highly satisfied, indicating that OTT platforms are considered entertaining and fulfilling.

New Releases: While many users are satisfied, there is a slight increase in dissatisfaction compared to other categories. This may point to delays, frequency, or quality of new releases as a concern for some users.

Screening Experience: This factor shows the highest dissatisfaction levels, with several users expressing dissatisfaction and some highly dissatisfied. This suggests that the quality of streaming, technical performance, or user interface needs improvement.

Facilities: There is a mixed response, with a notable portion of neutral and dissatisfied users. This indicates that the facilities or additional features offered by OTT platforms may not fully meet user expectations.

Overall: Users are mostly satisfied with comfort, entertainment value, and cost-effectiveness. However, improvements are needed in accessibility, screening experience, and facilities to enhance the overall OTT streaming experience.

4. How satisfied you are with the given factors in Traditional Cinema?
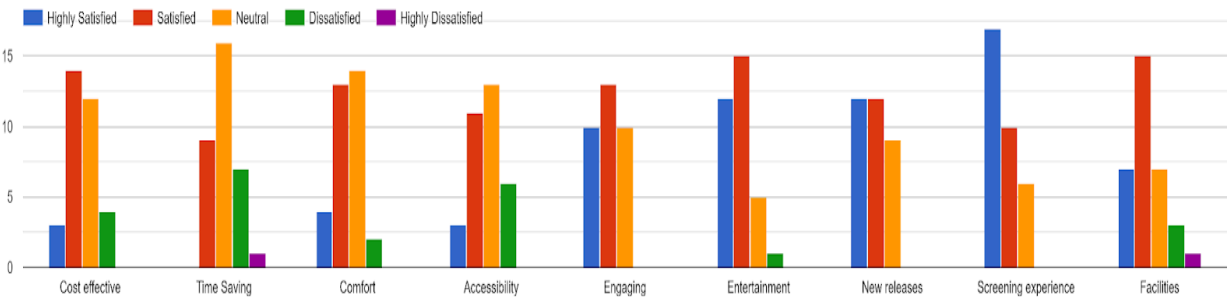
Cost Effective: This factor likely refers to the affordability of OTT services compared to traditional cable or satellite TV. The satisfaction level here seems to be high, as indicated by the taller bars for traditional cinema is more toward "Satisfied."

Time Savings: OTT services often allow users to watch content on-demand, saving time compared to scheduled programming. The satisfaction level appears to be neutral.

Comfort: This factor probably relates to the convenience of watching content from home or on the go. The satisfaction level seems neutral to satisfied.

Accessibility: OTT platforms are accessible on various devices, which likely contributes to neutral to satisfaction levels.

Engaging: This could refer to how engaging the content is. The satisfaction level appears to be moderate to satisfied.

Entertainment: The overall entertainment value provided by OTT services seems to be satisfying for users.

New releases: The availability of new content, such as movies and TV shows, is likely a significant factor. The satisfaction level here is high.

Screening experience: This might refer to the quality of the streaming experience, including video and audio quality. The satisfaction level appears to be highly satisfied.

Facilities: This could refer to additional features like offline downloads, multiple profiles, etc. The satisfaction level seems to be moderate.

Overall, the graph indicates that users are generally satisfied with OTT streaming services, particularly with factors like cost-effectiveness, comfort, accessibility, and new releases. However, there may be room for improvement in areas like engagement and facilities.

	Satisfaction level of OTT	Satisfaction level of traditional cinema
Cost Effectiveness	Neutral	Satisfied
Time Saving	Satisfied	Neutral
Comfort:	Highly satisfied	Neutral
Accessibility	Highly satisfied	Neutral
Engaging Content	Satisfied	Satisfied

Entertainment	Highly satisfied	Satisfied
New Releases	Satisfied	Satisfied
Screening Experience	Highly satisfied	Satisfied
Facilities	Satisfied	Satisfied

CONCLUSION

The research analyses the major shift towards OTT (Over The Top). It has proven considerably based on the findings of this comparative study. The OTT platform has secured prime position in terms of entertainment and satisfying the viewers.

The pie chart clearly indicates a strong preference for OTT platforms among the respondents, highlighting the increasing shift towards digital consumption of content. However, traditional theatres continue to maintain a loyal, albeit smaller, audience segment.

Limitation Of The Study

- Subjectivity in Preferences – Individual tastes, demographics, and personal biases impact consumer choices and satisfaction levels.
- Sampling Bias – Differences in age, location, and accessibility create challenges in comparing OTT and traditional cinema audiences.
- Evolving Trends – Rapid technological advancements and shifting consumer behaviors make findings time-sensitive.
- Measurement Challenges – Satisfaction levels are difficult to quantify due to differing metrics for OTT (subscriptions) and cinema (box office).
- External Influences – Factors like the COVID-19 pandemic, economic conditions, and internet accessibility impact viewing habits.
- Social & Psychological Factors – The communal experience of cinema versus the convenience of OTT affects consumer satisfaction differently.

Future Scope of The Study

The future scope of this analysis will explore the potential convergence of OTT platforms and traditional cinemas, with cinemas offering streaming options for on-demand content. It will also examine the impact of emerging technologies such as virtual reality (VR) and augmented reality (AR) on consumer preferences and satisfaction. The role of personalized content recommendations and AI in shaping future viewing experiences will be a key focus. Furthermore, global trends, such as the rise of mobile viewing and shifting cultural attitudes, will be studied to predict how entertainment consumption will evolve.

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12. Research On Investor Preferences and Decision-Making in Mutual Fund Investments

Vaibhav Harishchandra Matkar

Student, Atharva Institute of Management Studies

Jaydeep Jalindar Sable

Student, Atharva Institute of Management Studies

Harikrishna Narasimham Vanja

Student, Atharva Institute of Management Studies

Abstract

Investors favor mutual funds for their professional management, diversification benefits, and flexibility. Despite the widespread use of mutual funds, there is limited research on key aspects such as how investors select funds, assess their risk tolerance, determine their investment horizons, and choose investment platforms. This study delves into the primary reasons for investing in mutual funds, highlighting high returns and portfolio diversification as top motivators. It also examines the types of mutual funds preferred by investors, with equity funds being the most favored. Additionally, the study explores the criteria investors use to select mutual funds, revealing the importance of recommendations from financial advisors, past performance, and online reviews/ratings. Peer recommendations play a lesser role in the decision-making process. The research investigates investors' risk tolerance levels, showing a preference for a balanced approach, with a notable portion willing to take significant risks for higher returns. Investment horizons are another critical aspect analyzed, indicating a preference for longer investment periods, with more than 5 years being the most favored timeframe. The study also sheds light on the platforms used for mutual fund investments, revealing that online investment platforms or apps are the most popular choice, followed by financial advisors/brokers. A smaller percentage of investors opt for direct investments through Asset Management Companies (AMCs), with banks being the least used platform. This comprehensive analysis seeks to better tailor financial products and services to meet mutual fund investors' expectations and requirements, ultimately enhancing their investment experience and satisfaction

Introduction

Mutual funds have become a popular investment vehicle due to their professional management, diversification benefits, and flexibility. These funds allow individuals to pool their money together, which is then managed by professional fund managers who invest in a diversified portfolio of assets. This approach not only helps in achieving potentially higher returns but also spreads the investment risk across various securities. Consequently, mutual funds have attracted a wide range of investors, from novice to seasoned ones.

Understanding the motivations and preferences of mutual fund investors is crucial for enhancing the investment experience and developing better financial products. Despite the widespread usage of mutual funds, there is limited research on key aspects such as how investors select funds, assess their risk tolerance, determine their investment horizons, and choose investment platforms. Addressing these gaps is essential to better serve investor needs and improve the overall mutual fund investment landscape.

This research aims to explore the primary reasons why investors choose mutual funds, the types of mutual funds they prefer the most, the methods they use to select mutual funds, their risk tolerance levels, their preferred investment horizons, and the platforms they use for mutual fund investments. By analyzing these aspects, the study seeks to provide comprehensive insights that can help financial advisors, investment firms, and policymakers better understand investor behavior and develop strategies to enhance the overall investment experience. Ultimately, the findings of this research will contribute to the creation of improved financial products and services that align with the expectations and requirements of mutual fund investors.

Literature Review

(ms manga kavya, 2024)

1. The swift increase of assets under management (AUM) in the mutual fund sector in India, from ₹10.11 trillion in 2014 to ₹58.91 trillion by May 2024, is examined in this paper. It examines elements including market conditions, investor preferences, and regulatory changes while concentrating on leading funds like ICICI Prudential Short-term Asset. The majority of investors are between the ages of 40 and 50, and a greater proportion of them are men, according to surveys conducted among 120 investors and financial institutions in Hyderabad and ICICI Bank reports. Many choose short-term, flexible mutual funds, while real estate and fixed deposits are the favored investment options. One of the main objectives is to finance children's education, with a focus on information sources and portfolio modifications.

(shahi, may 2024)

2. study examines the dynamics of mutual fund investor behavior, paying particular attention to variables such as market conditions, investing objectives, and risk tolerance. It draws attention to the influence of herd mentality and cognitive biases on decision-making processes and how they affect the performance of funds. The study gives advise on making well-informed investing decisions and offers insights into how investors react to market conditions through the use of empirical data and real-world scenarios.

(Ravina S, august 2024)

3. By examining investors' beliefs, practices, and understanding of mutual fund investments and brokerage services, this study seeks to enhance service quality and business expansion. Data was gathered via a questionnaire survey from 202 Chennai investors who were chosen as a convenience sample. The study offers suggestions for improving service quality and performance together with insights on investor decision-making preferences and criteria. The findings may not be as broadly applicable, though, due to the sample size and regional focus. The study also looks at how investors feel about mutual funds and brokerage services, which has ramifications for the financial industry.

