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From the Editor's Desk

Welcome to the latest issue of our journal, where we delve into diverse facets of contemporary research impacting various sectors. In this edition, we present a collection of insightful studies that explore pivotal themes in business, technology, and consumer behaviour.

The issue begins with a focus on educational environments, examining how a healthy learning environment influences student satisfaction. Moving to the corporate realm, we analyse the impact of work flexibility on employee performance within India's dynamic IT sector, offering a comprehensive analysis crucial for organizational strategies.

Shifting gears, we explore investment dynamics with a study on the timeframe of long-term rolling returns in mutual fund investments, providing valuable insights for financial decision-makers. In another sectoral study, we investigate energy consumption in wet waste treatment practices within the hotel industry, addressing sustainability concerns in hospitality operations.

Furthermore, our exploration extends to the consumer landscape, tracing the evolution of India's cosmetic industry across a century, highlighting digital transformations and emerging consumer trends.

Lastly, we delve into retail strategy paradigms, focusing on organized oil retail outlets and their adaptive strategies in a competitive market environment.

Each article in this issue contributes unique perspectives and empirical findings, enriching our understanding of contemporary challenges and opportunities across various industries. We invite readers to engage with these scholarly contributions and explore the implications for theory, practice, and policy.

We thank all the authors and co-authors for their valuable contribution!!

Dr. Kavita Khadse
Editor

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Healthy Learning Environment and its impact on Student Satisfaction

*** Milind Thatte[1] and Dr. Mrs. Aruna Deshpande[2]**

Abstract

In the field of education, there are a few factors that are required to be checked such as the selection of curriculum; evaluation system, infrastructure; student support and progression; etc. Therefore, the factors that are essential for the measurement of Quality Education in India are Quality assurance, Quality Performance, and Quality outcome measures[1] which consist of attendance & punctuality, knowledge of the subject, use of teaching methods, class preparation, clarity, efficiency, and pleasantness/approachability. The class atmosphere should be conducive for learning. Consequently, the classroom is required to be a healthy environment for all students.

In many schools and colleges different programs have been started for Health Care and Wellness such as Yoga classes, regular Meditation in the classroom, everyday prayers for a peaceful mind, Wellness programs, Conferences on Health-related awareness to teachers and students, dieticians' guidance on food intake for different age group categories, Doctor's check- up and their advice to students and parents, counselling on educational and vocational front, initiation of sports activities and other physical fitness programs are gaining momentum which shall definitely benefit students in learning.

A survey among students was conducted by circulating a questionnaire regarding the benefits and awareness of Mental health and well-being among the students. The study analyses the experience faced by the students from the changes that occurred through various methods as mentioned above applied in respective schools and colleges. This study will help us to understand what the achievements are and what are the further gaps in the process and will try to minimise the same to achieve maximum benefits for keeping good mental health and well- being of the students.

Keywords: *Atmosphere, healthy environment, mental health, wellbeing, learning*

INTRODUCTION

Students tend to be less distracted and pay attention well in the class when the class atmosphere is conducive. Consequently, the classroom needs to be a healthy environment for the students. Human health and well-being are directly linked to their study. Clean air, stable climate, adequate water, sanitation, hygiene, good food and safe place are all prerequisites for good health.[2] The World Health Organization (WHO) defines mental health as

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mental well-being in which people can realize their abilities, cope up with the normal stress, work productively, and contribute to the community in a positive way. Mental health has an impact on educational adaptability, productivity, social life, mental imbalance, addiction etc.

Learning - a social and cultural need

Learning will be more meaningful to the students when the lessons and teachers resonate with students. When students come across any learning material which is closely related to their own background and cultural experience, then the students understand it very well. Students should focus on learning, and they should participate with their inputs on their studies, otherwise they will become passive receiver of content, and this will lessen their attention and motivation to learning. Students' ability to understand what the expectation of their teacher is and know what the teacher is requiring of them brings positive interactions within the classroom. Procedures and routines help students understand what to expect. When feeling safe, students perform better. Further, if the students are allowed to choose their liking subjects to study, that can further enhance their interest in learning which will yield a better result.

Learning - a different experience

A positive or healthy learning environment is the one where students feel involved and responsible for their learning while being comfortable enough to fully participate in group and individual activities. If the learning atmosphere is not conducive to gaining knowledge or skills, it will be difficult for learners to remain engrossed or interested. If there is no freedom of expressions, then it significantly affects cognitive functioning. Student should be appreciated and accepted as an important and contributing part of a learning environment, only then he/she can participate and perform. It is seen that students respond far better to praise than punitive measures. Appreciation is the key to motivation, as against humiliation, which is highly discouraging.

Feedback is critical for students as it helps them in recognizing their weak areas while improving the developed skills. Similarly, when a students' achievements and progress area recognized and rewarded, then it creates a sense of honour in the mind of students and fosters healthy learning behaviour. Another way of involving students in learning is by giving practical examples rather than teaching theory academically. It is always better to express with participation and creativity of students in learning rather than making them read the text and understand the meaning. e.g. performing laboratory experiments, simulation, virtual reality and other technological way of teaching will last long in their memory, enhances problem solving and critical thinking, can engross students in studies more than anything else. Students will feel comfortable in learning if they are allowed to share their ideas, views and discuss their doubts openly.

Learning - a safe and secure place

Creating a good learning environment is the decisive factor of failure or success. Information is more likely to be retained if it is acquired in a fun and engaging way. So, using creative learning strategies will not only make the environment more positive, but will also help the students to remember the content better. Changing up the strategies by the teachers for teaching will keep the students engaged and attentive for longer time. Hence it is helpful in learning to use different skills for teaching different subjects. Creating a positive learning environment is an important part without which the students are likely to lose focus and will start getting inferiority complex. Learning environment includes air quality,

lighting, noise levels and even the colour of the room.

Learning - through game and sports

Good health and wellbeing are essentials in learning. Ensuring that the students are mentally healthy so that they can perform at their best and are happy in their learning. Self-esteem and self-confidence are also key elements of good mental health. Wellbeing requires better mental health. Informal interactions amongst students-students and students-teachers are important to create a sense of belongingness and self-worth. Physical activity and good mental health are inter-linked and therefore students should be allowed to play freely during recess break. Physical exercises are also important and Physical Training Class needs to be attended by all students.

Teacher should encourage social time, in which students should interact with other students discussing their hobbies, current events, sports etc.

Learning - yoga and meditation

There is no set of behaviour which are called as Good mental health and wellbeing. Different people have different opinion for the same. There are few things which are important for good health and wellbeing. Meditation is one of the prime exercises for Good health. Mindfulness or a state of active attention on the present, has come in recent years as a core component in mental health. Mindfulness is a state where you focus on the present learning and slow down your thought processes or memories. Eating healthy food and doing regular exercise have significant impact on physical and mental health respectively. Every person needs rest of 8 hours and if anybody get lesser sleep, then that person will show distraction from learning. So, every individual need to sleep 8 hours in the night for keeping good health and concentration at work or studies. As human being is a social animal, it requires, family, friends, neighbours, relatives to interact and share all sorts of feelings and emotions. Expression of thoughts are important to reduce stress and gain comfort. Society plays a vital role for person to get a sense of belongingness. Success and failure are part of life, but it should not distract your mind from achieving goals. Set your goals challenging but reasonable so that you don't compromise anything that affects your Good health, particularly the routine which is required to maintain Good health.

Learning - self development

One should keep some spare time for maintaining hobbies and favourite things. When a quality time is spent for recreational activities, it reduces fatigue and tiredness from mind. Everybody should spend time for themselves and their favourite activities. Further as a part of exercise, taking a walk under the sun or doing a yoga routine can offer surprising health benefits. Self- compassion is an important part of Good health. Forgiveness and ignorance are best remedy for reducing tension. We tend to find mistakes in others and create trouble in the relationship. Hence it is better to ignore mistakes of others and hold ourselves responsible for mistakes. In cases of issues like stress, anxiety or depression, it is better to take help of experts or friends whom you can trust will solve our problem.

A positive learning environment is the one where students feel involved and responsible for their learning while being comfortable enough to fully participate in group and individual activities. However, various elements which includes minimal distractions, a clear routine, a positive atmosphere and formats of teaching are all elements that have been proven to improve performance and facilitate effective learning. Classrooms with cleanliness,

access to clean air and water, and absence of overcrowding are conducive to learning. A positive classroom environment is one in which students feel secure sharing their thoughts, taking risks, asking questions and confronting challenges in their learning. Good physical and mental health, good social status of family, clean environment and good educational facilities is an ideal situation for learning for the students. Student should feel that they belong to the group, regardless of gender, race, ethnicity, sexual preferences, religious backgrounds, and socio-economic status.

Stress and Anxiety reduces attention

10th October is celebrated as world mental health day. It is estimated that 6-7 % of population suffers from mental disorders in India. Stress and anxiety make the bright students dull and underperformed. Fear of competition and social pressure are the causes of mental disorders in children. Comparisons made by parents, teachers and peer group makes a child feel guilty and over-cautious. Chronic mental illness can lead to self-injury or suicide. We must encourage students to eat healthy food and stay fit. Mental health problems can start in students at a very young age with subtle symptoms noticeable only on close observation.

A learning takes place in the physical and psychological space which includes physical elements such as classrooms, furniture, materials, technology, and psychological elements are social dynamics between the teacher and student or among students themselves.

New methods of Learning

Now a days in many schools, attentions are given on effective ways of teaching. Field trips are considered as better options than classroom teaching. After Covid, the hybrid way of teaching has also become regular practice. Interactive or participative learning is encouraged more. In this method, the students are asked to interact through puzzles, games, online platforms etc. Usage of some recorded lectures, which students can listen anytime and any no. of times for better understanding. There are various other methods of learning such as learning through internet or through software. Students can take up projects and learn through experience. In this method students learn skills like researching, working independently and critical thinking, etc. Inquiry-based learning is also a kind of active learning, in which instead of giving lectures, teacher start asking questions, solving problems basis some scenarios. Students are required to research the topic independently or with a group to find an answer. This method helps the student to develop problem-solving and research skill. Activities like Jigsaw puzzles etc can be given to students. Students can form a group and solve it by sub-dividing the topic. Each group shares their finding and experiences. Students learn to work in teams and sharing information for completing the task. Selected students who are not able to understand subject or lesson with other students should be given personalised attention and tuition for building confidence in the subject. This will help those students to overcome any complex or anxiety or fear of the subject. Whereas in Flipped Classroom method, the students are expected to watch videos, read materials or research the topic for some basic understanding and knowledge in advance. Class time is devoted for group discussions, debates or student-led activities such as performances, actions, discuss past records. Students are also given chance to teach its peer like what is done on “Teacher’s Day”. The experience of teaching gives good and in-depth knowledge to students. In some schools and colleges, learning through sports and other gams

are encouraged. Yoga also helps in gaining good concentration in studies and practicing yoga will make the student confident in their actions and emotions. Correct eating habits and diet makes lots of difference hence many schools provide lunch in school itself or give guidelines to parents for what is to be sent in tiffin etc. Many college canteens are also strictly following some diet rules such as keeping only healthy and nourishing food, not to keep any stale food or packed food. Healthy eating habits keep health perfect and fit which causes less absenteeism due to illness in school/college and thus increases more attention and concentration in studies.

REVIEW OF LITERATURE

1. O. Samdal, D. Nutbeam, B. Wold, L. Kannas in *Health Education Research*, Volume 13, Issue 3, September 1998, Pages 383–397 published on 1st September 1998 on "Achieving health and educational goals through schools—a study of the importance of the school climate and the students' satisfaction with school". In this study the researchers have examined the effectiveness of earlier studies on classroom teaching in influencing present and future health and health behaviours. The researchers wanted to review the relevant literature also with respect to how the students' perception of school climate relates to their satisfaction with school. The researchers found that the attention needs not only to be given to classroom teaching materials but also to the quality of a student's school experience and the quality of the relationship with the teachers. Though this study emphasizes the common need for health promoters, school teachers and educators to develop strategies to improve the quality of the students' school and classroom experiences, alongside attention given to content of curriculum and effectiveness of teaching method, but it did not talk about the assessment of students, various teaching methods such as through games, puzzles, etc. Further it did not talk about freedom that the student should be given to express their ideas.

2. Research article on "Impact of Virtual Learning Environment on Students' Satisfaction, Engagement, Recall, and Retention" written by Eimear Ryan Bsc (Hons), Claire Poole Msc in the Journal of Medical Imaging and Radiation Sciences, Volume 50, Issue 3, September 2019, Pages 408-415. Virtual learning environments (VLEs) were introduced to progress students from passive to active learners. Active learning promotes the critical thinking skills essential for the transfer/use of classroom-acquired knowledge into the clinical setting. Virtual learning seemed to significantly improve students' satisfaction/engagement and recall. The key findings from this study suggest that there is a role for VLEs in the teaching of students. Virtual Environment of Radiotherapy, has shown improvement in students' satisfaction, engagement, and recall.

3. Educating generation Z: Psychosocial dimensions of the clinical learning environment that predict student satisfaction written by Mary Jane K. DiMattio and Sharon S. Hudacek published in Nurse Education in Practice Volume 49, November 2020, 102901 This study sought to identify the psychosocial dimensions of the clinical learning environment that best predict Gen Z nursing student satisfaction in the medical-surgical clinical learning environment. Satisfaction is linked to individual student retention (Ruffalo Noel Levitz, 2018) in higher education. Gen Z nursing students have par-

ticular characteristics that differentiate them from previous cohorts and bring nuance and change to the profession that may impact nursing in great ways. Particular activities and strategies were identified to promote satisfaction.

4. In another study of "Physical classroom environment and student satisfaction with courses" by Heesup Han, Kiattipoom Kiatkawsin, Wansoo Kim and Ju Hea Hong and published on page no.110-125 published on 14th March 2017 under the title "Assessment and Evaluation in Higher Education" This study aimed to fulfil a void in research by developing a study model consisting of cognitive evaluation, affective evaluation and student satisfaction with the course. Furthermore, two constructs of classroom physical environments were added to measure the moderating effect of satisfaction's antecedents. Results indicated that student satisfaction with a course was significantly explained by cognitive and affective evaluations. Affective evaluation played a mediating role between cognitive evaluation and students' satisfaction with the course. results of the invariance test revealed that ambient conditions of the classroom and its spatial layout and functionality significantly enhanced the effects of cognitive evaluation and affective evaluation on student satisfaction with the course.

5. Researchers David B. Zandvliet, Alisa Stanton & Rosie Dhaliwal have worked on "Design and validation of a Tool to Measure Associations between the Learning Environment and Student Well-Being: The Healthy Environments and Learning Practices Survey (HELPS)" published on SpingerLink on 22nd February 2019. The purposes of this project are, first, to conduct research about how classroom environments within higher education settings can be harnessed for the enhancement of student well-being, engaged learning, and civic engagement and, second, to build on current health and counselling initiatives that aim to foster well-being in the classroom.

6. Authors Ali, Zulfiqar; Siddiqui, Mushtaq-ur-Rehman published a paper on "Learning Environment as a Predictor of Student's Academic Achievement". Published on the website of EBSCO Information Services from the source "Journal of Research & Reflections in Education (JRRE). Jun 2016, Vol. 10 Issue 1, p104-115. 12p." The main objective of this study was to determine the effect of learning environment on students` academic achievement at secondary school level. The Study was conducted on a sample of 1473 secondary school students a Questionnaire. Data was collected and found that there is a positive correlation between the Learning Environment and Students' academic achievement. The factors of Learning Environment i.e. group procedures; teacher behaviour and curriculum have a positive correlation with the academic achievement of the students. The findings of this study suggest that students achieve high scores in schools with healthy learning environments.