(lofgren `ASA, 2024)

4. Investment decisions are perceived as more challenging by sustainability-motivated investors than by other participants in our representative sample of Swedish mutual fund investors. A third of sustainability-motivated people—38 percent—have never made an active investment in a sustainable fund. There exists a correlation between specific

investor traits and preferences for sustainable investments as well as the attention of investment selections. Sustainability is more important to young people and women than to others, and women choose investments with less consideration than males. Inattentive investors are less swayed by financial data while making decisions. Communication with this population may be more successful when nudges, such sustainability labels, are used.

(Aggarwal, april 18 2024)

5. A variety of options are available to investors in today's competitive investment environment, which makes decision-making more difficult. Among the many options, mutual funds are particularly appealing to laypeople because of their inexpensive, professionally managed, diversified portfolios. This study is to investigate the elements influencing investor decisions and the rationale behind mutual fund investments. The study's analysis of 70 respondents' answers revealed that individual characteristics including income, family size, age, and education affect investment decisions. A growing preference for mutual fund investments is noted in the study, and it is suggested that increased awareness may persuade individuals of all ages to include them in their portfolios. To ensure liquidity, safety, and returns, the mutual fund sector must be trusted.

(Haidari, December 2024)

6. The process of choosing investments is complicated and impacted by market conditions, outside variables, and cognitive biases. By integrating quantitative data with qualitative insights, this study employs a mixed-methods approach to investigate the causes, styles, and difficulties that influence financial outcomes. It looks at important factors such behavioural biases, risk tolerance, and outside factors like governmental regulations and the state of the economy. In order to attain long-term investing success, the study emphasizes the significance of managing obstacles such as information overload and uncertainty.

Research Gap

Despite the popularity of mutual funds, research gaps remain in understanding investor behavior, particularly in areas such as decision-making factors (online reviews, peer recommendations, goals), the influence of demographics (age, income, education), investment horizons, platform preferences (traditional vs. online), and behavioral biases (overconfidence, herd behavior). Addressing these gaps will improve financial products and services by providing deeper insights into investor preferences.

Objective

The objective is to explore how an investor's risk tolerance influences their preference for different types of mutual funds,

providing insights to help financial advisors tailor investment strategies to individual client needs.

Hypothesis

Null Hypothesis (H0): There is no significant relationship between an investor's risk tolerance and their preference for equity, bond, or money market mutual funds.

Alternative Hypothesis (H1): There is a significant relationship between an investor's risk tolerance and their preference for equity, bond, or money market mutual funds

Research Methodology

Research Design

This study employs a mixed-methods approach, combining quantitative data collection through online surveys (Google Forms) with qualitative insights obtained from secondary data analysis. The research design aims to provide a comprehensive understanding of investor preferences and decision-making in mutual fund investments.

Data Collection

The primary data for this study will be collected through an online survey distributed via Google Forms. The survey will be designed to gather quantitative data on the following aspects:

- Primary reasons for investing in mutual funds

- Preferred types of mutual funds

- Methods of selecting mutual funds

- Risk tolerance levels

- Preferred investment horizons

- Platforms used for mutual fund investments

The survey will include both closed-ended and Likert scale questions to capture the intensity of preferences and attitudes. Demographic information such as age, income, education, and investment experience will also be collected to analyze their impact on investment decisions.

Sampling

A stratified random sampling technique will be used to ensure representation across different demographic segments. The target population includes individual investors who have invested in mutual funds. The survey will be distributed through various online channels, including social media platforms, financial forums, and email lists, to reach a diverse group of respondents. The sample size will be determined based on the population size and the desired confidence level.

Data Analysis

The collected data will be analyzed using quantitative methods:

- Descriptive Statistics: Used to summarize and describe the basic features of the survey data, providing simple summaries about the sample and measures.

- Inferential Statistics: Employed to examine the relationships between demographic factors and investment preferences. Techniques such as correlation and regression analysis will be used to identify significant patterns and trends.

- Statistical Software: Tools like Excel will be used for data analysis to ensure accuracy and reliability of the results.

Secondary Data Analysis

In addition to the primary data collected through the survey, secondary data from existing literature, market reports, and data from financial institutions will be analyzed. This will provide context to the findings and help validate the survey results.

Scope of the Study

This study aims to comprehensively understand investor preferences and decision-making in mutual fund investments. It explores the primary reasons for investing in mutual funds, the preferred types of funds, methods of selecting mutual funds, investors' risk tolerance, investment horizons, and the platforms used for investments. The study targets individual investors who have invested in mutual funds, ensuring a diverse representation across demographic segments. By addressing these aspects, the research seeks to provide valuable insights that can help financial advisors, investment firms, and policymakers develop tailored financial products and services that better meet investor needs and expectations.

DATA ANALYSIS AND INTERPRETATION

1. What is your primary reason for investing in mutual funds ?
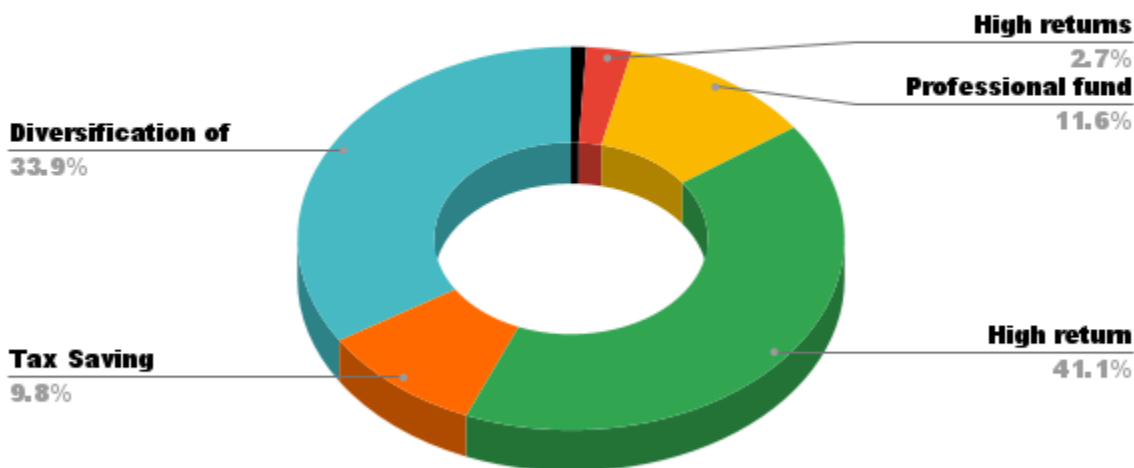
What is your primary reason for investing in mutual funds?" from a total of 111 responses. Here's a breakdown:

- **High return**: 41.4%
- **Diversification of portfolio**: 34.2%
- **Tax Saving**: 9.9% (Orange)
- **Professional fund management**: 11.7%
- **High returns**: 2.7%

This chart offers a visual representation of the most and least common reasons why people invest in mutual funds, with high returns and diversification being the top motivators.

2. Which type of mutual fund do you prefer the most ?
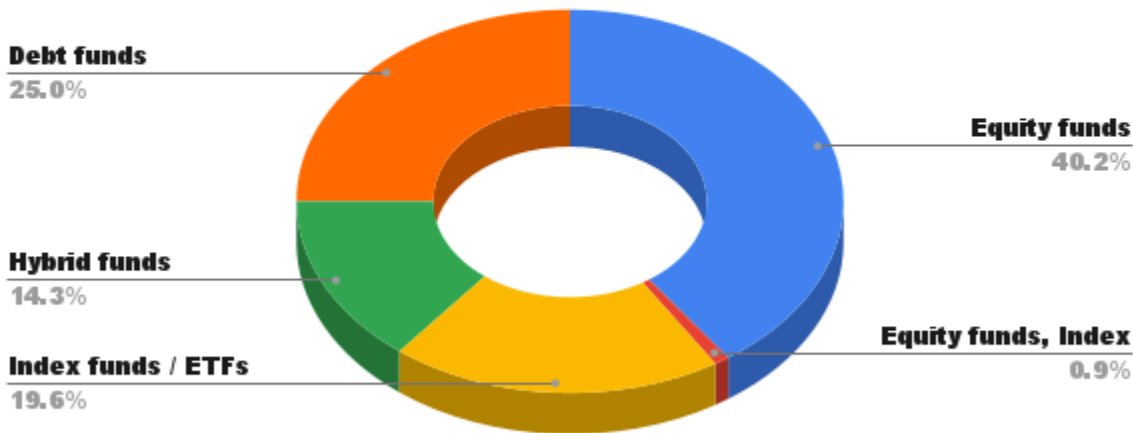
Which type of mutual fund do you prefer the most?" from a total of 111 responses. Here's the breakdown:

- **Equity funds**: 41.1%
- **Debt funds** : 25%
- **Index funds / ETFs** : 20.5%
- **Hybrid funds** : 13.4%

This pie chart visually represents the preferences of respondents regarding different types of mutual funds. As you can see, equity funds are the most preferred, followed by debt funds, index funds/ETFs, and hybrid funds. This kind of data can be valuable for financial analysts, investors, or companies offering mutual funds to understand market trends and customer preferences.

3. How do you usually select a mutual fund to invest in ?
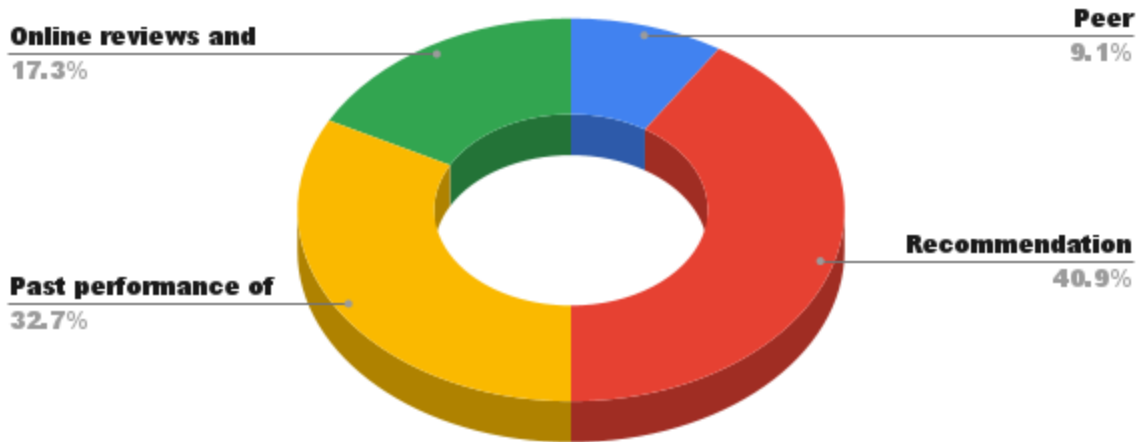
How do you usually select a mutual fund to invest in?" from a total of 111 responses. Here's the breakdown:

- **33%** of respondents base their selection on the past performance of the fund
- **40.4%** of respondents rely on recommendations from a financial advisor
- **17.4%** of respondents consider online reviews and ratings
- **9.2%** of respondents follow peer recommendations.

This chart provides a visual representation of the most common methods people use to choose mutual funds, highlighting the importance of financial advisors and past performance in investment decisions.

4. What is your risk tolerance for mutual fund investments ?
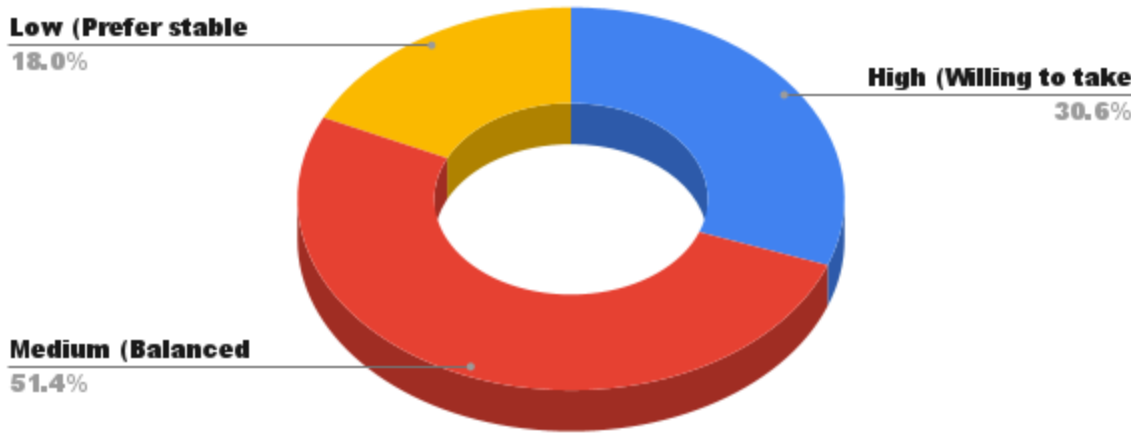
What is your risk tolerance for mutual fund investments?" There are 111 responses in total, and the chart is divided into three segments representing different levels of risk tolerance:

- **Low (Prefer stable returns)** accounts for 18% of the responses.
- **Medium (Balanced risk and returns)** accounts for 51.4% of the responses.
- **High (Willing to take significant risks for higher returns)** accounts for 30.6% of the responses.

This pie chart provides insight into the varying risk tolerance levels among individuals when it comes to mutual fund investments. It shows that the majority of respondents prefer a balanced approach (medium risk), while a smaller portion is inclined towards either low or high-risk investments. This information can be useful for financial advisors, investment firms, or individuals looking to understand general trends in investment behavior.

5. What is your preferred investment horizon for mutual funds ?
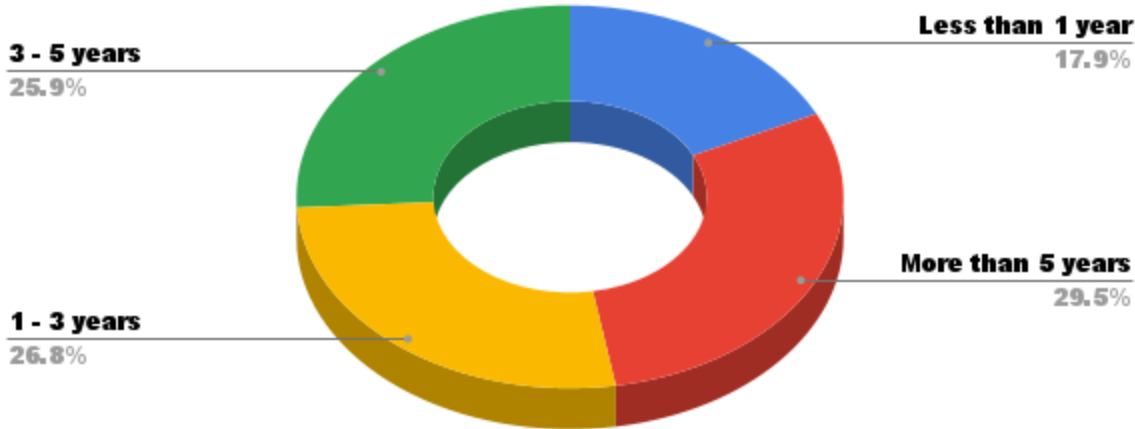
This pie chart illustrating the preferred investment horizons for mutual funds, based on 111 responses. Here's the breakdown:

- **Less than 1 year** : 18% of the respondents.
- **1 - 3 years**: 26.1% of the respondents.
- **3 - 5 years** : 26.1% of the respondents.
- **More than 5 years** : 29.7% of the respondents.

This chart offers insight into the timeframes individuals prefer when investing in mutual funds. Most people prefer longer investment horizons, with the majority of respondents favoring periods of more than 5 years. Understanding these preferences can be valuable for financial planners and investors when tailoring investment strategies and advice.

6. Which platform do you use for mutual fund investments ?

Directly through AMC
6.3%
Banks
3.6%

Financial advisor or
28.6%

Online investment
61.6%
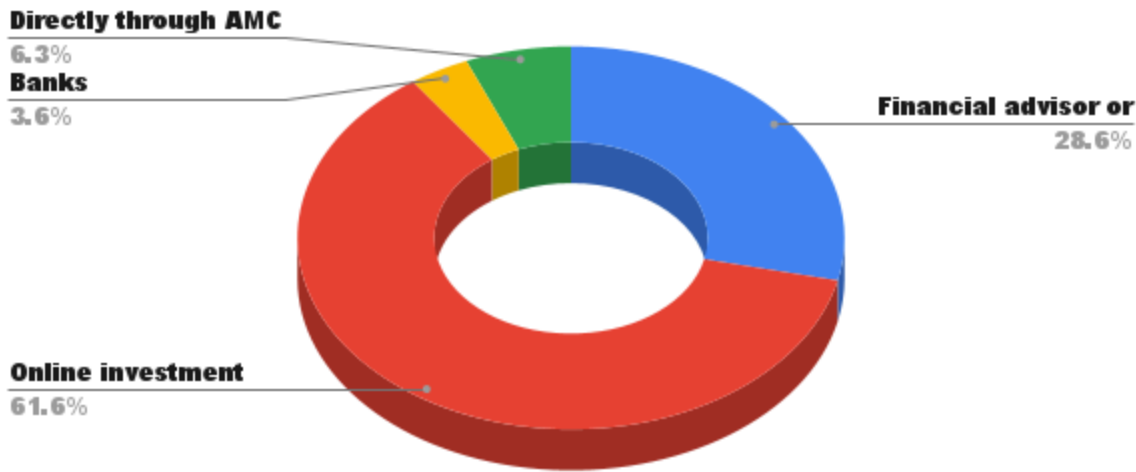
The results of a survey question about the platforms used for mutual fund investments. There are 111 responses in total. The pie chart is divided into four segments, each representing a different platform:

- **Online investment platforms or apps** : This is the largest segment, accounting for **61.3%** of the responses.
- **Financial advisor or broker** : This segment accounts for **28.8%** of the responses.
- **Directly through AMC (Asset Management Company)**: This segment represents a smaller portion of the responses.
- **Banks**: This is the smallest segment.

This chart provides insights into the preferred platforms for mutual fund investments among the respondents, highlighting the popularity of online investment platforms or apps. It can be useful for understanding trends in how people choose to invest in mutual funds.

Limitations

The study acknowledges potential limitations, such as the reliance on self-reported data, which may be subject to biases. Additionally, the findings may not be generalizable to all investor populations due to the specific sample used in the study.

<u>Conclusion</u>

The research on investor preferences and decision-making in mutual fund investments reveals key insights from 111 survey responses. The primary reasons for investing in mutual funds are high returns (41.4%) and diversification of portfolios (34.2%). Equity funds are the most preferred type (41.1%), followed by debt funds (25%).

Investors mainly rely on recommendations from financial advisors (40.4%) and past performance (33%) when selecting mutual funds. The majority have a medium risk tolerance (51.4%) and prefer longer investment horizons, with more than 5 years being the most favored (29.7%).

Online investment platforms or apps are the most commonly used platforms for mutual fund investments (61.3%).

These insights can help financial advisors, investment firms, and policymakers develop better financial products and services that align with investor needs and preferences.

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13 Shaping the future of Consumerism: Spending

Habits of Gen Z based on Purchasing Power and Technology

Student

        Karina Jaiswal, Department of Management Studies

        Atharva Institute of Management Studies karinajaiswal8555@gmail.com

Student

        Sangeeta Jakhad, Department of Management Studies

        Atharva Institute of Management Studies sangi.jakhad@gmail.com

Student

        Anushka Pantoji, Department of Management Studies

        Atharva Institute of Management Studies
        pantojianu2401@gmail.com

Abstract

Generation Z, being a digitally native generation, is transforming consumer behavior with its heavy reliance on technology and social media for shopping. Understanding their online purchasing patterns is crucial for businesses to align their marketing strategies with Gen Z's preferences.

While studies have explored the impact of e-commerce and social media on consumer behavior, there is limited research on how digital technologies, AI-driven recommendations, and purchasing power influence Gen Z's shopping decisions. This study aims to bridge this gap by analyzing their digital engagement and spending habits.