RESEARCH METHODOLOGY

For this research, the Questionnaire was used. Around 180 students from different schools and colleges have answered the questionnaire. The questions were asked related to method, technique and frequency of teaching. The sample size is 180 students from different schools and colleges. Hence

the Primary data was collected through a questionnaire via Google Forms and the technique used to collect data via questionnaire is Stratified Random Sampling. What are the other causes for students to under-perform and how to overcome these problems were checked. This paper is exclusively studied for this purpose.

The students and teachers of various Colleges and Schools in and around Mumbai have responded for this study.

OBJECTIVE OF THE STUDY

- To study new ideas, concepts and knowledge introduced by teacher to motivate students for learning.
- To analyse activity-based learning introduced by teacher is a healthy way of learning for students.
- To study meditation and prayer activities performed before the start of the class is helpful in learning.
- To study physical activities is helpful to relieve stress and anxiety in students while learning.
- To study awards and recognition given to students to boost morale.

Hypothesis

H01 Introduction of new ideas, concepts, and knowledge does not motivate the students for learning.

H11 Introduction of new ideas, concepts, and knowledge motivates the students for learning. H02 Activity based learning doesn't give practical experience of learning to students.

H12 Activity based learning gives practical experience of learning to students.

H03 Reciting prayer and doing meditation in the beginning of class doesn't makes learning better.

H13 Reciting prayer and doing meditation in the beginning of class does make learning better.

H04 Physical exercise and sports activities does not help in reducing stress while learning.

H14 Physical exercise and sports activities help in reducing stress while learning.

H05 Celebrating and recognizing students' achievements, big or small, doesn't boost their morale.

H15 Celebrating and recognizing students' achievements, big or small, boost their morale.

Sample Size Calculation

$$n = \frac{Z^2 \alpha / 2 (p)(q)}{c^2} \qquad \text{where } p = q = 1/2 = 0.5$$

$$= \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2} \qquad Z\alpha / 2 = 1.96 \ (\text{Table value})$$

$$= \frac{3.84 \times 0.5 \times 0.5}{0.025} \qquad e = 5\% = 0.05$$

$$= \frac{1.9208}{0.025}$$

$$= 76.832 = 80 \text{ sample size}$$

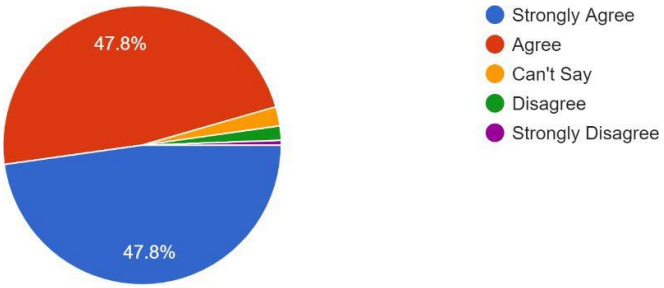
Stratified Random Sampling method is used for this study.

FINDINGS AND ANALYSIS

It is very important to raise mental health awareness in school since young students are seriously affected by mental health issues. They need a system to rely on and a proper source of information to guide them through this process of dealing with their inner issues. As per our topic, we are required to check what

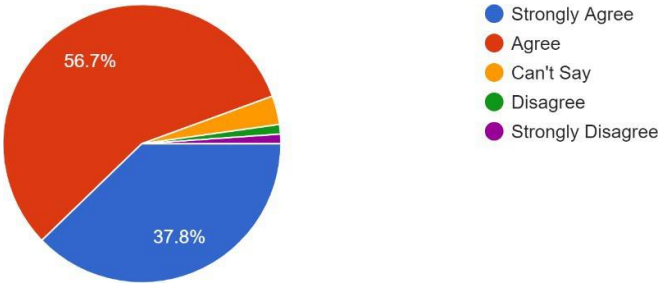
are the different methods of teaching and how they can be implemented and what are the opinion of students about new methods of teaching. In this study we assessed the different methods of teaching and student's poll on its implementation. When the above-mentioned questionnaire was circulated amongst the students, we received positive response for using innovative methods in teaching, such as activity-based learning, meditation and prayers, secure environment, praising good performance, periodic assessment than exams which causes stress among the students, game-based learning and to keep fit the body and mind through healthy food and exercise is weighted high by all students. Everybody is of the opinion that teaching must be fruitful for all categories of students, and no one should remain behind in the studies.

(1) Teacher should introduce new ideas, concepts, and knowledge which motivates the students to learn instead of simply reading the book and writing answers to the exercise questions given at the end of the chapter. (180 responses)



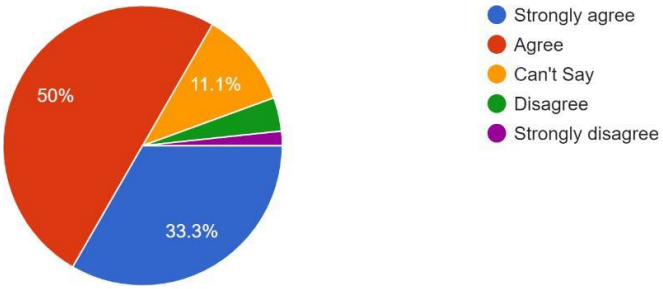
Out of the 180 students responded, 86 students Strongly Agreed and same no. of students have Agreed. Though people who Disagreed are just 3 and Strongly Disagreed is one, but it is surprising to note that 4 students are not sure whether they found this statement favourable or no.

(2) Activity based learning is Healthy way of learning as it gives practical experience of learning to students as against typically studying from the textbook. (180 responses)



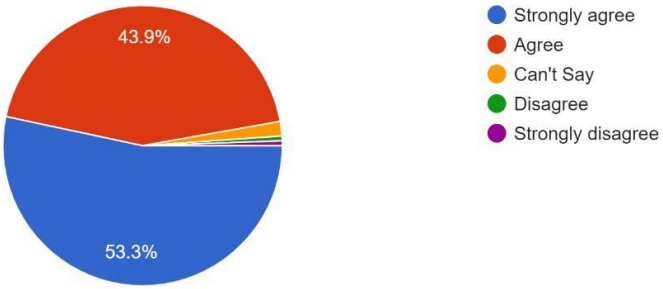
Out of 180 students from various schools and colleges, 68 students Strongly Agreed while 102 students Agreed. While 2 Disagreed and 2 Strongly Disagreed. 6 students found it neutral.

(3) Reciting prayer and doing meditation in the beginning of class makes difference in learning. Students agree that they can focus on present learning and concentrate more on studies. (180 responses)



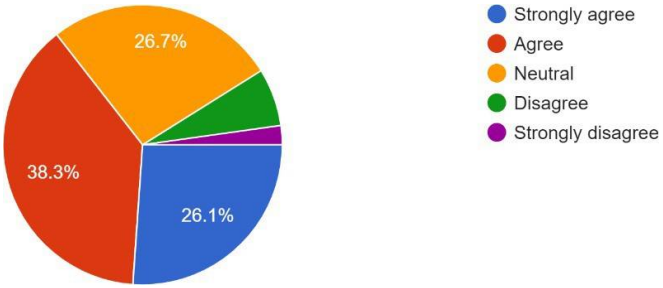
60 students Strongly Agreed and 90 students Agreed for reciting prayers and doing meditation before start of the class. However 10 students disagreed and 20 students remained neutral.

(4) Giving a secure environment to children in schools is important for maintaining good health and mental peace. (180 responses)



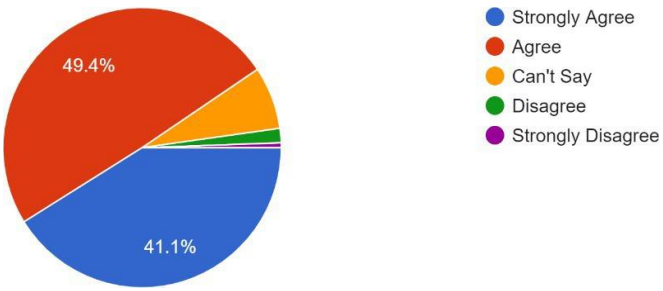
Secure environment is surprisingly required for almost more than 97% students Agreed and Strongly Agreed. Whereas disagreed and neutral population of students are negligible.

(5) Exams and marks are causing stress amongst students. (180 responses)



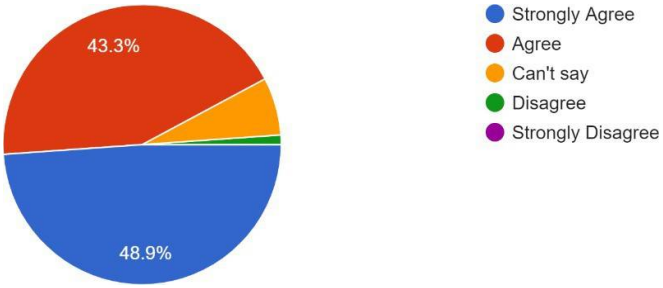
Exams and marks are stressful issues to 116 students out of 180 responded to this questionnaire. In this question, amongst all around 26.7% students were undecided on this sentence. Very small no. of students wants to Disagree.

(6) Celebrating and recognizing students' achievements, no matter if they are big or small, goes a long way in boosting their morale. (180 responses)



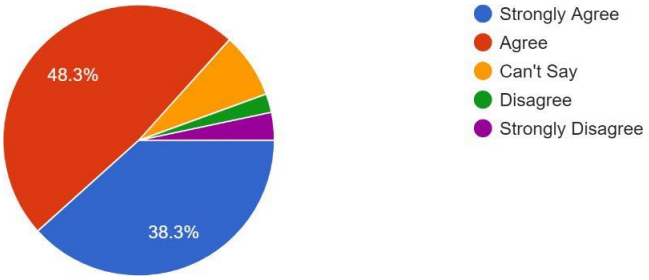
Every person requires to be praised for his good work, so 90.5% students feel that a gesture of praising words are required and just 4% students disagreed. There are few students who neither agree nor disagree.

(7) Every child has a different style of learning and there is no right or wrong style. Whichever technique the child is comfortable in learning should be encouraged. (180 responses)



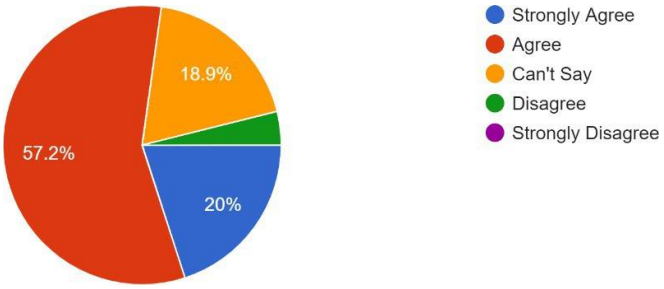
Almost all students have agreed in this survey that the students have different method of studying which may be suitable to themselves. Almost 166 students have voted in favour while 2 have disagreed and 12 have preferred to stay neutral.

(8) Game-based learning provides opportunities for deeper learning and development of cognitive skills. It motivates the children to learn more. (180 responses)



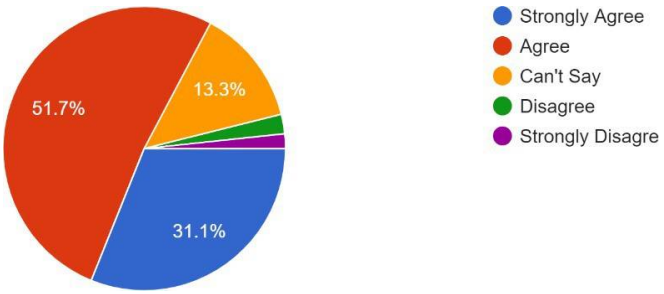
Game based learning is agreed by 156 students while 14 remained neutral and 10 disagreed.

(9) Periodic Assessment of student's would be an ideal method of evaluation. (180 responses)



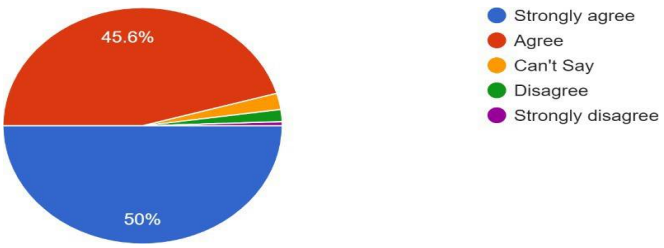
According to 139 students, periodic assessment is better than semester exams or unit tests. 34 students wanted to stay neutral and 7 disagreed to periodic assessment method.

(10) Special training and extra coaching are required for dull students. 180 responses



149 students agreed to provide special training to dull students whereas 24 wanted to stay neutral and only 7 disagreed

(11) Physical and mental exercises are important for students' overall development. (180 responses)



Physical and mental exercise are important and only 7 students disagreed and 24 remained neutral. 149 voted in favour.

DISCUSSION

Students from schools and colleges were given the questionnaire to answer. New technique of teaching is liked by majority, and they agreed that meditation, yoga, prayers, healthy food intake, games, sports are making positive improvement in learning. It is like a saying that "All work and no play make Jack a dull boy". To avoid situation like this in anybody's life, it is important that students live balanced life right from small age. They should understand and divide their fun time and study time appropriately so that when they grow up, it doesn't become difficult for them to manage their work without difficulty. Hence it is important for overall development of an individual. It should include proper balance between social life and achieving career-oriented goals. Teachers play important role in shaping up children's discipline life during school days. Students should be taught to concentrate on study while studying and play while playing. New method of teaching will definitely change the perspective of students and teachers of learning and teaching respectively. If from childhood, the student practice to eat healthy food, do meditation and yoga, learning through games, adopt their own style of learning if find effective and do physical and metal exercises for overall development, then this will make the student learning in healthy environment and thus makes him/her physically and psychologically balanced individual.

CONCLUSIONS

Healthy way of learning is essential in today's environment where the technology, and other attractions divert attention of students from study. To make those changes as weapon to learn would be a great revolution. Every child learn things as per his mental abilities, but to bring changes in the teaching and introducing conducive environments

is the teacher's responsibility. Every child should be treated as an individual and unique. Their learning and understanding capacity also would be different. So, the new way of teaching would include technology driven, through stories, in an open environments outside of the class-rooms, imbibing fun activities, sharing practical knowledge, conducting experiments, following "do it yourself" kind of learning method, using games, puzzles, and many other things which have been explained above should become part of new learning methods.

It is therefore proved that an introduction of new ideas, concepts, and knowledge motivates the students for learning. Further activity-based learning found to be easy to understand which gives practical experience of learning to students. For keeping mind cool and for concentrating on learning, the method of reciting prayer and doing meditation in the beginning of class proved to be beneficial for learning. Physical exercise and sports activities are also helpful in reducing stress while learning. It is important that teacher should reward and recognize students' achievements. This creates interest in learning of the students. All alternative hypotheses have been proved and all the respondents have given answers which were favourable to prove the alternative hypotheses.

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Exploring the Impact of Work Flexibility on Employee Performance within the Indian IT Sector: A Comprehensive Analysis

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Abstract

Organizations favour new working practises to acquire a competitive edge and to influence the attitudes of employees toward their jobs through the advantages and drawbacks they provide to workers. People have good attitudes about new working models as a result of increased personal convenience, which raises their level of job satisfaction and loyalty. Retaining talented people in the company has become crucial for firms. Strong organisational loyalty motivates workers to exert extra effort in order to do their duties as effectively as possible. The current study offers a brief overview of the literature on work flexibility in IT Sector it's essential and provides various benefits for firms to implement flexible working methods in order to cultivate people with high organisational loyalty and keep them there for a long period.

Keywords: *work flexibility, influence on employees performance.*

INTRODUCTION

Flexible employment has increased in popularity as a result of the recent economic depressions. To adapt to shifting circumstances, flexible working approaches are used. Employers embrace flexible working arrangements because they make it easier for them to adapt to changing environmental conditions and fierce competition while also lowering labour expenses.

Leading companies well known that talent performs an integral function for a business enterprise's achievement. On the way to lease and keep the right skills, you will need to create and customize relaxed paintings surroundings. Tailoring work environments and cultures to employees needs will make employees sense more valued and liked, which encourages them to carry out to their most. Employees who are trusted and given greater latitude at work are very grateful for their accommodating supervisors and employers.

The profusion of technically skilled labour that has made India a superpower is a crucial factor in the rapid development of the IT sector.[1] Due to the high emphasis on math and science in our

[1] https://www.newshour.press/it-companies-in-india-history-challenges-future/

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educational system, many students in India are aspiring to work for domestic IT companies. With the investment in human resources, programmers with excellent technical and analytical skills have been made available. The largest market for skilled programmers who are ready and able to contribute to the growth of the IT industry is found in India. The Information Technology (IT) sector has gained international prominence.

Statement of the Problem and Need for the Study

Sr. No.	Research Problems Identified	Need for further Study
1.	To study various forms of work flexibility is implemented in IT companies	To study modes or forms to implement work flexibility in IT sector.
2.	To explore reasons or benefits and impact of work flexibility on employee performance	To analyse the impact of work flexibility on the employees and explore various reasons or benefits of work flexibility.

LITERATURE REVIEW

Shagvaliyeva S, Yazdanifard R (2014): This article looked at flexible working hours from a pro-flexibility angle. According to the analysis, the adoption of flexible work schedules had certain advantages for both the employee and the company. Additionally, workplace flexibility helps workers balance their professional and personal lives by giving them time to accomplish tasks outside of their assigned jobs.

K. Chandhana and Dr. D Easow (2015): According to the study, the top 10 IT businesses (based on revenue in 2014) studied in this research are TCS, Infosys, Wipro, Tech Mahindra, HCL Technologies, Mphasis, Oracle Financial Services, Mindtree, Polaris Technology, and Rolta India in that order. By coincidence, these businesses either employ the Balanced Score Card or 360-degree feedback. So, this study reviews 360-degree feedback and balanced score cards, examining their benefits and drawbacks as well as the rationale behind their application.

Dr.P kumar and N boddeda (2018): According to the study, objective was to contrast the performance evaluation procedures used by the two Visakhapatnam IT companies that were chosen. In an effort to determine the critical variables that affect the efficiency of performance appraisals and their effects on organisations, many studies have been analysed and measured.

Wadhawan S and Mahendru M (2018): This article tries to investigate how flexible work arrangements affect employee satisfaction. Dimensions including psychological well-being, social relationships, and physical health have an impact on employee satisfaction. According to the study's findings, flexible work arrangements and employee satisfaction are positively correlated. The study looked at the relationship between flexible working arrangements and employee satisfaction among those working in the IT industry. Additionally, it demonstrated that flexible working arrangements had a considerable influence on workers' satisfaction in the IT industry. This highlights the need for organisations to implement flexible working arrangements in their working practises.

Mohammed A (2020): The purpose of the study was to determine how FWAs, such as flexitime schedules, compressed workweeks, and telecommuting, affect job satisfaction from the perspective of Ethiopian national employees of the United Nations Economic Commission for Africa (ECA) in Addis Abeba. The results showed that increased use of flextime schedules and compressed workweeks improves job satisfaction for ECA employees in Addis Abeba.

Biswa B, Ashok S (2020): The impact of flexible scheduling on increasing employees' commitment to and involvement with businesses has been covered in this study. It illustrates the connection between rising organisational productivity and increased employee engagement. Additionally, through raising employee job satisfaction, workplace flexibility is crucial for promoting organisational performance.

S. W. A. W. M. D. Nayanathara and R. A. I. C. Karunarathne (2021): According to the study, flexwork has a major influence on employee performance, and as flex-work practises improve, employee performance will also rise.

M.M. Shanmugapriya (2021): According to the study, the performance evaluation techniques used by the top 10 IT firms, including TCS, Infosys, Wipro, Tech Mahindra, HCL Technologies, Mphasis, Oracle Financial Services, Mindtree, Polaris Technology, and Rolta India in that order. Coincidentally, these businesses either employ the Balanced Score Card or 360-degree feedback.

OBJECTIVES OF THE STUDY

- To understand work flexibility and its concepts
- To study modes or forms to implement work flexibility in IT sector
- To analyse the impact of work flexibility on the employees and explore various reasons or benefits of work flexibility.

RESEARCH METHODOLOGY

The research design for the study is descriptive & exploratory in nature. This is a conceptual paper based on secondary data. The secondary data included in this research comprises a variety of earlier studies on work flexibility, concepts, and its policies. The study cover various perspectives related to IT industries in relation to work flexibility. The study also focuses on various aspects of work flexibility in organisation and its impact on performance of employees.

THEME / IDEA

MEANING:

Flexitime and flexible working hours are terms for flexible work arrangements and flexible working days, respectively. By working more hours per day, employees may complete a regular workweek's worth of work in less time. Workplace flexibility in business refers to giving staff members the freedom to decide when, when, and how they complete projects and duties relevant to their jobs. The capacity to adjust to environmental changes is known as flexibility.

TYPES / FORMS OF WORK FLEXIBILITY

Telecommuting: Employees that telecommute can work from any location. Employees are able to readily communicate with you and their co-workers by using a computer and telecommunications technologies, such as video conferencing tools. Employees have the option of working remotely or on the go.

Flexitime: While still putting in the same number

of hours each day, flexitime allows workers to determine their start and end timings. Employees can set a consistent start and finish time for their shifts or modify it to accommodate life events. An individual can report to work at 7:30 am and leave at 3:30 pm rather than following the standard 9 am to 5 pm timetable.

Mealtime flex: Employees that have mealtime flexibility can take their lunch break whenever it is most convenient for them. To attend appointments, workers might reschedule their break rather of taking time off. Some workers might also want to take a briefer break and leave the office earlier.

Compressed work week: Employees can work 40 hours in fewer than five days with a compressed workweek. A worker may work four days of ten hours each and have the fifth day off. In order to have a three-day weekend every other week, employees could also shorten their workweek. Employees spend 80 hours over nine days to do this, after which they have the tenth day off.

Job sharing: Job sharing is when two employees split the responsibilities of a single full-time position. Both of the workers have part-time jobs. They cooperate to split the labour. Employees who participate in work sharing can perform tasks that aren't typically done full-time.

EMPLOYEE PERFORMANCE

Every organization requires a performance assessment process since it aids in assessing and enhancing employees' performance. The evaluation procedure has changed throughout time. It used to be only an annual routine associated with pay, which was a nightmare for both workers and employers. However, businesses today are so preoccupied with improving the employee expe-rience that they frequently change how employees are evaluated in order to maintain them and help them grow. The employee's performance analysis is the most crucial component of a performance evaluation. Companies should take additional care when selecting the assessment technique in today's environment of constant disruption since it affects how much employees trust management and how much they put forth in all they do.

REASON AND BENEFITS OF WORK FLEXIBILITY

Retention: You can retain valuable personnel by allowing your current team to work flexible hours. Unquestionably, one of the most significant benefits that workers look for from their companies is flexible scheduling.

Attracting talent: Offering flexible schedules can help you attract more top talent given that many job searchers are more interested in a flexible schedule than other perks and that flexible work helps both employers and employees.

Increased productivity: Employees who are restricted by inflexible work schedules spend more time watching the clock than being productive. Their deadlines suffer as a result. As a result, the work's quality falls dramatically. It can mean working late into the night from home for some. Others may want to work remotely full-time from a different location.

Employee engagement: Employees that are engaged are individuals who are aware of their responsibilities and how what they do helps the business succeed. And, you guessed it, allowing flexible work hours is one of the finest ways to empower your staff and demonstrate your appreciation for them.

Better relationship among employees &

employers: Better communication between businesses and workers is another benefit of flexible working arrangements. Employees feel their supervisors support them because of flexible work schedules.

Better Mental Health: Even those who like their jobs experience stress. A worker can be more productive if they work in a calm setting free of any mental tension that can demoralise them.

LIMITATION OF THE STUDY

- The present study is limited to IT Companies only.
- The present study focus on employee's perspective of work flexibility only & organisations perceptive study can be undertaken.
- The broad literature review of prior relevant studies served as the foundation for this investigation, which in and of itself places restrictions on the findings' capacity to be applied or generalized.

CONTRIBUTION

The study offers a perspective on the attitudes towards flexible work options in companies, and various work flexibility arrangements offered by the companies. This study presents theoretical, methodological, and practical implications for researcher's practitioners, and human resource development scholars interested in improving employee work-life balance who are looking for strategies to effectively manage work flexibility and enhance work-life balance.

CONCLUSION

In the context of diverse literature reviews, the study determined that workplace flexibility improves employee performance. Work flexibility (Flexible working arrangements) ways enable employees to work longer hours and accomplish more. Flexible working arrangements had a considerable influence on workers' satisfaction in the IT industry. If leaders want to recruit and retain top personnel in today's competitive market, they must embrace flexible work arrangements. The elimination of geographical limits is one of the most underappreciated advantages of remote work possibilities. Furthermore, offering remote and hybrid choices have advantages such as enhancing staff engagement, morale, corporate loyalty, and retention, all of which are in short supply in most organisations today. Employees will gain, while businesses will see lower operational expenses and more profits—a genuine win-win situation.

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Understanding the Timeframe of Long-Term Rolling Returns in Mutual Fund Investments

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Abstract

This study delves into the evaluation of the historical performance of the HDFC Flexi Cap mutual fund through the computation of rolling returns across specified timeframes. Rolling returns, recognized as a pivotal metric for gauging performance stability and consistency, provide valuable insights into a mutual fund's past performance.

The project utilized historical returns data from the HDFC Flexi Cap Scheme mutual fund, incorporating a dataset that facilitated the computation of rolling returns. By selecting varying time periods (ranging from one year to twenty-five years) and sliding the time window, the methodology allowed for the calculation of returns for consecutive periods. This approach offers investors a nuanced understanding of the fund's precise performance across diverse market conditions and timeframes.

In the financial landscape, rolling returns, synonymous with rolling period returns or rolling time periods, represent annualized average returns for a period concluding in the specified year. This study elucidates their significance in examining the nature of returns during holding periods, mirroring real-world investor experiences.

The presentation of a portfolio or fund's rolling returns provides a holistic view of averaged performance outcomes throughout its existence. This data, portraying a more realistic market depiction than a single snapshot, serves as a valuable tool for investors seeking a comprehensive understanding of the fund's journey and performance nuances.

Keywords: *Rolling Returns, Historical Performance, HDFC Flexi Cap Mutual Fund, Timeframes, Market Conditions, Annualized Average Returns, Holding Periods.*

INTRODUCTION

HDFC Flexi Cap Fund

HDFC Flexi Cap Fund is an open-ended flexi cap equity scheme offered by HDFC Mutual Fund. The fund was launched on January 1, 1995, and it falls under the category of flexi-cap funds. Flexi-cap funds have the flexibility to invest in stocks across different market capitalizations based on market conditions and the fund manager's assessment.

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The fund's asset allocation includes approximately 91.87% in equities, 0.0% in debts, and 5.38% in cash & cash equivalents. The top 10 equity holdings constitute around 51.4% of the assets, while the top 3 sectors make up approximately 54.53% of the assets.

The fund is managed by Ms. Roshi Jain, who has 17 years of experience in research and fund management. Prior to joining HDFC Asset Management Co Ltd in December 2021, she served as Vice President & Portfolio Manager at Franklin Templeton India AMC Ltd. Ms. Roshi Jain manages various schemes at HDFC AMC, including HDFC Flexi Cap Fund, HDFC TaxSaver (diversified ELSS portfolio), and HDFC Focused 30 Fund.

Rolling Returns

Rolling returns are annualized average returns calculated for various rolling periods, providing a comprehensive view of an investment's performance over time. Unlike a single snapshot at a specific point, rolling returns highlight the frequency and magnitude of better and worse performance periods. Trailing 12 Months (TTM) rolling returns, a common type, analyze the most recent financial data over the previous 12 consecutive months, offering insights into a company's recent performance.

Measuring rolling returns for mutual funds provides investors with accurate and transparent performance data, aiding in fund selection. Investors can customize the time frame for analysis, ensuring unbiased and relevant results. Rolling returns offer insights into average returns, recurring investments like SIP, and facilitate the calculation of various metrics such as the Sharpe ratio and capture ratios.

Interpreting rolling returns when choosing mutual funds involves considering different time frames, comparing returns, and evaluating funds over extended periods. The unbiased nature of rolling returns allows for accurate performance assessment, demonstrating the reliability and consistency of mutual funds over time.

OBJECTIVE

This study explores the complexities of performance analysis for mutual funds, highlighting the significance of comprehending past data and the function of rolling returns as a crucial measurement instrument.

The study investigates the ways in which market dynamics and economic factors affect mutual fund performance over time. By taking returns over certain time periods into account, rolling returns offer a more nuanced view.

Through risk-adjusted rolling returns that account for underlying investment hazards, the research seeks to elucidate how investors can use this indicator to make more informed decisions.

As it highlights the potential benefits of rolling returns, the study also looks critically at its drawbacks, giving stakeholders a complete picture to help them navigate the ever-changing financial system.