The primary objective of this study is to assess the role of personalized advertisements, AI product recommendations, and mobile apps in shaping Gen Z's purchasing decisions. Additionally, the study explores the extent to which social media platforms influence product discovery and consumer trust.

A survey-based approach was adopted, collecting primary data through a Google Forms survey from 57 Gen Z respondents using a random sampling method. Secondary data was gathered from research papers and journals. Statistical tools, including descriptive statistics and regression analysis, were used to interpret the relationship between digital technology usage and consumer spending behavior.

Key Findings

1.   Digital technologies play a crucial role in purchasing decisions, with most respondents indicating a positive influence from AI-driven recommendations and personalized ads.

2.   Social media platforms, particularly Instagram and TikTok, are the primary sources of product discovery for Gen Z, with a majority frequently relying on them for shopping inspiration.

3.   Online reviews and ratings are the most significant factor influencing purchasing behavior, followed by discounts and promotions. Influencer endorsements, however, have minimal impact.

4.   Gen Z consumers conduct extensive research before making online purchases, emphasizing the need for brands to maintain transparency and credibility.

These findings highlight the importance of digital marketing strategies tailored to Gen Z's preferences. Businesses should leverage social media engagement, AI-driven personalization, and authentic online reviews to drive conversions. Additionally, understanding the purchasing power and behavior of Gen Z can help brands refine their pricing strategies and customer engagement techniques. Future research can explore regional variations, sector-specific consumer behavior, and the long-term impact of AI on brand trust.

Introduction

In an era where digital transformation is reshaping consumer behavior, Generation Z is at the forefront of this shift. Unlike previous generations, Gen Z has grown up with technology at their fingertips, making their spending habits significantly different from those of their predecessors. With increasing purchasing power and constant exposure to digital platforms, their consumer behavior is shaped by technology, social media, and personalized marketing strategies.

As the global economy becomes increasingly digital, businesses are keen to understand the preferences and spending patterns of Gen Z. This generation heavily relies on online research, reviews, and social media influencers before making purchasing decisions. However, despite the growing importance of Gen Z as consumers, there is still limited research on how their purchasing power interacts with digital engagement to shape their buying habits.

This study aims to examine the online shopping behaviors of Gen Z, focusing on the role of technology and purchasing power in their decision-making process. It explores key factors influencing their spending, such as social media influence, digital advertisements, and personalized recommendations.

Using a survey-based approach, data was collected from 30 Gen Z consumers through stratified random sampling. The study applies descriptive statistics and regression analysis to identify key trends and correlations between technology use and spending power.

By analyzing these patterns, this research provides valuable insights into how businesses can adapt their marketing strategies to effectively engage with this tech-savvy and socially conscious generation. Understanding these consumer behaviors will help companies shape the future of digital commerce and build stronger connections with Gen Z shoppers.

Literature Review

 (Espejo et al., 2024) (Guerra-Tamez et al., 2024) observed that Generation Z redefines the market landscape with an innovative and socially conscious perspective, underscoring the importance of authentic and personalized strategies in an

ever-evolving commercial environment. These insights underscore the critical role of AI in developing brand trust and influencing purchasing choices among Generation Z, offering valuable implications for marketers in an increasingly digital landscape. The results of this study can be utilized to assist in predicting potential consumer adoption behavior and in designing favorable shopping environments that are compatible with these specific consumer traits. The findings underscore the importance of integrating both innovation and ethical practices in shaping consumer behavior.

(Kahawandala, 2020) Generation Z has emerged as one of the most mystifying consumers as they are tech-savvy, digitally connected and educated users of technologies in the marketplace. These digital natives are predicted to account for around 40% of all consumer shopping by 2020. Their cognitive power and social media networking have made them the market mavens who possess a wide range of information and consumer knowledge about many dimensions of the markets. To be the leader in the marketplace where so many options are available due to the free trade economy, marketers have to escalate their knowhow about their customers if they want to capture the attention of this segment of the market. The chief objective of the study is to find the purchasing habits of Generation Z, specifically from the angle of social influence and technology. A sample of 42 respondents was approached for a survey using a structured questionnaire. The results of this initial study indicate that Generation Z shoppers are coming up with unprecedented shopping habits and preferences. Using cross-tabulation analysis, results showed that some of the most classical influential factors such as product features, price consciousness and family recommendations have a significant effect on the purchasing habits of this generation. However, the results indicate the influence of computer literacy, peer and social influence and social media identity on the purchasing decision of Generation Z. The results of this study can be utilized to assist in predicting potential consumer adoption behavior and in designing favourable shopping environments that are compatible with these specific consumer traits.

Research paper titled "Profiling Gen Z: Influencing Online Purchase Intention Wijerathne and Peter" (2023) With technology playing an ever-increasingly significant part in our everyday lives, the study focused on profiling Gen Z Internet behavior and identifying factors influencing their online purchase intentions. Responses from 253 participants were captured using a standardized questionnaire in order to profile the online shopping behavior of Gen Z. The results showed that Gen Z heavily relies on the Internet for social media, education, and video streaming but spends less time on online purchasing. Significantly, there was a significant gender gap in their online shopping behavior, with females showing a higher propensity to shop online. Perceived enjoyment and perceived ease of use were the most significant factors influencing the online purchase intention of Gen Z. In contrast, subjective norm, perceived benefits, and perceived trust were less significant. The findings emphasize the importance of understanding the unique habits and preferences of this market segment and developing strategies to target them effectively.

Research Gap

The research gap in existing literature highlights the need for a more nuanced understanding of Generation Z's online purchasing behavior, particularly at the intersection of technology, social influence, and ethical considerations. While previous studies have explored factors such as innovation, social media, and peer influence on their shopping habits, there is limited research on how ethical practices like sustainability impact their decisions. Additionally, the role of emerging technologies, such as AI and augmented reality, in shaping their online shopping experiences remains underexplored. The existing gender gap in online shopping behavior also warrants further investigation, as does the influence of consumer trust and social media identity, particularly with Generation Z's preference for authenticity and personalization. Moreover, while trends in Generation Z's behavior have been observed, there is a lack of research on how these behaviors vary across different market segments. Addressing these gaps could provide valuable insights for marketers looking to engage Generation Z with ethical,

innovative, and personalized strategies in a digital marketplace.

Research Methodology

3.1 Objectives of Study:

The objective of this study is to explore the influence of technology and purchasing power on the spending habits of Generation Z. It aims to analyze how digital engagement, social media, and ecommerce platforms shape their consumer behavior and decision-making process.

3.2 Hypothesis
Null Hypothesis (H_0):
There is no significant relationship between technological engagement, purchasing power, and the spending habits of Gen Z consumers.
Alternate Hypothesis (H_1):
Technological engagement and purchasing power significantly influence the spending habits of Gen Z consumers.

3.3 Data Collection Method Adopted
Primary Source
The primary data for this study was collected through a Google Form survey, targeting 57 Gen Z respondents using a random sampling method. The survey included questions related to their online shopping behavior, technology usage, and factors influencing their purchasing decisions.

Secondary Source
Secondary data was gathered from research papers, journals, articles, and credible online sources that discuss digital consumer behavior, social media marketing, and the impact of technology on purchasing decisions.

3.4 Sampling Method Adopted

A random sampling method was employed to ensure a representative selection of 57 Gen Z consumers. The survey targeted individuals within the Gen Z age range (1997-2012), ensuring diversity in responses regarding shopping habits, purchasing power, and digital engagement.

3.5 Scope of Study:

This study focuses on Generation Z's spending habits, emphasizing the role of technology, digital platforms, and purchasing power in shaping their consumer behavior. The research specifically analyzes how Gen Z interacts with online shopping, social media advertisements, and personalized recommendations. The study provides insights that can help businesses refine their marketing strategies to align with the preferences of this tech-savvy generation.

4. Data Analysis Interpretations

To what extent do digital technologies (like personalized ads, AI product recommendations, and mobile apps) affect your purchasing decisions?

57 responses

- ● Very positively
- ● Moderately positively
- ● No impact
- ● Moderately negatively
- ● Very negatively
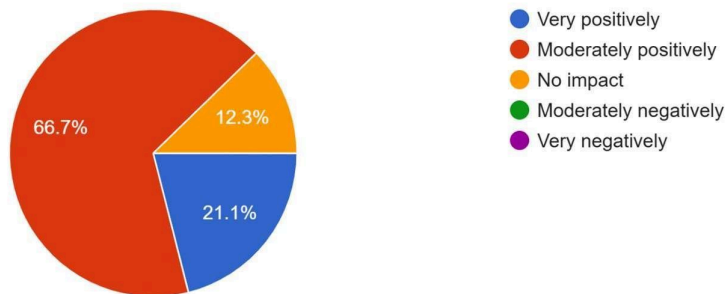
66.7%   12.3%   21.1%

Chart 4.1

The chart likely shows the distribution of responses across the options: "Very positively," "Moderately positively," "No impact," "Moderately negatively," and "Very negatively." The data suggests that digital technologies have a significant impact on purchasing decisions, with most respondents likely indicating a positive influence (either very or moderately). This indicates that personalized ads, AI recommendations, and mobile apps play a crucial role in shaping consumer behavior.

How often do you use social media platforms (e.g., Instagram, Facebook, TikTok) to discover new products or services?

57 responses

- ● Very often
- ● Occasionally
- ● Rarely
- ● Never

22.8%   36.8%   36.8%

Chart 4.2

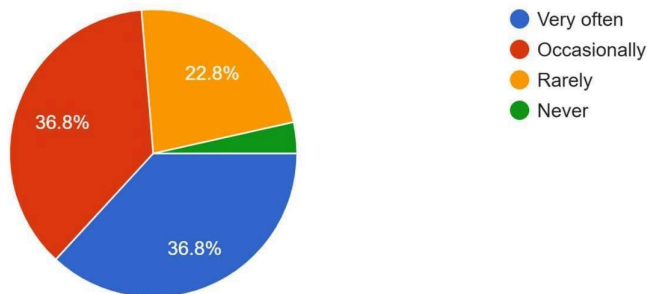The chart likely shows how often respondents use social media to discover new products or services, with options like "Very often," "Occasionally," "Rarely," and "Never." The data probably indicates that a significant portion of respondents use social media platforms frequently or occasionally to discover new products, highlighting the importance of social media in product discovery and marketing strategies.