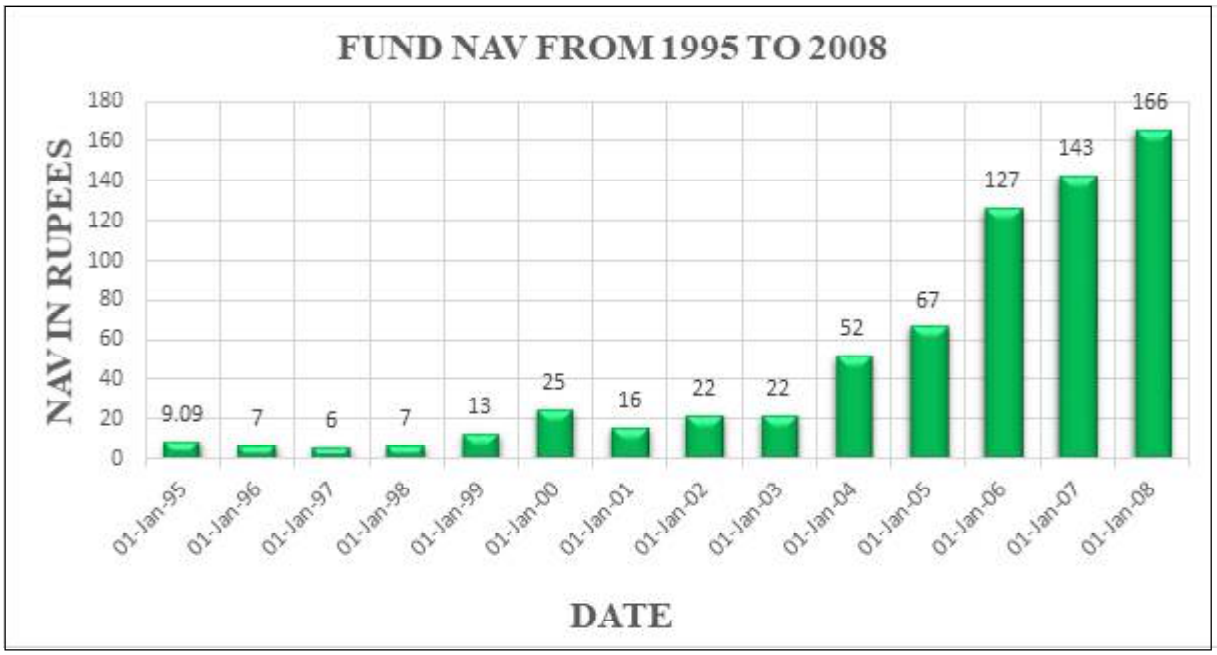
RESEARCH METHODOLOGY

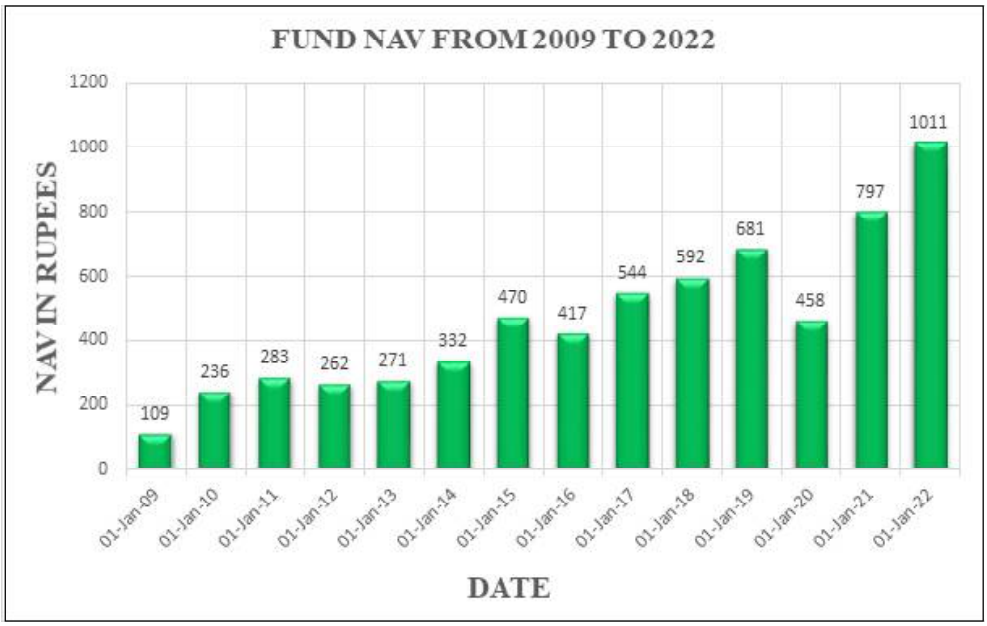
This information outlines methods to compute rolling returns for HDFC Asset Management Company (AMC) mutual funds using various secondary sources. The HDFC Mutual Funds official website is highlighted as a primary source for detailed performance reports and rolling returns data. The Securities and Exchange Board of India (SEBI) website is suggested as a potential resource for regulatory information and historical data on mutual fund performance. Additionally, the Asso-

ciation of Mutual Funds in India (AMFI) is noted for publishing Net Asset Value (NAV) information, a crucial factor in analyzing mutual fund performance, which investors can access on its official website. This comprehensive approach provides investors with diverse channels to gather insights into the historical performance of HDFC AMC mutual funds.

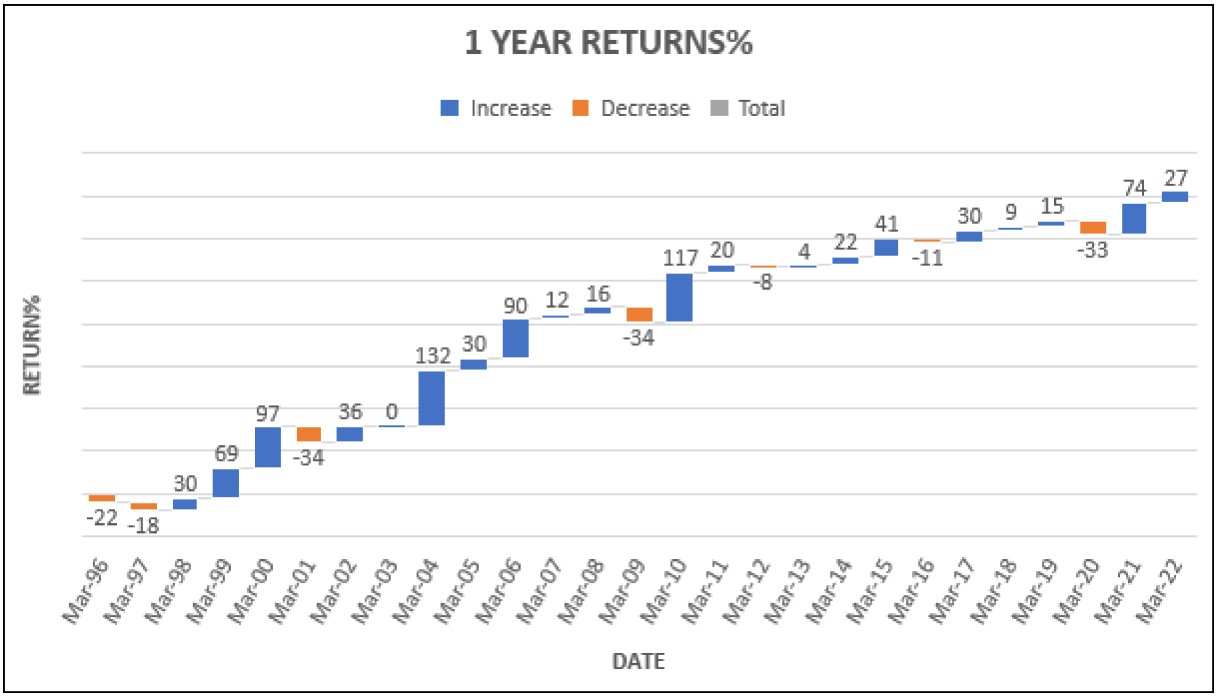
ANALYSIS AND FINDINGS

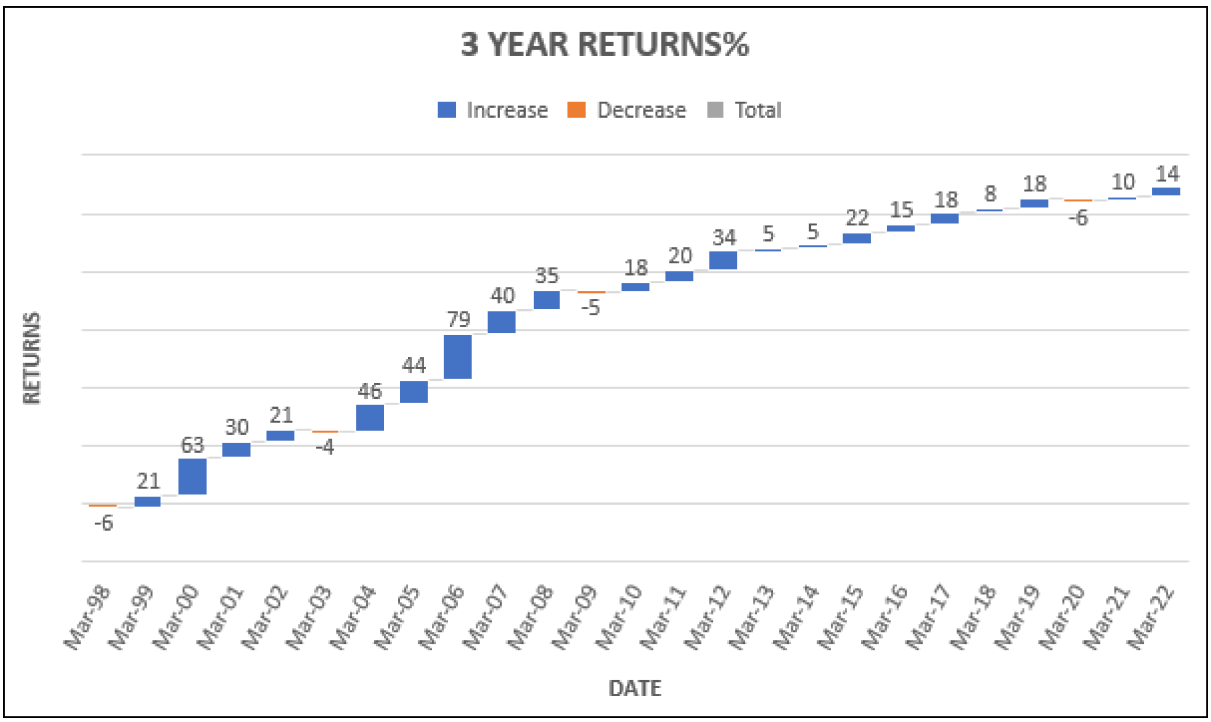
Fund NAV (Net Asset Value) From Year 1995 to 2022 of HDFC Flexi Cap Fund.

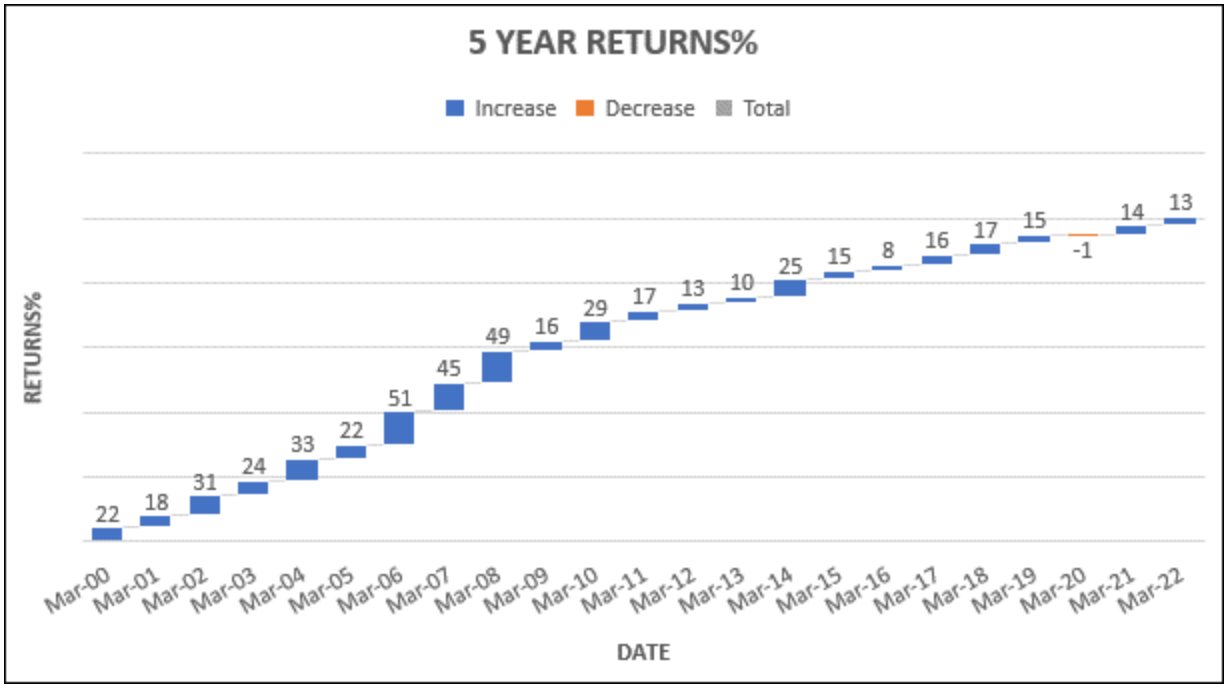




Scheme Rolling Returns over a different period of time



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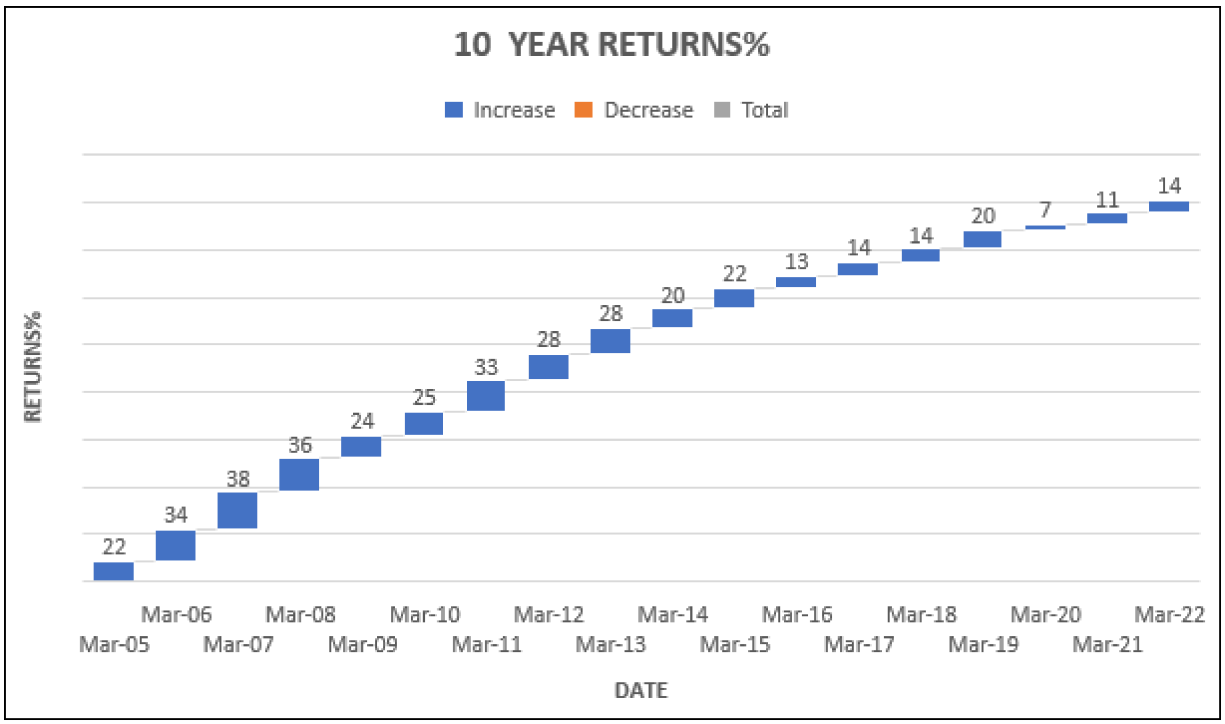
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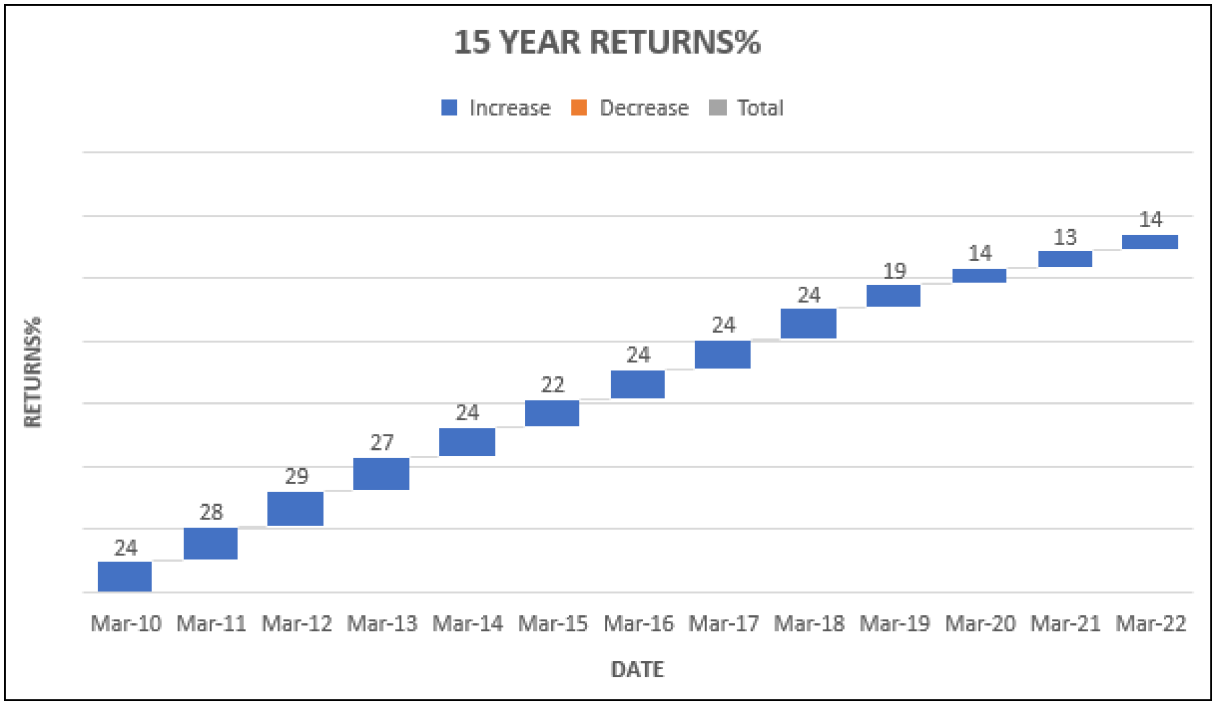
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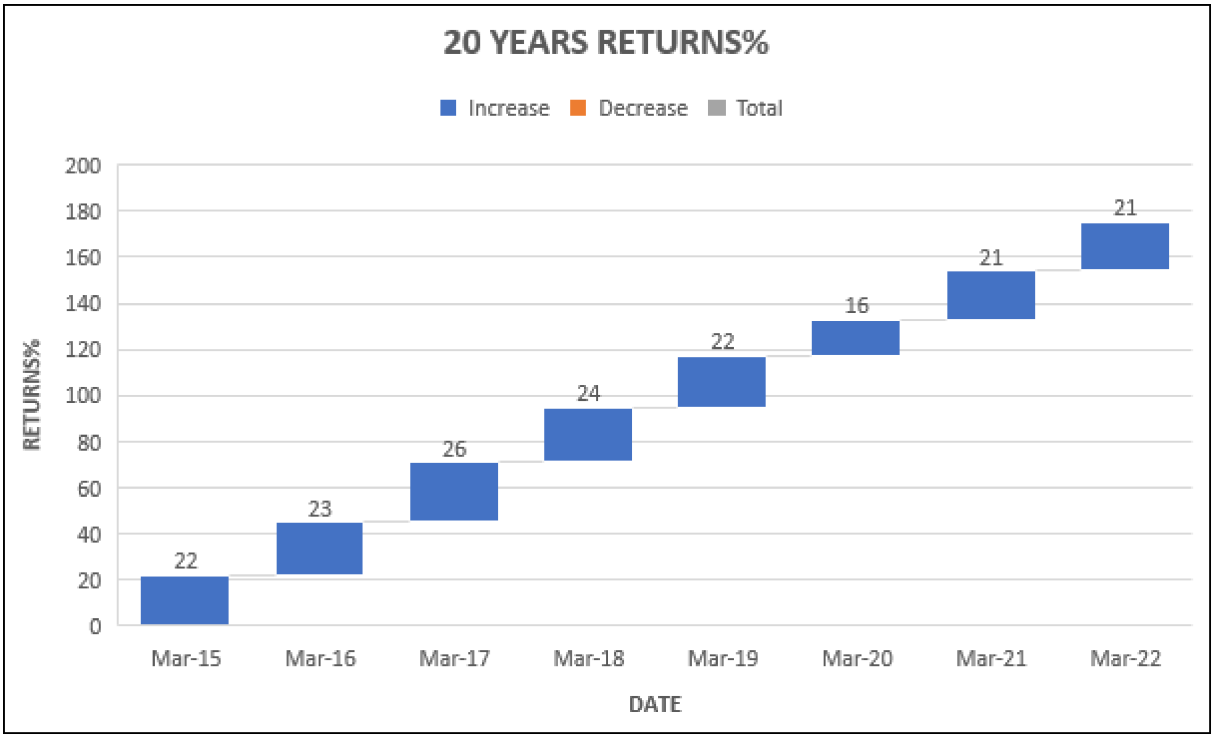
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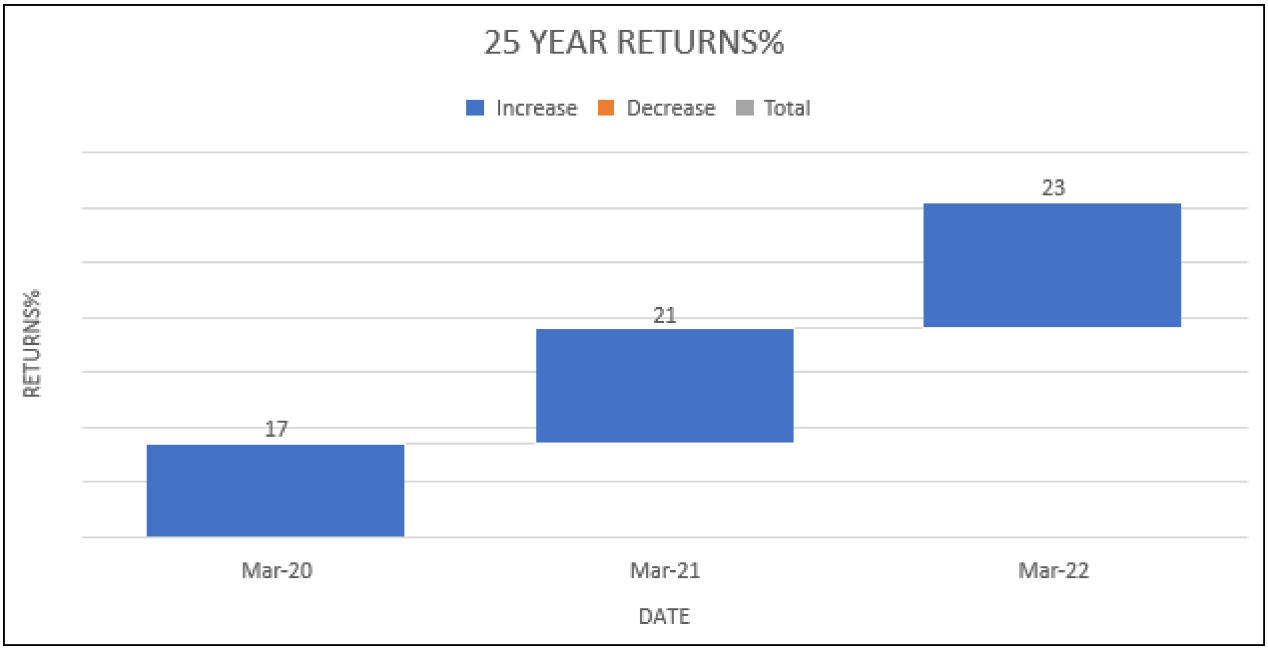

	1 YEAR %	3 YEARS %	5 YEARS %	10 YEARS %	15 YEARS %	20 YEARS %	25 YEARS %
Nos. of Observations	**27**	**25**	**23**	**18**	**13**	**8**	**3**
Nos. of +ve Observations	**19**	**21**	**22**	**18**	**13**	**8**	**3**
% of +ve Observations	**70**	**84**	**96**	**100**	**100**	**100**	**100**

The data suggests a positive and progressively improving trend in the performance of the observed subject over varying time horizons. In the short term, the one-year period displays a 70% positivity rate, indicating a relatively favorable outcome. As the observation period extends to three and five years, the positivity rates rise to 84% and 96%, respectively, indicating increased consistency and positive outcomes. Remarkably, over longer-term perspectives of ten to twenty-five years, the data shows a perfect 100% positivity rate, implying sustained positive performance and potential benefits from the compounding effect over extended investment periods.

CONCLUSION

Based on the provided data, which includes the NAV (Net Asset Value) and the annual percentage returns for different time periods, we can draw the following conclusions:

1. **Performance over time:** The NAV values have varied over the years, indicating fluctuations in the fund's performance. It is important to

note that the no. of negative observations have decreased as the time has increased. This indicates that the key to performance is not timing the market but how long have you been in the market. The longer you stay invested, the better it is.

2. **Short-term performance**: In the one-year period, the fund experienced negative returns in 22% of the observations, suggesting that the markets and returns are volatile in shorter terms and tend to stabilize over longer periods.

3. **Medium-term performance**: Over a three-year period, the fund had positive returns in 84% of the observations, indicating a relatively more consistent performance compared to the one-year period.

4. **Long-term performance:** Looking at the five-year, ten-year, fifteen-year, twenty-year, and twenty-five-year periods, the fund displayed positive returns in 96%, 100%, 100%, 100%, and 100% of the observations, respectively. This suggests that the investment horizons of more than 5 years are most likely to give positive returns coupled by the compounding effect of the corpus invested over time.

5. **Volatility**: The annual percentage returns demonstrate significant fluctuations, with both positive and negative returns observed across different time periods. This indicates that the fund's performance has been subject to market volatility and could be influenced by various factors. An investor should thereby consider these factors while investing and deciding the tenure of the investment.

6. **Observations and conclusions**: The data consists of 27 observations in total. Out of these, 19 observations had positive returns in the one-year period, increasing to 21 observations in the three-year period, and further increasing to 22 observations in the five-year period. This indicates an increasing number of positive returns over longer time horizons, suggesting potentially improved performance over time.

Overall, the data suggests that while the fund experienced some periods of underperformance, particularly in the short term, it has demonstrated a relatively consistent positive performance over longer investment horizon. It is important to analyze additional factors such as the investment strategy, market conditions, and fund management expertise to make a comprehensive assessment of the fund's investment potential. The investment decisions should not be solely on the basis of returns of a given scheme or fund but there should be a broader consideration of several factors that affect the performance. One should also be mindful of their individual risk appetite and investment goals before investing. Additionally, considering the dynamic nature of financial markets, it is advisable to consult with a financial professional before making any investment decisions.

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6. https://www.wallstreetmojo.com/banking-and-financial-institutions-bfsi/
7. https://economictimes.indiatimes.com/hdfc-flexi-cap-fund/mffactsheet/schemeid-219.cms?from=mdr
8. Certain points in this project report have been taken from employees in the company.

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A Study on energy consumption in wet waste treatment practices in Hotel Industry

*** Dr. Naina Salve[1] and Rachna Kulkarni[2]**

Abstract

The study investigates wet waste management practices in luxury hotels across India. Data collected from representative luxury hotels reveals significant findings regarding waste segregation practices, treatment methods, and energy consumption patterns. The findings emphasize on the need for comprehensive waste management policies at hotels and the local bodies to promote sustainable development in urban areas. By adopting a holistic approach to waste management, the cities where the hotels are located can mitigate environmental degradation and harness the potential of waste as a valuable resource for sustainable development since their waste is fairly segregated.

Keywords : *Waste management, Energy consumption, Waste Treatment*

INTRODUCTION

Sustainability is on top of the agenda today in the World. Investors and financial decision makers are demanding an implemented ESG report and a path to Net Zero Carbon emissions to keep the differential temperature of the Earth, from rising above 1.5!. Expectations are rising at all levels – Industry, Government, Global financial markets and Global policy makers are setting Sustainability goals for their organisations. As global regulations towards the effort to fight the Climate change expand, many organizations don't have a solution to the current climate-effort math equation. Sustainability practices and Corporate Social Responsibility of hotels are the subject of growing demand from all stakeholders - guests, hotel personnel, the local community, investors, and society at large. Sustainable hospitality respects cultural values, engages in fair-market competitiveness, supports local businesses and community, and provides good labor condition. Generation of waste is an integral part of hotel industry though its treatment may not necessarily be under their control.

The Hospitality industry in India is expected to grow to USD 475 Billion by 2029 with a CAGR of 13.96%(Hospitality Industry in India Size & Share Analysis - Growth Trends & Forecasts (2024 - 2029) n.d.). The Municipal Solid Waste (MSW) generation per capita in developing countries is generally said to grow in proportion to the gross national product.

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Composting and waste to energy plants have a brief history as management strategies for MSW in India and work as alternatives to landfilling. Analysis of energy generation and compost potential from waste can minimize the impact of MSW on the environment with the added advantage of providing a local source of energy.(Alam et al. 2022) Classification of Solid waste and domain of Municipal of Solid Waste, Value Additions in Integrated solid waste management systems, composition and characteristics of Municipal Solid Waste, status and potential of waste to energy in India has been elucidated. (Narasimha et al. 2021)

Hotels generate a diverse array of waste streams spanning from food scraps and packaging materials to linens and amenities, which are well segregated. Managing these waste streams efficiently while minimizing associated energy consumption poses a formidable challenge in India, if it is not treated correctly at source. The hotel industry is hard pressed to conserve its margins with more efficient utility systems which drive the circularity of resources while being bound by compliance of Municipal Solid Waste Management Rules, 2016 and other environmental issues (Arising out of directions of the Hon'ble Supreme Court in W.P. No. 888/1996 and W.P. No. 375/2012) have orders passed which include directing scientific disposal of waste by setting up of compost plants/processing plants, preventing water percolation through heaps of garbage, creating focused 'solid waste management cells' in all States and complying with the Municipal Solid Waste Management Rules, 2000 (now replaced by SWM Rules, 2016). The wet waste from hotels is well segregated, it has a high potential of biomining (compost or biofuel). Energy consumption is an indicator of the efficiency of the process of wet waste management and therefore it is being evaluated in this study.

Research Gap

Literature review suggests that most of the study done in the field of wet waste management in hotels is qualitative and suggestive. This study -

1. Evaluate the different processes followed by the hotels in managing their wet waste.
2. Energy consumption of each of the process
3. Benefits of choosing one process over another process
4. Sustainability of the process of wet waste management followed in the hotel industry.