To what extent do the following factors influence your purchasing decisions? (Rate on a scale of 1-5)
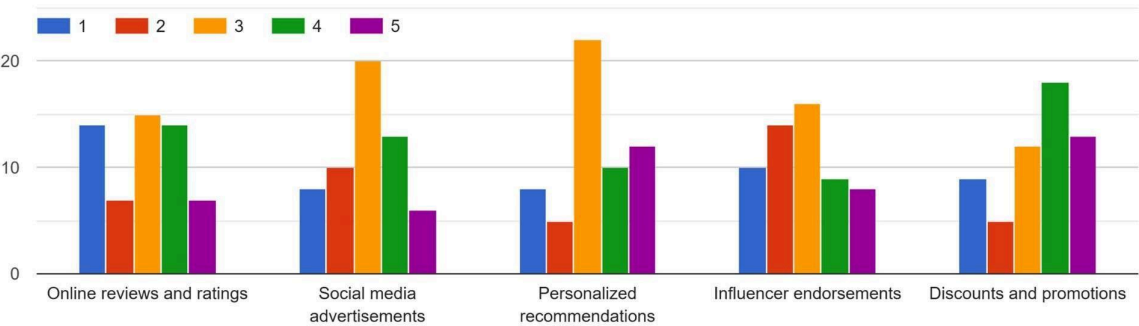
Chart 4.3

The bar chart likely shows the average rating (on a scale of 1-5) for each factor. The higher the bar, the more influential the factor is in purchasing decisions. Based on the chart, it seems that online reviews and ratings have the highest influence, followed by discounts and promotions, personalized recommendations, social media advertisements, and influencer endorsements. This suggests that consumers heavily rely on peer reviews and cost-saving opportunities when making purchasing decisions.

How much influence do online reviews and ratings have on your purchasing decisions?
57 responses

Chart 4.4

The majority of respondents (54.4%) find online reviews and ratings to be very significant in influencing their purchasing decisions. This reinforces the importance of maintaining positive online reviews and ratings for businesses, as they are a critical factor in consumer decision-making.

5. Conclusion

The impact of digital technologies on Gen Z's purchasing decisions is profound, shaping their shopping behaviors and preferences in unprecedented ways. As a digitally native generation, Gen Z relies heavily on social media, online reviews, AI-powered reco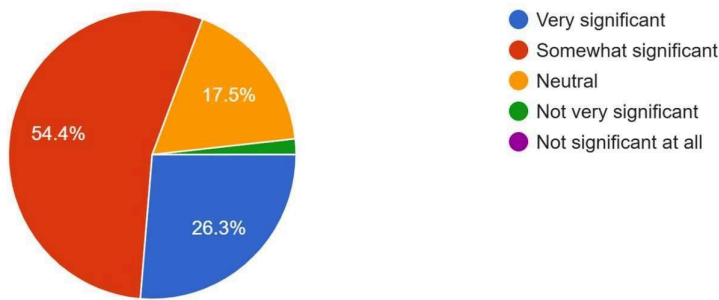mmendations, and personalized advertisements to guide their purchasing choices. The findings suggest that factors such as peer reviews, discounts, and social media engagement play a significant role in influencing their decisions, while traditional celebrity endorsements have less impact. Businesses that leverage datadriven personalization, strong digital presence, and social commerce strategies are better positioned to capture the attention of this tech-savvy consumer base. Understanding these evolving trends is critical for brands seeking to remain competitive in an increasingly digital marketplace.

5.1 Limitations of the Study

One of the key limitations of this study is its sample size, which consists of 57 Gen Z respondents. While this provides valuable insights, a larger sample size could yield more comprehensive and statistically significant conclusions. Additionally, the study focuses on online purchasing behavior, which may not fully represent Gen Z's overall shopping habits, including offline and hybrid shopping experiences. Another constraint lies in self-reported survey data, which may be subject to biases, personal perceptions, or socially desirable responses rather than objective assessments. Furthermore, the research primarily examines digital influences on purchasing decisions, but external factors such as economic conditions, cultural influences, and peer recommendations outside digital platforms could also impact Gen Z's buying behavior. These limitations highlight the need for broader studies covering diverse demographics and shopping environments.

5.2 Future Scope of the Study

The scope for future research on Gen Z's spending habits and digital influences remains vast and multifaceted. Future studies could explore the long-term behavioral shifts in Gen Z's purchasing decisions as they transition into different life stages with evolving financial independence. Additionally, research could compare digital shopping behaviors across different geographical locations, identifying regional variations in social media usage, digital adoption, and consumer trust in AI-driven recommendations. Another potential avenue includes analyzing sector-specific preferences, such as how digital technologies influence Gen Z's purchasing decisions in fashion, electronics, or essential goods. Moreover, as AI and machine learning continue to advance, studying the impact of hyper-personalized marketing strategies on consumer trust and brand loyalty could provide valuable insights for businesses. Lastly, evaluating the role of regulatory frameworks and digital consumer protection laws in shaping ethical marketing practices could be a crucial aspect of future research.

By addressing these areas, future studies can deepen our understanding of Gen Z's evolving consumer behavior, enabling businesses to adapt their strategies effectively in the digital-first economy.

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Guerra-Tamez, C. R., Flores, K. K., Serna-Mendiburu, G. M., Robles, D. C., & Cortés, J. I. (2024).

Decoding Gen Z: AI's influence on brand trust and purchasing behavior. Frontiers in Artificial

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Kahawandala, N., Peter, S., & Niwunhella, H. (2020). Profiling purchasing behavior of Generation Z. 2020 International Research Conference on Smart Computing and Systems Engineering (SCSE), 155-160. https://doi.org/10.1109/SCSE49731.2020.9313038.

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14.TOPIC NAME : HOW PERSONALIZATION IN MARKETING AFFECTS CUSTOMER RETENTION.

Mr. Pratik Rajput

(Student)
Atharva institute of Management studies

Mr.Yash Kasture

(Student)
Atharva institute of Management studies

2.ABSTRACT:
Personalization in marketing enhances customer retention by fostering engagement, trust, and loyalty. It helps businesses differentiate, reduce acquisition costs, and drive long-term growth. However, ethical concerns like data privacy remain key challenges, making it crucial to understand its impact on retention. This research examines how personalization boosts customer retention while addressing challenges like data privacy, helping businesses enhance loyalty and sustainable growth. This study aims to examine the impact of personalized marketing strategies on customer retention. It seeks to explore how tailored content, product recommendations, and customized communication enhance customer engagement, satisfaction, and loyalty. The research also evaluates the role of data-driven personalization in improving customer relationships and long-term brand commitment. Additionally, the study investigates potential challenges and ethical considerations in personalized marketing. The quantitative methodology for "How Personalization in Marketing Affects Customer Retention" involves collecting customer data through surveys and questionnaires.

3.INTRODUCTION
In the fast-paced and competitive fashion industry, customer retention is crucial for long-term success. With evolving consumer expectations, personalization in marketing has become a powerful tool for brands to enhance customer engagement and loyalty. Personalization involves tailoring marketing efforts based on customer data, preferences, and behavior, creating a more relevant and seamless shopping experience.This study explores how personalized marketing strategies—such as AI-driven recommendations, customized email campaigns, targeted advertisements, and personalized in-store experiences—affect customer retention in the fashion industry. By leveraging data analytics, brands can anticipate customer needs, offer curated product suggestions, and create emotional connections with their audience.Effective personalization not only improves customer satisfaction but also strengthens brand loyalty by fostering a sense of exclusivity and relevance. However, challenges such as data privacy concerns, technological limitations, and execution complexity must be considered. This research aims to analyze the extent to which personalization influences customer retention and how fashion brands can optimize their strategies for maximum impact.By understanding the relationship between personalization and customer loyalty, businesses can enhance customer experiences, increase repeat purchases, and maintain a competitive edge in the evolving fashion landscape.

4.   LITERATURE REVIEW

Personalization in fashion marketing enhances customer retention by improving shopping experiences and brand loyalty (Lemon & Verhoef, 2016). AI-driven recommendation engines, virtual try-ons, and predictive analytics have revolutionized fashion retail, increasing engagement and repeat purchases (Smith, 2021). However, challenges like data privacy concerns and ethical dilemmas persist (Acquisti et al., 2016).

4.1 RESEARCH GAP

Existing studies focus on short-term personalization effects, lacking insights into long-term customer retention. Limited research explores AI-driven personalization in offline retail and its cultural variations. The psychological impact of over-personalization and ethical concerns like algorithmic bias remain underexplored. Addressing these gaps can refine

fashion brands' marketing strategies (Xu & Liu, 2023).

5.   RESEARCH METHODOLOGY

5.1 Objective of the Study

The primary objective of this study is to analyze the impact of personalized marketing on customer retention in the fashion industry. The specific objectives include:

1. To examine the role of personalization in enhancing customer engagement and loyalty.

2. To assess the effectiveness of various personalization techniques, such as AI-driven recommendations, targeted promotions, and customized shopping experiences.

3. To understand customer perceptions of personalized marketing and its influence on their purchasing decisions.

4. To identify challenges faced by fashion brands in implementing personalized marketing strategies.

5. To provide recommendations for optimizing personalization strategies to improve customer retention.

1.   Research Design

This study employs a mixed-methods research approach, combining both quantitative and qualitative data to analyze how personalized marketing impacts customer retention in the fashion industry.

2. Data Collection Methods

2.1 Primary Data Collection

Surveys & Questionnaires: Structured surveys will be conducted with fashion consumers to gather insights on their experiences with personalized marketing, engagement levels, and brand loyalty.

Interviews: In-depth interviews with fashion marketers, brand managers, and AI specialists will provide qualitative insights into personalization strategies and challenges.

Observational Research: Online and offline customer interactions with personalized marketing elements (e.g., AI-driven recommendations, loyalty programs) will be analyzed.