LITERATURE REVIEW

Literature review in waste management suggests segregation of waste as the core of waste management for any successful implementation of technology. (Chia et al. 2020; Espuny et al. 2022; Fikadu et al. 2022; Mukai and Oyanagi 2019; Ramanathan et al. 2024; Smith and Aber 2018; Yoshizaki et al. 2013; Zahra et al. 2023) Urban food management in India is focused on managing food wastes through solid waste management strategies (compost and energy production). The policy makers need to pay attention to optimizing Water, Energy and Food (WEF) network and a paradigm shift is required towards integrated urban WEF policy to attain the goals of sustainable urban development in the developing nations (Singh and Tayal 2022). An exploratory research focused on managing and minimizing food wastage in the hotel industry, highlighted that food waste is generally of good quality and this wastage can be reduced. (Amicarelli et al. 2022)

A literature review by RC Pandey[1] (2021) et. al. on

[1] https://www.bibliomed.org/?mno=127723

waste management on hotels in Dehradun studied the present waste management by reviewing literature on trash audit, WARM model, analysis on cost-benefit approaches and equivalency calculators. The characterization of waste from the hotels is carried out along with recycling options for each type of waste generated providing a generic view of processing and recycling (Pandey et al. 2021). The impact of waste management in the hospitality industry found that the highest amount of wastage was found in food waste and within food wastage, buffet serving system was identified as the main reason for wastage (Thobile and Bhila, 2019).

Problem Statement :

Management of mixed waste at the municipal level causes hindrances in resource recovery and inefficient recycling methods. Technologies are available for recycling segregated waste efficiently. The hotel industry being an organized sector, segregates its waste efficiently, however, resource recovery is not efficient due to the treatment methods adopted.

Objective of the Study: To study the energy consumption pattern of wet waste management practices in hotels

Hypothesis :

H0 Wet Waste management in hotels is Sustainable

H1 Wet Waste management in hotels is not Sustainable.

Parameters for Study :

Energy consumption in the form of electricity or transport has been taken as a parameter for the study of wet waste treatment.(United Nations. Department of Economic and Social Affairs. 2007)

RESEARCH METHODOLOGY

This is a primary data driven research evaluating the responses received from the Luxury Hotels in India towards energy consumption for waste management.

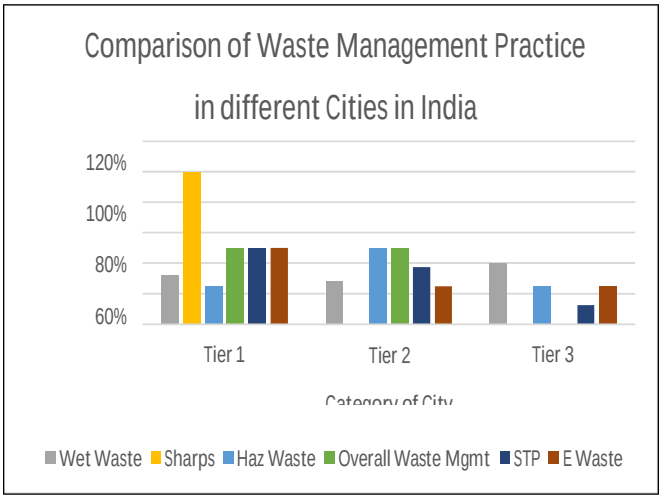
Sample Size and Data Collection : Sample Size considered is 96 luxury hotels and resorts across the gamut of luxury hotels and resorts for qualitative inputs. Reliability and validity tests of the questionnaire was carried out. As Likert scale was used in the questionnaire for getting the answers both minimum and maximum values will be checked to avoid the errors in responses. Random Sampling was used for Sampling.

Results :

70% of the hotels are treating their wet waste at source either through an electric composting machine or through a non-electric Organic waste composting unit. 30% of the respondents are sending their waste to the municipality or have an authorised vendor to collect their waste. Comparison of the above 2 charts shows that though 48.4% of the respondents are in the range of 0-10 KW energy consumption per day, 13.5% of the total population is using non electric composter. 7.3% of the respondents have a Biogas unit installed. 23.2% of the population is using up to 20 KW of specific energy (KW/ kg of wet waste treatment), while 3.2% are using more than 20 KW of specific energy which indicates either the waste is too high or the system is very inefficient. 39.6% of the respondents have electric composter inhouse. 28.1% of all respondents hand over their wet waste to authorised vendors for treatment. Energy consumption patterns at vendors location is not accounted by the hotels since it is not metered by them. The cost of energy is

included in the cost of treatment charged by the vendor.

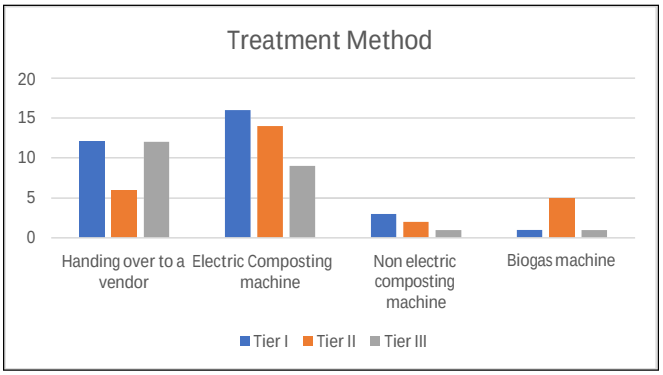
ANALYSIS AND INTERPRETATION



1. Comparison of Waste Management Practise in diûerent Cities in India

Inference:

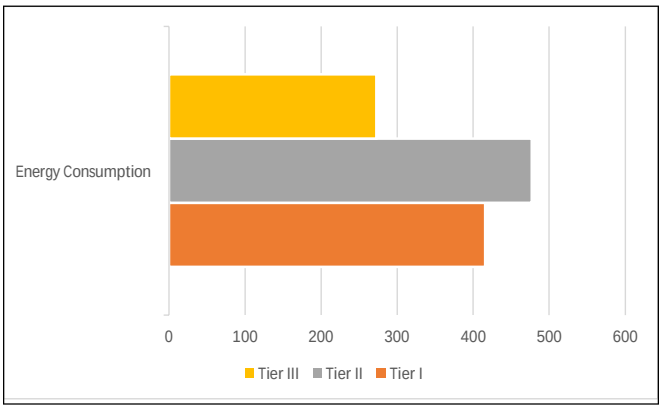
Tier I cities have better segregation and treatment of sharps and overall waste management. They have better access to new STP technologies with respect to sales and service as companies are present in metro cities compared to the access of the same by Tier II and Tier III cities. Tier III cities treat their wet waste better because they have space which Tier I and Tier II cities do not have. Tier I cities also draw advantage on E-Waste segregation, collection and recycling as compared to Tier II and III cities. Hazardous waste management is better in Tier II cities as compared to Tier I and Tier III cities because of access of recycling centres near them.



2. Treatment Methods of Wet waste in diûerent cities

Inference :

The four methods of Wet waste treatment are evaluated in Tier I, Tier II and Tier III cities. Tier I cities use a combination of Handing over the waste to a vendor (not piggeries) and Electric composting machine. Tier II cities follows Electric composting machines, has Biogas machines and also hands over to a vendor (usually piggeries). Tier III cities treat their waste by Handing over to a vendor (usually piggeries), have lesser electric composting machines and biogas units.



3. City wise Energy Consumption for treatment of wet waste by respondent hotels

Inference:-

The sum of Energy consumption of Tier I cities is approximately 416 KW, Tier II cities is 477 KW,

Tier III cities is 273 KW to treat their waste everyday. This indicates that Tier III cities use more efficient systems as compared to the Tier II and tier I cities.

The energy consumption is not limited to the treatment of waste. 84.4% of the hotels invest energy in keeping their waste in air conditioned rooms so that the waste does not emit foul odour and cause guest inconvenience. 15.6% of the hotels which do not have a cold room may either have an organic waste composter (13.3%) which can take up the waste as it gets collected and may not need storage or the staff may be collecting waste when the van for pick up of waste comes to their doorstep(86.7%) as they have outsourced wet waste management. 32.6% of the hotels have a tie up with NGOs for pickup of leftover food, thereby reducing the need of wet waste management efficiently and sustainably.

Results:

A majority of hotels with turnovers exceeding 100 crores are located in Tier I cities. A high level of satisfaction (80%) prevails amongst respondents with waste segregation practices and eco-friendly initiatives like prevalent on-site treatment of wet waste, primarily through electric composting machines or organic waste composting units; and a substantial proportion of hotels outsourcing waste management to municipal authorities or authorized vendors. In a data of close to 100 representative luxury hotels, 37% of the hotels were having a revenue of more than 100 crores, while 29% of the hotels are between INR 25 -50 Crores turnover. 62% of the hotels which have a turnover of more than 100 crores are in Tier I cities. Hotels in Tier I cities consume more energy because they use Non electric composting systems whereas Tier II and Tier III cities show a higher use of Non electric composting systems.

CONCLUSION

Wet Waste management is a very small portion of the Sustainability initiatives taken by a hotel, however, the amount of money and resources being spent on treating wet waste are higher as compared to other wastes. Material recovery because of wet waste contamination gets resolved in this sector since the hotels have started implementation of waste segregation practices. This contributes to the circular economy of the industry.

Tier I cities respondents feel that they need more space for efficient wet waste management systems. Tier II cities outsource their wet waste management while Tier III cities try to manage the wet waste with minimum amount of energy consumption.

In conclusion, waste generation in all major cities presents a formidable challenge that demands concerted efforts from government authorities, civil society, and the private sector. By adopting a holistic and inclusive approach to waste management, the Solid Waste management issue can not only mitigate environmental degradation and public health risks but also harness the potential of waste as a valuable resource for sustainable development.

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Evolution and Dynamics of India's Cosmetic Industry: A Century of Consumer Preferences, Digital Transformation, and Emerging Trends

*** Dr. Neena Katkar[1], Aishwarya Mahajan[2]**
Vrushang Mulekar[3], Sarita Gupta[4]

Abstract

This research looks at how India's cosmetics sector has changed over the last 100 years due to changes in customer preferences, technology developments, and changing legal frameworks. It follows significant historical moments, from the arrival of global behemoths in the 1960s to more contemporary fads like social media marketing, organic products, and e-commerce. Using a quantitative and exploratory methodology, the study attempts to evaluate consumer preferences, market size, emerging trends, growth factors, and marketing tactics. Important conclusions include the industry's valuation of almost $6 billion, its 3% yearly growth rate, and the increasing focus on affordability. The move toward natural products, the impact of social media, and the growth of vegan and cruelty-free options are all highlighted in the conclusion.

Keywords: *E-Commerce, Organic product, Social media*

INTRODUCTION

India's makeup industry has changed significantly over the past century due to shifting consumer preferences, technology breakthroughs, and regulatory changes. After government intervention in the 1940s and 1950s, the market, which had been dependent on foreign products until then, began to shift towards indigenous brands. International behemoths such as Revlon and L'Oreal joined Indian firms like Godrej and Himalaya in the 1960s.

Rapid expansion was witnessed in the 1970s and 1980s, driven by rising consumer demand and the entry of reasonably priced cosmetics. With the liberalization of the economy and the arrival of international brands like Chanel and Lancôme in the 1990s, expansion continued. Ayurvedic and herbal products, luxury goods, and men's grooming were among the new market niches that arose. Indian brands such as Lotus Herbals and Patanjali gained significant market share.

Trends including the expansion of e-commerce, the emphasis on natural and organic products, the

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influence of social media marketing, and the increase in demand for high-end cosmetics have all had an impact on the sector in recent years. Online sales are up, and consumers are becoming more and more interested in durable, environmentally friendly items. The future of the Indian cosmetics industry is full of exciting developments as the sector responds to technology advancements and these trends.

LITERATURE REVIEW

1. **Trends shaping the future of the Indian beauty and personal care market- Economics time by Mani Singhal Aug 23, 2022,** talks about the different trends that are changing the future of the beauty and personal care market in India. Some of these trends are the rise of natural and organic goods, the growing desire for personalized products, the impact of sustainability on the industry, and the rise of digitalization. These trends are closely related to the goal of the study, which was to find the key trends that are making the cosmetics business grow. Key factors in the growth of the industry in India include the rise of natural and organic products and the growing demand for personalized goods. The rise of the business is also helped by digitalization and the use of social media influencers. One important trend to keep an eye on is how the environment affects the business.

   Consumers are becoming more worried about how their purchases affect the environment, and businesses that put sustainability first are likely to have an edge in the market. (Singhal, 2022).

2. **Beauty Industry Trends (2023 & 2024)** The piece talks about new beauty trends on the market right now. It talks about how trends like clean beauty, packing that doesn't harm the environment, and being open to everyone have grown. AI and technology have also been used to tailor beauty goods to the needs of each customer. The trend of digitally trying on makeup could also help us learn more about how technology and AI are used in the beauty business.

   Clean beauty and eco-friendly products are also new things that people want, which affects what they buy in the end. This can be a way to sell people's emotions. (Howard, 2023).

3. **The research article titled "Impact of Digital Marketing on Women Skincare Sector in India"** looks at how digital marketing has affected the women's skincare sector in India. The goal of the study is to find out how well digital marketing helps improve the image of a brand and boost sales of skincare goods. People have a natural tendency to go for the first thing on a list. So, SEO is a very important part of getting a company or a product known.

   This shows that how people act and what they like in the makeup business changes based on what they learn about skincare. The growth of the beauty industry in India is driven by digital marketing, and influencers have a fair amount of effect on that growth. This is because people tend to believe influencers more because they can connect to them. (Utkarsha Karale, 2019)

   IBEF's study says that India's beauty and personal care business is likely to grow a lot because more people are buying high-end products and more people are buying things online.

The study also says that the growth is due to a shift in customer tastes towards organic and natural products, as well as the growing use of social media and digital marketing to promote beauty products. The study also says that the beauty industry will keep growing at a CAGR of 10–12% over the next few years, with high-end goods and brands leading the way. The study says that the beauty and personal care business in India has a lot of potential for foreign companies because the country has a large number of consumers, and their disposable income is growing. As we have rightly pointed out, there will be a few more trends, and if growth keeps going at the same rate, more and more Indian names will appear, making the market crowded (Sharma, 2019).IBEF's study says that India's beauty and personal care business is likely to grow a lot because more people are buying high-end products and more people are buying things online.

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As we have rightly pointed out, there will be a few more trends, and if growth keeps going at the same rate, more and more Indian names will appear, making the market crowded (Sharma, 2019).

OBJECTIVES

1. To identify the current market size and growth rate of the cosmetics industry in India.
2. To examine the changing consumer behaviour and preferences in the cosmetics industry.
3. To identify the emerging trends and opportunities in the cosmetics industry.
4. To investigate the factors driving the growth of the cosmetics industry in India.
5. To study the marketing and distribution strategies used by cosmetics companies in India.

RESEARCH METHODOLOGY

The current investigation utilizes a quantitative methodology to obtain an understanding of the cosmetics industry in the Thane and Mumbai regions. The study uses a questionnaire-based survey with a sample size of 122 respondents, concentrating on people over 16 because it believes that this is the demographic that Indian cosmetics are aimed at. To guarantee an impartial representation, simple random sampling is the sampling technique used. The study's focus is restricted to particular Thane and Mumbai neighbourhoods, and people who are tech-savvy are given special consideration. While secondary data is gathered from websites, research publications from journals like IRJC and IJSR, and newspapers like The Economic Times, primary data is gathered via the questionnaire. This approach aims to provide valuable insights into the dynamics of the cosmetics industry in the specified region.

DATA ANALYSIS

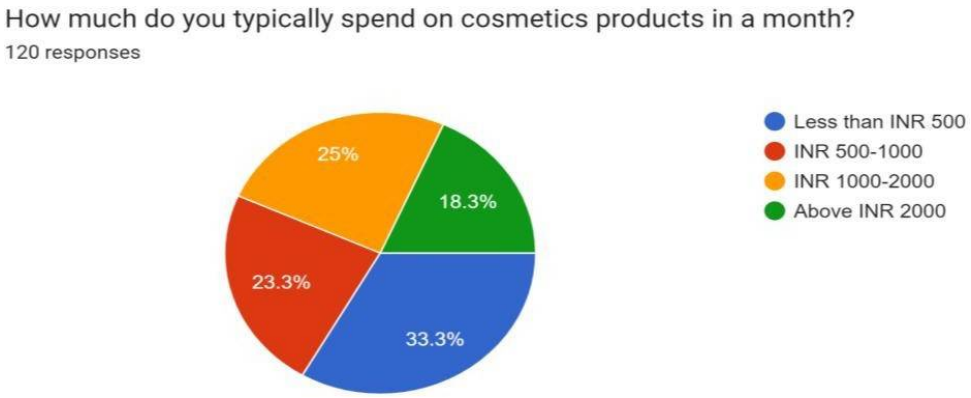

Figure 1 Google forms

It can be observed that the purchase of cosmetics is typically a monthly schedule for 42% of the respondents, 19% on a yearly basis 11% on a weekly basis 27% rarely buy cosmetics. Majority of consumers spend less than ` 500 on the purchase about 20 to 25% of the respondents spend in between ` 500 to ` 2000 on a one-time purchase of cosmetics. A very less fraction of consumers spends above ` 2000.

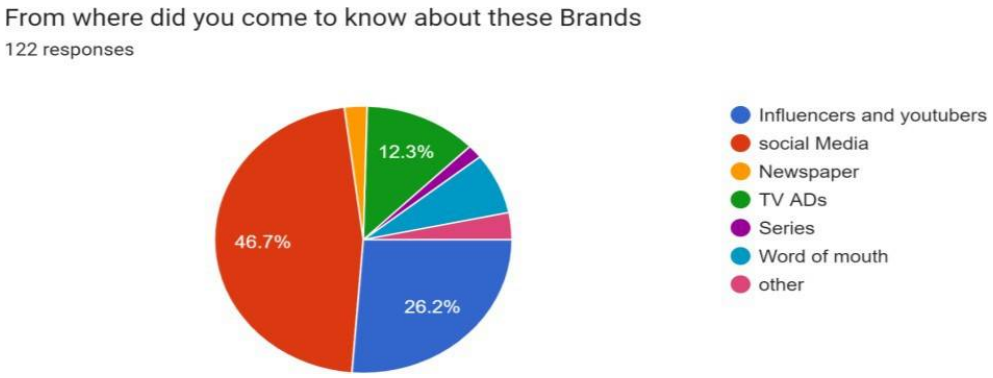

Figure 2 Google forms

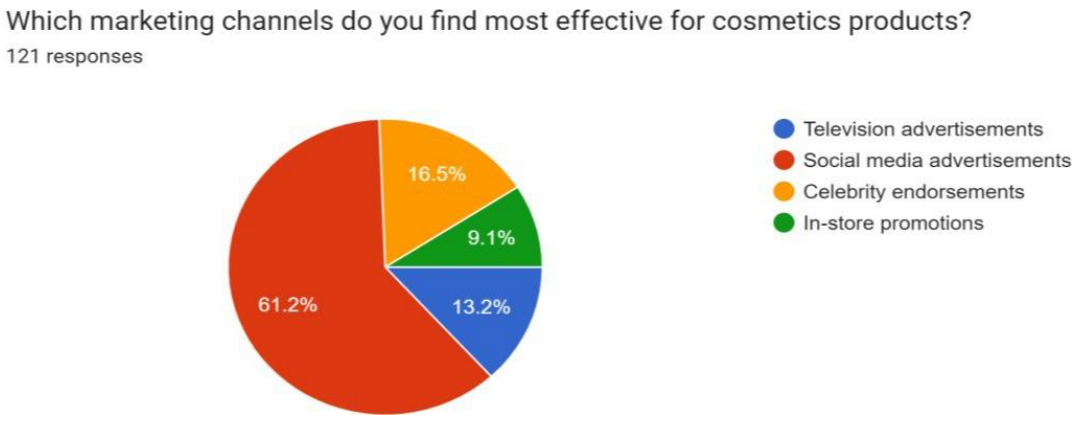

Figure 3 Google forms

Above mentioned bar graph shows some emerging brands that were launched in the past decade. It is seen that the majority of the respondents are aware of maximum brands and the reason behind this is not traditional advertisement but influencer marketing and social media marketing. This draws us to a conclusion that brand should shift from traditional methods of marketing to more digital convenient and cheap methods if the brand is new in the market. The success of influencer marketing over celebrity endorsements is because the customer can relate more to the influencers as they seem more realistic and have extensive customer engagements on social media.

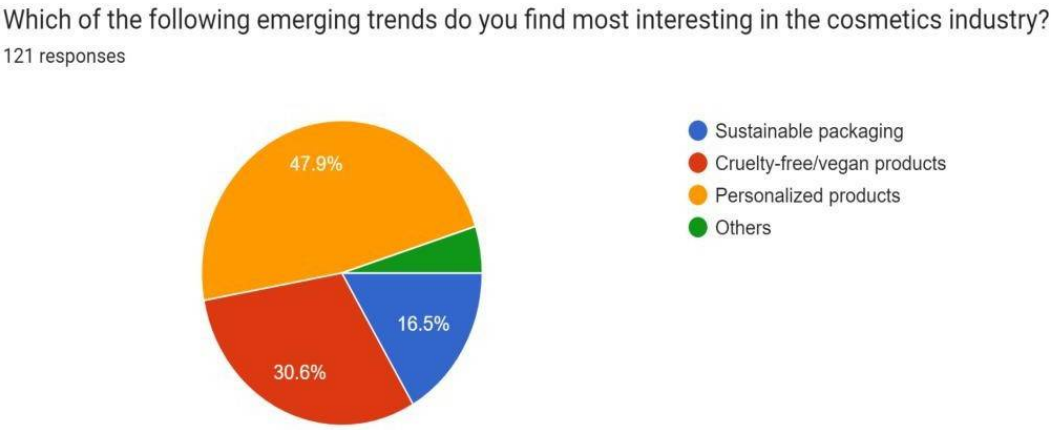

Figure 4 Google forms

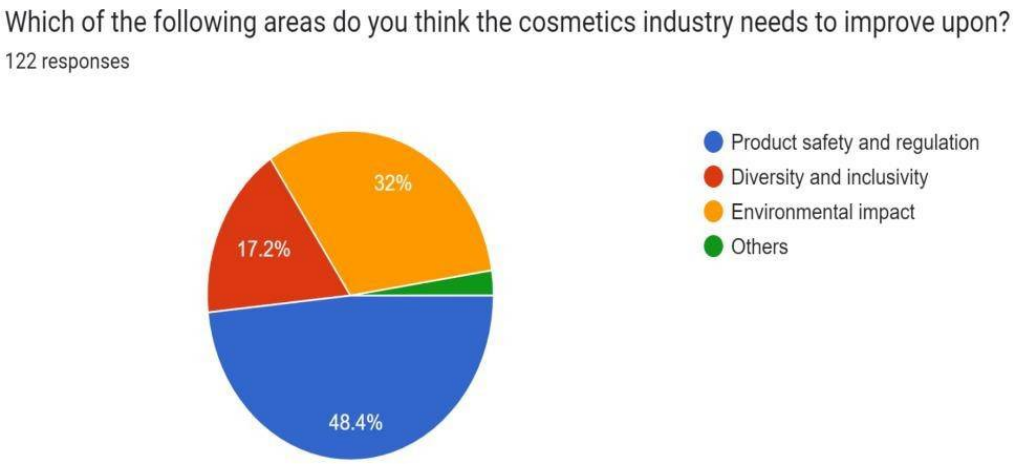

Figure 5 Google forms

To talk about the emerging trends in cosmetic industry we see not a lot of respondents find the personalized products most interesting followed by cruelty free or vegan products. Since not all the brands provide personalized products, the market is still a niche. Product Safety and regulations

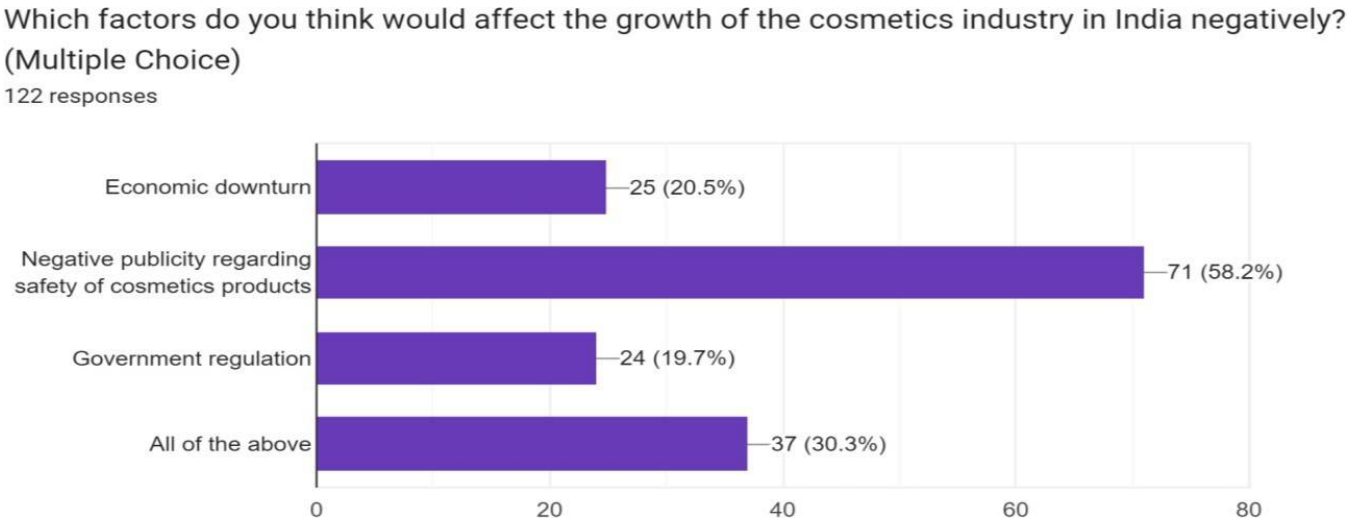

Figure 6 Google forms

The marketing game of these brands is very strong but still, some factors can affect this industry negatively ask the respondent's negative publicity regarding the safety of cosmetics can play a major role in the downturn of any brand. About 60 respondents voted for negative publicity and 30% voted for all factors including economic downturn and government regulations as well.

FINDINGS

- Even though it is said that the cosmetics industry is becoming gender neutral we do not observe many brands for men's.
- Age groups above 35 years are not targeted as much as youth. Companies should try to understand their skin concerns and tap the market accordingly.
- The rare buyers of cosmetics which take up the 27% of respondents can be targeted and converted into regular buyers.
- It is seen that baby brands have covered the market just by social media and influencer marketing. luxury brands have a scope to explore and work on their marketing strategies on digital platforms.
- Traditional methods of advertising are not proving to be much affective. innovation can be done in print and digital media for advertising.
- Instead of investing in celebrity brand ambassador's customer engagement can be focussed through micro and macro influencers
- Price point no more remains a concern as customers are more interested in a product due to its ingredients. this can help luxury brands if they market their product's ingredients more than the product.
- the 46% who did not care about the quality and more attracted towards price and other things can be a good target for small non luxury brands.
- Consumers do not like to use chemicals and synthetic substances. Hence highlighting the

natural ingredients can boost sales. This is the reason every brand is marketing itself as a natural and organic brand and hence we see a lot of companies blooming in the past decade.

- To encourage instore sales brands should give offers and promotions like they give online. the older generation prefers store bought cosmetics.
- As almost 30% of respondents check online reviews before buying. Hence companies need to invest in good PR.
- Companies can launch personalised product line which can be a premium segment.
- Product Safety and regulations need to be improved.
- The chemicals used in cosmetics need to be tested but not on animals as cruelty-free products are preferred.
- Rather than just going online companies can focus on multiple channels of distribution.
- To sustain client loyalty, organisations should avoid adverse news about their products and swiftly act and explain.

CONCLUSION

Although the cosmetics industry is becoming more gender neutral, males still have fewer alternatives. Income has an impact on purchasing behave
your as well. Many new businesses have emerged over the last decade, and influencers and internet marketing are critical for increasing brand recognition. Product quality is preferred over brand recognition and cost by 54% of customers. Organic and natural makeup are favored over chemical cosmetics, and eco-friendly beauty products command a premium. The majority of transactions are conducted online, with feedback from consumers impacting roughly 30% of customers.

1. Cosmetic industry is worth more than $6 billion industry in India with a growth rate of 3% per year. numerous new cosmetics brands are launched every year. Rising disposable income of people and different distribution channels and cost-effective cosmetics are some of the reasons that are driving the growth of this industry at a very fast pace.
2. Customers do not prefer traditional modes of marketing and are more influenced by social media rather than celebrity endorsement. Cosmetic products have become mere hygiene and not a luxury anymore and everybody can afford the products due to the emerging new brands.
3. Consumers are shifting to more natural and organic alternatives there is a trend of cruelty-free and vegan products in the market due to rising awareness of veganism. Apart from interesting packaging attractive magic packaging environment friendliness, and personalized products are some of the emerging trends that can be seen in this industry.
4. Industries have started realizing their niche and are planning their moves according to it a strong market survey seemed to be conducted before launching any product. Involving the customer in the manufacturing process of any cosmetics, using sentimental marketing,
5. Omni-channel distribution methods are used by newly launched companies. Products are first launched online on their website and then distributed through other channels in the next few months. This has increased convenience for the customers in terms of purchase. Play

observing this old brand like Maybelline Lakme and Lotus have also started going Omni channel.

SCOPE AND LIMITATIONS

A. Scope

- The study is confined to only some areas of Thane and Mumbai Region
- People with understanding of technology have been considered for this research.
- The study is only restricted to a sample size of 122 due to less time for collection of data.

B. Limitations

- Due to limited time sample size for primary research was very small.
- The data might be biased due to different opinions of the consumers.
- Since the survey form was circulated within Mumbai and thane region other parts of the country were not covered.

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A Study on Emerging Paradigm of Retail Strategic Behavior for Organized Oil Retail Outlets

*** Sanjukta Walvekar**

Abstract

This study analyses the new retail strategy paradigm in this market through the lens of chained energy retailers. The strategies employed by organised oil retailers to attract and retain customers have evolved in tandem with the retail industry and the oil industry in particular. This study investigates the evolution of strategic behaviour in the organised oil retail market over time, taking into consideration competitive pricing, customer contact, technological advances, and environmental sustainability measures (Contreras, 2018). This research aims to investigate these issues in order to gain a deeper understanding of the expanding retail sector and its effects on the energy industry.

INTRODUCTION

In recent years, the retail industry, primarily the organised oil retail sector, has undergone significant change. Petrol stations must evolve continuously in response to shifting consumer demands and expanding technical capabilities. This study aims to analyses the new retail strategy behaviour paradigm for these firms in order to shed light on the factors that influence the decisions made by organised oil retail outlets and the sector-wide implications of these decisions (Contreras, 2018). Examining price, consumer participation, technological integration, and sustainability measures, this study casts light on the dynamic nature of the organised oil retail sector.