2.2 Secondary Data Collection

Industry Reports & Case Studies: Fashion industry reports from sources like McKinsey, Statista, and fashion brands will be reviewed.

Academic Journals: Peer-reviewed studies on AI in fashion marketing and customer retention will be analyzed.

3. Data Analysis

3.1 Quantitative Analysis

Descriptive Statistics: Customer survey responses will be analyzed using percentages, means, and frequency distribution.

Regression Analysis: Used to assess the impact of personalized marketing on customer retention rates.

SPSS/Excel for Data Processing: Statistical tools will be used to interpret numerical data trends.

3.2 Qualitative Analysis

Thematic Analysis: Interviews and open-ended survey responses will be categorized into themes like "customer satisfaction," "privacy concerns," and "brand loyalty."

Content Analysis: Social media comments and brand reviews related to personalization will be examined for sentiment analysis.

5.2 SCOPE OF THE STUDY

This study examines the role of personalized marketing in enhancing customer retention within the fashion industry. It explores how brands leverage AI, big data analytics, machine learning, and CRM tools to create customized experiences that foster brand loyalty. The study covers various aspects of personalized marketing, including customer preferences, engagement, and purchasing behavior.

1. Industry Scope

The research focuses exclusively on the fashion industry, covering key segments such as: Fast Fashion: Brands like Zara, H&M, and Uniqlo that use data-driven personalization for trend-based products.Luxury Fashion: High-end brands like Gucci and Louis Vuitton that utilize exclusivity-based personalization strategies.Subscription-Based Fashion: Services like Stitch Fix and Rent the Runway, which rely on AI-powered personalization.

2.   Consumer Scope :The research targets a diverse range of fashion consumers, including:

Frequent Shoppers: Those who engage with personalized recommendations and loyalty programs.

Occasional Buyers: Consumers influenced by targeted promotions and seasonal trends.

Luxury Consumers: High-net-worth individuals who seek exclusive, tailored experiences.

3. Marketing Channels Covered

The study analyzes how personalization is implemented across multiple marketing channels, including:

E-commerce Websites & Apps: AI-driven product recommendations and dynamic pricing.

Social Media Platforms: Personalized advertisements and influencer-driven promotions.

Physical Stores: In-store AI tools like smart mirrors, RFID technology, and personalized shopping assistants.

Email & SMS Marketing: Targeted promotions based on customer purchase history and browsing behavior.

4. Technological Scope: The study examines the role of emerging technologies in personalization, such as:

Artificial Intelligence (AI) & Machine Learning: Automated styling recommendations, chatbots, and virtual try-ons.

Big Data Analytics: Customer segmentation based on shopping patterns and behavior.

Augmented Reality (AR): Virtual fitting rooms and interactive shopping experiences.

Customer Relationship Management (CRM) Systems: Personalized loyalty programs and retention strategies.

DATA ANALYSIS AND INTERPRETATION

1.   How familiar are you with personalized marketing?

30 responses
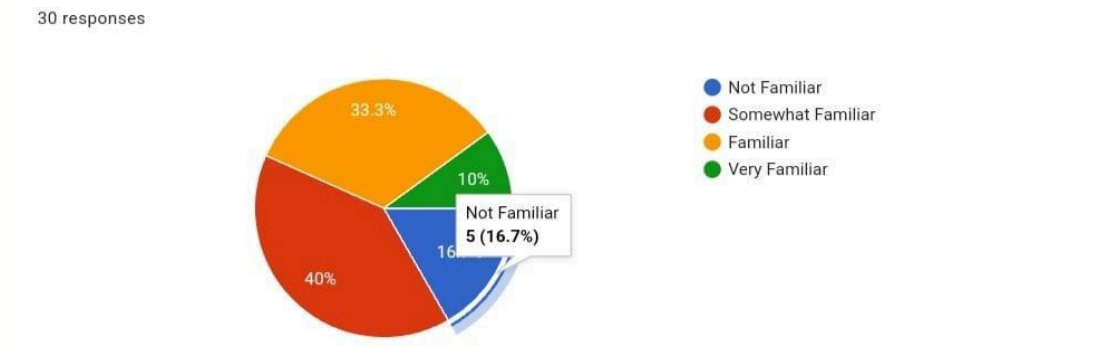
Data Analysis:

1) Not Familiar (Blue): 16.7%
2) Somewhat Familiar (Orange): 40%
3) Familiar (Red): 33.3%
4) Very Familiar (Green): 10%

Interpretation:

The majority of respondents (73.3%) have at least some familiarity with personalized marketing, with 33.3% being familiar and 10% being very familiar. However, a significant portion (16.7%) is still not familiar, indicating that while personalized marketing is widely recognized, there is still room for education and awareness.

2.   How often do you receive personalized marketing messages from brands?

30 responses
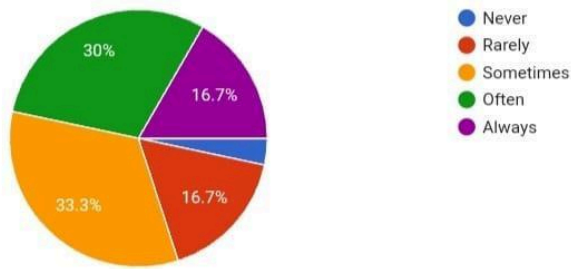
Data Analysis:

1) Never (Blue): 16.7%
2) Rarely (Red): 16.7%
3) Sometimes (Orange): 33.3%
4) Often (Green): 30%
5) Always (Purple): 3.3%

Interpretation:

A significant number of respondents (63.3%) receive personalized marketing messages at least sometimes, with 30% receiving them often. However, 33.4% rarely or never receive such messages, which may indicate that some brands are not effectively reaching their audience with personalized communication.

3.   Do you feel that personalized marketing enhances your shopping experience?

30 responses
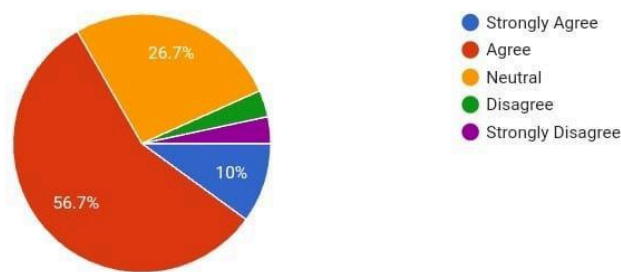
Data Analysis:

1) Strongly Agree (Blue): 10%
2) Agree (Red): 56.7%
3) Neutral (Orange): 26.7%
4) Disagree (Green): 6.7%
5) Strongly Disagree (Purple): 0%

Interpretation:

A majority of respondents (66.7%) believe that personalized marketing enhances their shopping experience, with 56.7% agreeing and 10% strongly agreeing. However, 26.7% remain neutral, which suggests that while many find it beneficial, some may not see a significant impact on their shopping habits.

4.   What factors make you stay loyal to a brand?

30 responses

Legend:
- Personalized offers and Discounts
- Product Quality
- Customer Service
- Brand Value and Mission
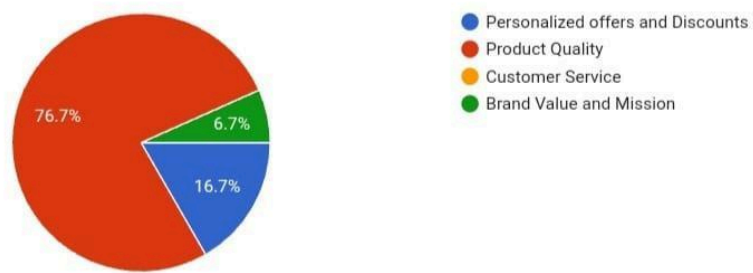
Data Analysis:

1. Personalized Offers and Discounts (Blue): 16.7%
2. Product Quality (Red): 76.7%
3. Customer Service (Orange): 6.7%
4. Brand Value and Mission (Green): 6.7%

Interpretation:

The most influential factor in brand loyalty is product quality (76.7%), followed by personalized offers and discounts (16.7%). Customer service and brand values are less significant for most respondents, suggesting that while personalization plays a role, product quality remains the primary driver of customer retention.

This structured analysis will help in your research on how personalization affects customer retention in the fashion industry. Let me know if you need any refinements or additional insights!

5. How satisfied are you with the level of personalization you receive from brands?
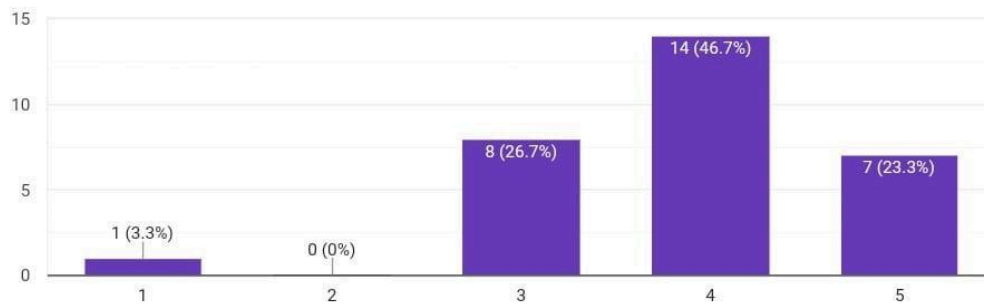
Data Analysis:

1) Star: 3.3% (1 respondent)

2) Stars: 0% (0 respondents)

3) Stars: 26.7% (8 respondents)

4) Stars: 46.7% (14 respondents)

5) Stars: 23.3% (7 respondents)

6) Average Rating: 3.87

Interpretation:

Most respondents (70%) rated their satisfaction level as 4 or 5 stars, indicating that they are generally satisfied with the personalization they receive from brands. However, 26.7% gave a neutral 3-star rating, while a small percentage (3.3%) rated it as poor (1 star). This suggests that while personalization is effective for many, there is still room for improvement to enhance customer satisfaction further

6.0 CONCLUSION

Personalization in marketing has proven to be a significant factor in customer retention within the fashion industry. By leveraging data-driven insights, AI-powered recommendations, and targeted communication, brands can create tailored

experiences that enhance customer engagement and loyalty. This study highlights how personalization fosters stronger brand connections, leading to repeat purchases and long-term customer relationships. However, successful implementation requires balancing technological advancements with ethical concerns, such as data privacy. While personalization offers numerous benefits, brands must continuously refine their strategies to adapt to evolving consumer preferences and maintain a competitive edge in the dynamic fashion market.

7.1 LIMITATIONS

While this study provides valuable insights into the impact of personalization on customer retention in the fashion industry, certain limitations must be acknowledged. These limitations may affect the generalizability and accuracy of the findings.

1. Data Availability – The study relies on existing customer data, which may not fully represent all consumer behaviors and preferences.
2. Generalization Issues – Personalization strategies may have varying effects across different demographics, making it difficult to apply conclusions universally.
3. Privacy Concerns – Stringent data protection laws and customer privacy preferences can limit the extent of personalization brands can implement.
4. Technological and Budget Constraints – Not all fashion brands, especially small businesses, have access to advanced technology and resources for personalized marketing.
5. External Market Factors – Economic conditions, changing fashion trends, and competitor strategies can influence customer retention, making it challenging to isolate the direct impact of personalization.

Despite these limitations, the study provides a strong foundation for understanding how personalization can enhance customer loyalty in the fashion industry. Future research can address these constraints by incorporating a broader dataset and examining emerging personalization technologies.

7.2 FUTURE SCOPE OF TOPIC

1. **AI-Driven Personalization**: Advanced AI and machine learning will enable hyper-personalized experiences by predicting customer behavior and preferences in real-time.
2. **Omnichannel Integration**: Seamless personalization across all touchpoints (email, social media, in-store, etc.) will become the norm.
3. **Ethical Data Use**: Balancing personalization with privacy concerns will be critical, requiring transparent data practices.
4. **Dynamic Content**: Real-time customization of content based on customer interactions will enhance relevance and engagement.

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A study on Artificial Intelligence in Investment Decision-Making: Awareness, Adoption, and Perceptions.

Mr. Vidit Vilas Patil

Student, Atharva Institute Of Management Studies

Ms. Anaya Vivek Nimkar

Student, Atharva Institute Of Management Studies

Mr. Sumit Mahadik

Student, Atharva Institute Of Management Studies

Abstract

Keywords: Artificial Intelligence, Investment Decision-Making, Investor Perception, AI Adoption, Risk Management

By offering instruments for risk assessment, portfolio management, and market trend analysis, artificial intelligence (AI) is revolutionizing the process of making investment decisions. In order to maximize AI's advantages and mitigate its drawbacks, it is essential to comprehend investor adoption and perception.

Even though AI is becoming more and more prevalent in financial markets, little research has been done on investor awareness, adoption, and concerns—particularly with regard to security, dependability, and transparency. With a focus on AI's function in risk management, this study assesses investors' knowledge of AI-driven investment tools, as well as their present usage and preferences.

Data on investor sentiment, AI usage, and familiarity were gathered using a structured questionnaire. The results show that AI is widely acknowledged for improving risk assessment and market analysis. But issues with security, dependability, and transparency continue to be major obstacles to wider adoption.

1.   Introduction

"Artificial intelligence is changing how we make financial decisions; it is more than just a tool."—the increasing impact of AI on investment decision-making is reflected in this statement. AI has become a potent tool for investors looking to maximize their strategies and successfully manage risks in a time when financial markets are growing more intricate and data-driven.

Advances in AI and machine learning have transformed a number of industries, including banking, in the last ten years. These

days, investment practices are incorporating AI-powered tools to help with duties like risk assessment, market analysis, and portfolio management. AI has established itself as a crucial facilitator of data-driven decision-making due to its capacity to handle enormous volumes of data in real time and identify

patterns that human analysts would miss.

Although the role of AI in financial markets has been studied in previous research, little is known about how investors view and use AI-driven solutions. Assessments of investor awareness of AI, the elements promoting or impeding its adoption, and the ways in which various demographics perceive its possible risks and advantages are still lacking. Financial institutions, legislators, and tech developers who want to enhance AI solutions and promote greater confidence in their use must have a thorough understanding of these factors.

The purpose of this study is to investigate investor perceptions, adoption rates, and awareness of AI in investment decision-making. It specifically aims to respond to the following queries: To what extent do investors know about AI-powered tools? What aspects affect their adoption? What advantages and disadvantages are thought to come with using AI in investment strategies?

This study uses a mixed-methods approach to accomplish these goals, analyzing investor attitudes by combining survey data with qualitative insights. The study offers a thorough understanding of how AI adoption trends differ among various investor segments by concentrating on both retail and institutional investors.

This study's purview is restricted to the use of AI in investment decision-making; it does not include more general uses of AI in financial services, such as fraud detection or regulatory compliance. By looking at these factors, the study adds to the current conversations regarding AI's place in finance and provides insightful information for investors, financial institutions, and tech companies wishing to improve AI-driven investment solutions.

2.   Literature Review

Investor's Perception, Awareness and Preference in Financial Asset for Investment
Sometimes investors are unaware of it, but most of the time they are. Finally, capital appreciation is what matters most to an individual investor. If people are content with the capital growth they receive from only one or two investment options, they won't consider alternative investment routes that could yield a higher return than the others.
Shah, H., & Patel, R. (2016). Investor's Perception, Awareness and Preference in Financial Asset for Investment. Available at

SSRN 2750323.

Investor's perceptions on artificial intelligence (AI) technology adoption in investment services in India

Investment has developed into a separate industry with a more diversified portfolio that now includes bonds and mutual funds as well as insurance or a combination of the two. The market is also expanding in size and reach, reaching individuals who have not yet entered the workforce

Manrai, R., & Gupta, K. P. (2023). Investor's perceptions on artificial intelligence (AI) technology adoption in investment services in India. Journal of

Financial Services Marketing, 28(1), 1-14.

looked into how hedge funds were using Al-driven trading methods. shown how Al algorithms may produce alpha by improving pattern recognition and processing data more quickly. talked about the difficulties in interpreting the model and the necessity of thorough back testing for trading techniques based on Al. examined the market impact and regulatory ramifications of Al-driven trading in hedge fund operations.

Jones D, et al. (2019) 15

This research paper evaluates AI's impact on investment decision-making in finance, analyzing its applications, benefits, limitations, and ethical considerations, while also discussing future prospects.

Khanna, P. (2021). Evaluating the impact of artificial intelligence on investment decision: Making in Finance. *International Journal of Research in Finance and Management*.

With an emphasis on model prediction risk management, and trading strategy optimization. this study investigates how Al can assist with data analysis in financial investment decisions.

Selvan S.S. A. & Raxadarshini A (2024) THE APPLICATION OF ARTIFICIAL INTELLIGENCE IN INVESTMENT MANAGEMENT DECISIONS.

Arora, A., Bansal, A.. & Sethi, P. (2021). A study on the impact of Artificial Intelligence in the financial sector. International Journal of Financial Research, 12(4), 22-32.

4.1 Research Gap

While prior research highlights AI's growing role in financial markets, few studies specifically analyze investor awareness, adoption patterns, and perceptions, particularly regarding concerns such as transparency and security. This study addresses these gaps by investigating investor sentiment and AI's impact on risk management.

5. Research Methodology

5.1 Objective of the Study

- To assess investor awareness and familiarity with AI in investment decision-making.
- To evaluate current AI adoption rates and usage patterns.

- To analyze investor preferences for AI-driven tools and their perceived benefits.
- To examine concerns regarding AI's transparency, reliability, and security.

5.2 Hypothesis

Null Hypothesis (H_0): There is no significant correlation between investor awareness of AI and its adoption in investment decision-making.

Alternative Hypothesis (H_1): There is a significant correlation between investor awareness of AI and its adoption in investment decision-making.

5.3 Data Collection Method Adopted

A structured questionnaire was used to collect primary data from investors. The questionnaire included multiple-choice and Likert scale questions on AI awareness, adoption, preferences, perceived benefits, and concerns.

5.4 Sampling Method Adopted

The sampling method used in this study was stratified random sampling. This method was selected to ensure that the sample of millennials and generation –Z from the Mumbai suburban area was representative of the larger population, capturing diverse perspectives within the millennials and generation –Z group.

5.5 Scope of the Study

This study was conducted in the suburban areas of Mumbai, random sampling. The target population for this reasearch includes millennials and generation-z a group that is particulary relevant

This study focuses on individual and institutional investors using AI-driven investment tools. It examines AI adoption trends and perceptions across different investor demographics.

5.6 Variables

- Independent Variable: Investor awareness of AI
- Dependent Variables: AI adoption, perceived benefits, concerns about AI in   investment

6. Data Analysis and Interpretation

How familiar are you with the use of Artificial Intelligence (AI) in investment decisions ?   ⧉ Copy chart

36 responses

- 🔵 Very familiar
- 🔴 Somewhat familiar
- 🟠 Heard of it, but don't know much
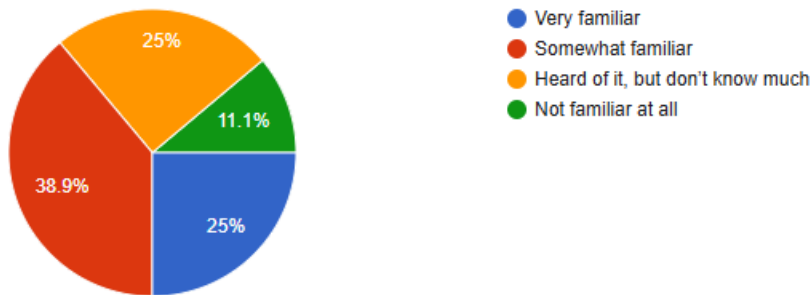- 🟢 Not familiar at all

Chart No-1

The pie chart shows that 38.9% of respondents are somewhat familiar with AI in investment decisions, while 25% are very familiar. Additionally, 25% have heard of it but don't know much, and 11.1% are not familiar at all.

Are you currently using AI tools or platforms to assist with your investment decisions?

36 responses

- 🔵 Yes, I use AI-driven investment platforms/tools regularly
- 🔴 Occasionally, I use AI-powered tools
- 🟠 No, but I am considering to use AI tools
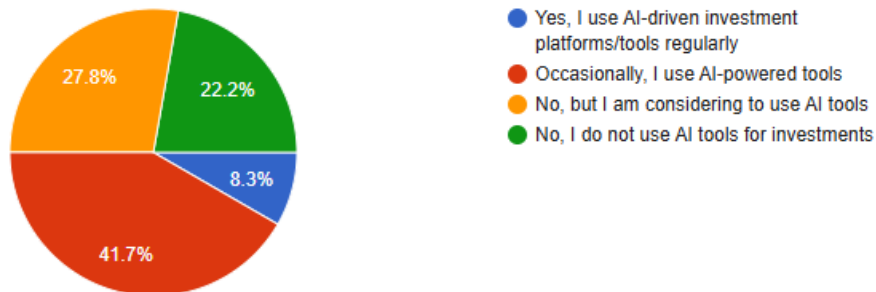- 🟢 No, I do not use AI tools for investments

Chart No-2

The pie chart shows that 41.7% of respondents occasionally use AI-powered investment tools, while only 8.3% use them regularly. Additionally, 27.8% are considering using AI tools, and 22.2% do not use them at all.

Which AI-driven investment tools or features do you use or find most helpful?   Copy chart
(Select all that apply)

36 responses

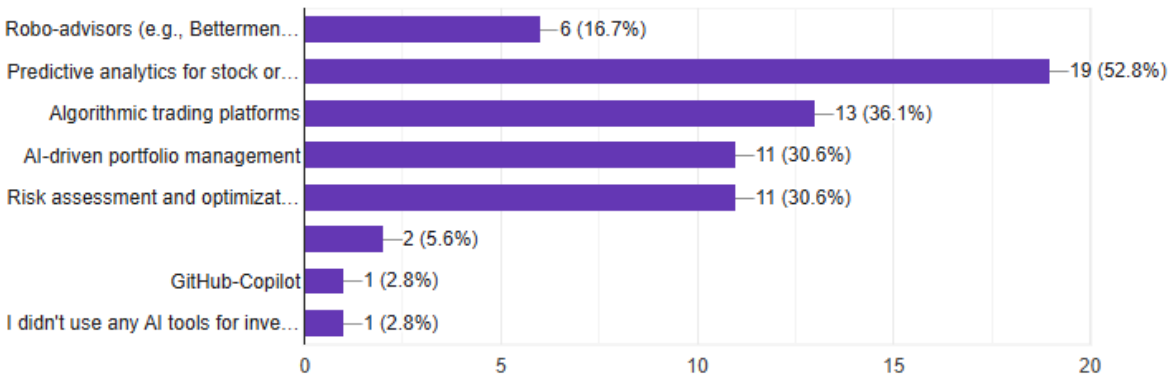|	
Robo-advisors (e.g., Bettermen...	6 (16.7%)
Predictive analytics for stock or...	19 (52.8%)
Algorithmic trading platforms	13 (36.1%)
AI-driven portfolio management	11 (30.6%)
Risk assessment and optimizat...	11 (30.6%)
	2 (5.6%)
GitHub-Copilot	1 (2.8%)
I didn't use any AI tools for inve...	1 (2.8%)

Chart No-3

The chart shows that 52.8% of respondents find predictive analytics for stock or investments most helpful, followed by algorithmic trading platforms (36.1%). AI-driven portfolio management and risk assessment tools are used by 30.6% each, while only 16.7% use robo-advisors.

How much do you agree with the following statement: "AI helps make more informed and better investment decisions ?
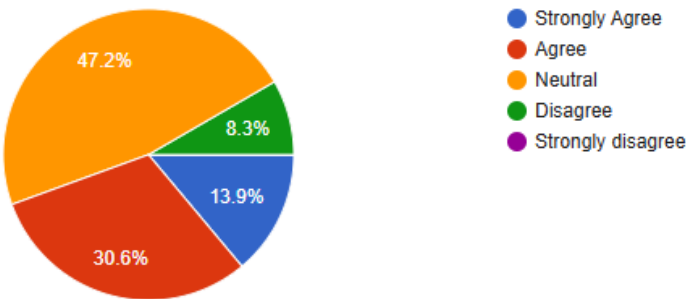
36 responses

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree

47.2%
8.3%
13.9%
30.6%

Chart No-4

The survey results indicate that a majority of respondents (47.2%) are neutral about AI's role in making better investment decisions, while 30.6% agree, and 13.9% strongly agree. A smaller proportion (8.3%) disagree, and no respondents strongly disagree, suggesting a generally positive but cautious perception of AI's impact on investment decision-making.

Do you believe AI can help manage risk in your investments ?

36 responses

Legend:
- Yes, AI can significantly reduce risk
- Yes, AI helps in some aspects of risk management
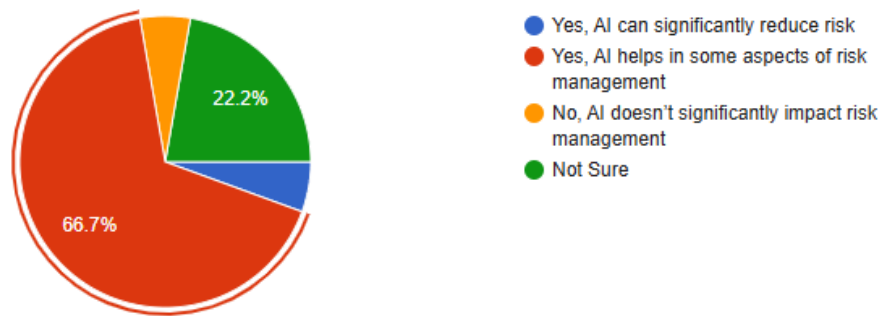- No, AI doesn't significantly impact risk management
- Not Sure

22.2%

66.7%

Chart No-5

The majority of respondents (66.7%) believe that AI helps in some aspects of risk management, while 22.2% think AI can significantly reduce risk. A small portion remains uncertain or does not see a significant impact, indicating a generally positive but cautious view of AI's role in risk management.

What concerns do you have about the use of AI in investment decision-making? (Select all that apply)

36 responses

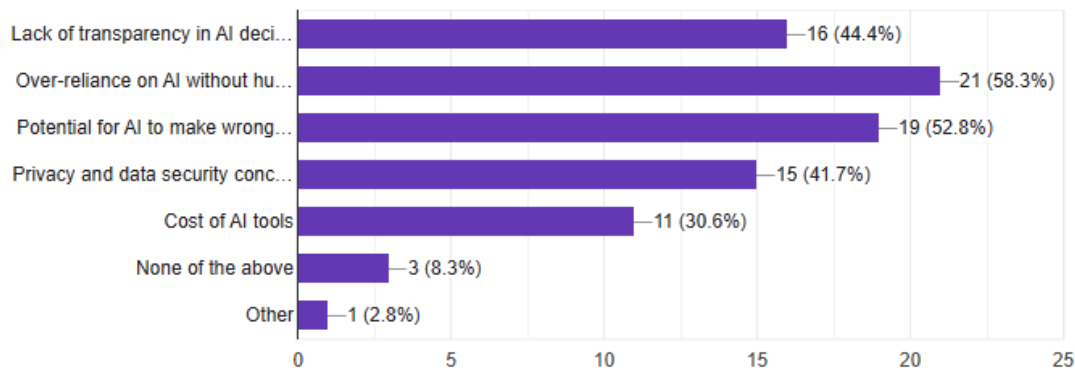| Category	Value
Lack of transparency in AI deci...	16 (44.4%)
Over-reliance on AI without hu...	21 (58.3%)
Potential for AI to make wrong...	19 (52.8%)
Privacy and data security conc...	15 (41.7%)
Cost of AI tools	11 (30.6%)
None of the above	3 (8.3%)
Other	1 (2.8%)

Chart No-6

The primary concerns about AI in investment decision-making include over-reliance on AI without human oversight (58.3%) and the potential for AI to make wrong decisions (52.8%). Other significant concerns include

lack of transparency (44.4%), privacy and data security (41.7%), and the cost of AI tools (30.6%).

7. Conclusion

The awareness, adoption, and perceptions of artificial intelligence (AI) in investment decision-making were investigated in this study. The results show that although investors are becoming more aware of AI-driven financial instruments, adoption rates differ greatly depending on anticipated benefits, technological skill, and trust. AI's potential to improve data analysis, increase the accuracy of decisions, and optimize portfolio management is widely acknowledged by investors. Widespread adoption is still hampered by issues with data security, transparency, and the possible substitution of human expertise.

Despite these obstacles, as technology advances and regulatory frameworks are established, artificial intelligence is anticipated to become more and more important in financial decision-making. Enhancing investor education, guaranteeing ethical AI deployment, and building trust via open AI models are the top priorities for financial institutions and legislators. Finally,

7.1 Limitations of the Study

The study's findings are subject to several limitations. The limited sample size of 36 responses may not fully represent all investor demographics, potentially affecting the generalizability of the results. Additionally, since the data is self-reported, there is a risk of response bias, which could influence the accuracy of the findings. Furthermore, AI adoption trends are evolving rapidly, necessitating ongoing research to capture shifts in investor behavior and technological advancements.

7.2 Future Scope of the Study

- Expanding the study to include institutional investors and financial advisors.
- Examining the effectiveness of AI tools in real-world investment scenarios.
- Investigating regulatory frameworks for AI-driven investment tools.

8. References (APA 7th Edition)

Arora, A., Bansal, A.. & Sethi, P. (2021). A study on the impact of Artificial Intelligence in the financial sector. International Journal of Financial Research, 12(4), 22-32.

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Khanna, P. (2021). Evaluating the impact of artificial intelligence on investment decision: Making in Finance. *International Journal of Research in Finance and Management*.

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