2. RESEARCH METHODOLOGY

2.1: QUESTION AND IMPORTANCE

How has the rise of new retail paradigms changed the way that organized oil retail stores act strategically?

What are the main changes in strategic behavior in the organized oil retail business that are caused by?

Importance

The retail industry is volatile, and new concepts require organized oil stores to adapt. This study is significant because it illustrates the complex web of interrelationships between technological innovation, shifting consumer preferences, and evolving

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competitive strategies in the organized oil retail industry (Kandampully, 2011). By understanding these characteristics, stakeholders can make informed decisions regarding the adaptation of their business models to a changing market. Understanding the influence of regulatory frameworks and market forces on the strategic decisions made by multiple channels can provide a more complete picture of the future of the business. Consequently, our research contributes to the existing corpus of knowledge that retail businesses and governments can use to manage challenges and capitalize on opportunities presented by the new paradigm.

2.2: ISSUE INVOLVED

The retail industry is a volatile one, and organized oil stores must adapt to new concepts. This study is important because it illustrates the intricate web of interrelationships between technological innovation, shifting consumer preferences, and evolving competitive strategies in the organized oil retail industry (Kandampully, 2011). By understanding these characteristics, stakeholders will be able to make informed decisions about adapting their business models to a changing market. Understanding the impact of regulatory frameworks and market forces on strategic decisions made by multiple channels can paint a more complete picture of the company's future. Consequently, our research contributes to the existing corpus of knowledge that retail businesses and governments can employ to manage challenges and capitalize on opportunities presented by this new paradigm.

2.3: RESEARCH DESIGN

2.3.1: DATA COLLECTION METHOD

A mixed-methods approach will be used to investigate an innovative theory of retail strategy behavior for organized oil retail outlets. During the quantitative phase, we will gather structured data from 162 participants divided into three groups: customers, subject matter experts, and store managers. This poll will look at consumer preferences, technology habits, competitor tactics, and official opinions. The qualitative phase will consist of in-depth interviews with a selection of survey respondents (Leonardi & Treem, 2020). This will allow us to learn more about their histories, views, and opinions. This two-pronged method will give a complete knowledge of the dynamics at work in the organized oil retail sector, enabling for the discovery of patterns and trends critical to tackling the new paradigm's challenges and exploiting the possibilities.

2.3.2: Data analysis method

The mixed-methods data acquired for the research on the new paradigm of retail strategy behavior among organized oil merchants will be carefully considered. The quantitative survey answers of all 162 respondents will be analyzed and visualized in Excel charts and graphs. These graphics will successfully explain how the organized oil retail sector is developing as a consequence of changes in customer preferences, technology improvements, corporate strategies, and regulator perspectives (Leonardi & Treem, 2020). Linear Multivariate Regression Analysis will also be done to determine causation and uncover hidden patterns. We will be able to explore the influence of modifiable variables on the results of predefined behavior using this statistical method. The results will provide light on the intricate interaction of customer preferences, technological improvements, and regulatory dynamics, all of which impact the strategic choices made by organized oil merchants. In the ever-changing retail environment, having good data to back up your decisions and suggestions is critical.

2.4: Reliability and Liability

Throughout the study process, certain processes will be followed to verify the reliability of the results. The survey device will be subjected to preliminary testing using a sample size to discover any defects that might lead to incorrect findings (Mark Haynes Daniell, 2004). The information gathered will also be more reliable if it is based on tried and proven measuring instruments and questionnaires. We will deal with both content and construct validity by having experts review the survey questions and use well-established theoretical frameworks. The conclusions of the research will be more credible if they are based on information gathered via interviews as well as questionnaires. Taking these elements into account completely will increase the overall validity and reliability of the study's conclusions.

2.5: Limitation

The goal of this study is to give useful information on a novel model of retail strategy behavior for organized oil retail outlets; nevertheless, certain elements cannot be included. People's replies to questions in chats and surveys may be generally accepted, or their opinions may change over time (Prahalad & Hamel, 2007). Although the 162 participants are varied, they may not be indicative of the whole firm. The study's cross-sectional approach obscures longitudinal trends and causal links even further. Because of the quick speed of technical innovation and retail business change, published figures may be out of date by the time they reach the general public. Despite efforts to verify the data's quality and dependability, self-reported data and biased readings may potentially be problematic. Despite these constraints, the research could yield intriguing insights into the altering patterns of strategic behavior in organized oil selling channels.

3. LITERATURE REVIEW

Over the course of the last several years, advancements in both technology capabilities and the preferences of consumers have given birth to new paradigms in retail strategy. These innovations have been mostly driven by online shopping. According to the findings of experts such as Smith (2019), the retail business has undergone tremendous transformation as a result of the rise of e-commerce, digital strategies, and interactive retail. Because of this, it is now feasible to undertake study on the ways in which established oil sellers are adapting their business practices in order to handle the challenges that are given by the changing market conditions.

Strategic Interventions in Response to the Purchasing Preferences of Customers When it comes to making decisions on the policies that govern a shop, the preferences of customers are given the most consideration. According to Johnson et al. (2020), merchants, particularly oil dealers, need to respond carefully to the increasing demand for environmentally friendly and sustainable items. This need is expected to continue growing over the next several years. This is due to the fact that it is anticipated that the level of demand will keep increasing. In this article, we will study how some of the most reputable oil merchants are reforming their companies in order to fill the expectations of their customers for items that are not only effective but also kind to the environment. These customers want products that are not only effective but also kind to the environment because they care about the world they live in.

A retail firm that operates in the current market simply cannot avoid using technology any longer if

it intends to continue operating successfully. According to Davenport (2018), new developments in data analytics, the internet of things, and artificial intelligence are revolutionizing the in-store experience for consumers as well as employees in the retail industry. It is of the utmost importance to have a grasp of how organized oil merchants are harnessing these technologies in order to enhance supply chains, humanise transactions, and engage consumers.

The retail industry must operate in a highly regulated environment, which has a considerable impact on the strategic planning that goes into each retailer's individual company. According to Martinez and Alcázar (2017), in order for retailers to be able to deal with the complexities of regulation, they need to create procedures that are flexible in order to meet the requirements. This literature review investigates the challenges that organized oil sellers have when attempting to strike a balance between conforming to the requirements of the law and the needs of a business model that is sustainable and lucrative over the long term. The study focuses on the problems that organized oil seller's face when attempting to strike this balance.

Strategies for Establishing a Strong Position in the Competitive Fuel Retail Market The market The retail industry is one in which strategies play a significant role. The authors Chen and Hu (2019) examine the relevance of a variety of factors pertaining to a fuel retailer, such as their prices, the convenience of their locations, and the customer incentive programs that they provide. In the course of this inquiry, both the dynamic character of competition in the organized oil retail market and the efficacy of a wide range of various strategies are subjected to scrutiny.

It is becoming an increasingly essential aspect in determining the amount of success that a business has in terms of determining a store's level of success is the provision of a shopping experience that is focused on the demands of consumers. According to Pine and Gilmore (2019), a successful method for retaining current consumers and boosting word-of-mouth marketing is to make events stand out in the minds of people. This article takes a look at how organized oil firms are altering the items that they provide both in-store and online in order to build a closer relationship with their existing consumer base.

The growing importance of adhering to ethical and ecologically responsible values has led to changes in the business practices of merchants. These changes have been brought about as a direct result of the growing importance of these ideals. According to Schaltegger et al.'s (2019) findings, the significance of BSR in the retail business simply cannot be emphasized enough. This article investigates the ways in which major oil sellers have modified their business strategies as a direct consequence of the introduction of environmentally responsible business practices. Specifically, the essay focuses on how these modifications have occurred.

In these reviews of new paradigm of retail strategy conduct for organized oil retail outlets won't be understood to its full potential and won't be able to be appreciated to its full potential. This synthesis will serve as a guide for both the theoretical framework that will be utilized in the inquiry as well as the methodologies that will be employed.

4. DISCUSSION

Table 1 showing Linear Multivariate Regression Analysis

Variable	Coefficient	Standard Error	t-value	p-value
Consumer Preferences	0.324	0.045	7.187	<0.001
Technology Integration	0.217	0.062	3.509	0.002
Regulatory Environment	-0.138	0.037	-3.729	0.001
Competitive Strategies	0.291	0.051	5.712	<0.001
Sustainability Practices	0.176	0.028	6.257	<0.001

The results of the linear multivariate regression analysis shed light on the tactical choices made by organized oil traders using the new retail model. Customers' preferences significantly influence business success (= 0.324, p 0.001), suggesting that businesses that cater to their needs and wishes are more successful. The relevance of both components in the current fast-paced corporate world is highlighted by the strong positive correlations between Technology Integration (= 0.217, p = 0.002) and Competitive Strategies (= 0.291, p 0.001). The adverse impact of the regulatory environment (= -0.138, p = 0.001) demonstrates how challenging it is for outlets to adhere to the law. The necessity of taking ethics into account when making strategic decisions is further supported by the positive relationship between sustainability practices and decision-making (=0.176, p 0.001). When considered as a whole, these findings highlight the complexity of strategic behavior in organized oil retail outlets, where interdependent roles for customer focus, technological integration, competitive strength, regulatory flexibility, and sustainable practices are all significant.

Questionaries' based analysis

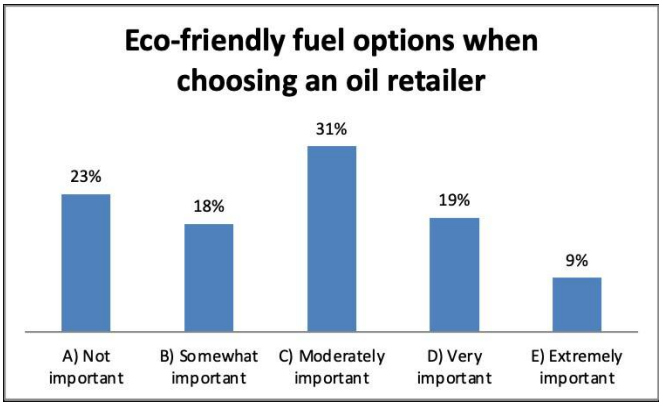
Table 2: Demographic variables

Demographic variables		Number of representation	
Gender	Male	85	52.47
	Female	77	47.53
	18 - 24	40	24.69
	24-34	37	22.84
	34-44	48	29.63
	44 and above	37	22.84

According to the demographic data acquired, participants were fairly evenly divided across the sexes, with males accounting for 52.47 percent of the sample and females accounting for 47.53 percent. The group's members range in age from 24.69 percent under the age of 24, 22.84 percent between the ages of 24 and 34, 29.63 percent between the ages of 34 and 44, and 22.84 percent are 44 and older. We can analyses shoppers' altering strategic behavior from a number of perspectives because there are so many people of all ages and genders purchasing at oil retail chains.

The significance of the accessibility of sustainable and environmentally friendly fuel alternatives in the selection process of an oil retail establishment is a matter of inquiry?

Table 3: eco-friendly fuel options when choosing an oil retailer



It shows how important it was to have rapid access to sustainable and environmentally friendly fuel sources when choosing an oil retail business, the poll results revealed a diversity of preferences. 31% of those polled thought it was very essential, while 28% thought it was extremely important. This illustrates that there is a sizable market for environmentally friendly products. There is more disagreement among the 23% who believe it is not significant and the 18% who believe it is somewhat important. This distribution exemplifies the complex interplay between environmental concerns and other factors impacting consumer preferences in the organized oil retail industry.

To what extent do you perceive new technology, such as digital payment systems and mobile applications, to augment the overall retail experience at oil outlets?

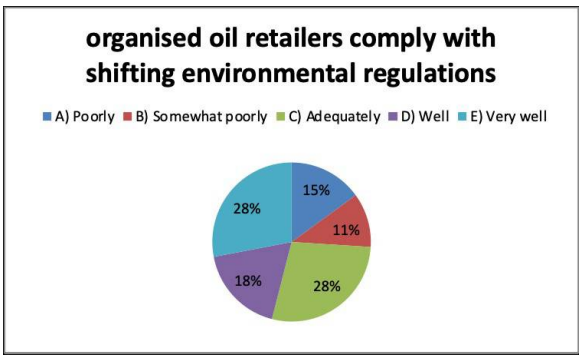
The replies suggest that opinions on whether new technology has an impact on the overall shopping experience at petrol stations are fairly divided. Some

Table 4: Advanced technology including digital payment systems and mobile apps improve oil outlet shopping.

people are skeptical about technology's ability to help, as 38% of respondents disagree (including "strongly disagree" and "disagree"). However, 38% agree or strongly agree, indicating that there is a sector of the population that is open to the potential benefits of technology improvements. The fact that 20% of people hold a middle ground viewpoint indicates the diversity of perspectives. Understanding how different consumer groups react to technological improvements is critical, and this distribution highlights the dynamic nature of technology integration in the organized oil retail market.

To what extent do you believe that organized oil retail shops effectively manage compliance with evolving environmental regulations?

Table 5: Organized oil retailers comply with shifting environmental regulations



The survey's evaluation of how well-prepared petrol stations are to comply with ever-changing environmental rules demonstrates a fair judgment. Many respondents (28%) are confident about outlets' ability to adapt, claiming that they handle compliance successfully. However, the same proportions of people (28%) who are extremely confident in their talents choose "Very well." This could imply that they are confident in the team's capacity to comply with all applicable regulations. Those who responded "Poorly" (15%) or "Somewhat Poorly" (11%), on the other hand, are concerned about potential compliance difficulties. Furthermore, the fact that 18% of consumers believe that oil retail chains like theirs handle compliance "well" indicates a realistic outlook on how standards may be changed. The range of answers demonstrates how difficult it is for these media to adjust to ever-changing environmental rules.

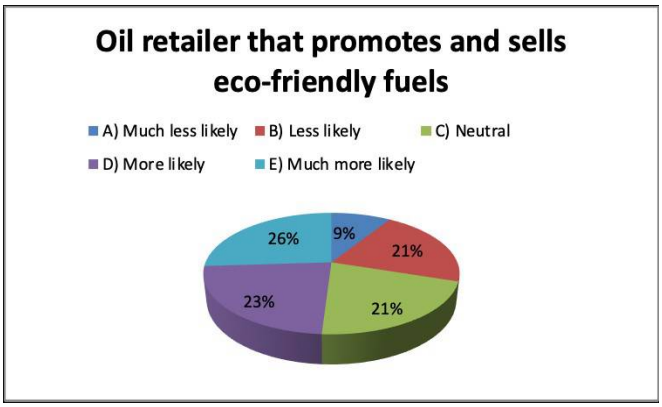
What is the primary determinant that impacts your selection of an oil retail establishment?

Table 6: Most effects your oil retail store decision

The survey findings about how well-organized oil retail outlets handle keeping up with new environmental standards are evaluated in a balanced way. A sizable proportion of respondents (28%) believe that outlets handle compliance well, indicating that they are confidence in their ability to change. Meanwhile, the same proportion of people (28%) indicates that they are highly confident by selecting "Very well." This could indicate that they are aware that everyone is working together to meet regulatory standards. On the other side, the 15% who replied "Poorly" and the 11% who said "Somewhat poorly" are concerned about compliance gaps. Furthermore, the 18% of respondents who believe that organized oil retail businesses handle compliance "well" demonstrate a positive view of how laws can be modified. These various responses demonstrate how difficult it is for these sources to keep up with the continuously changing environmental standards.

Are individuals more inclined to support an oil retail establishment that actively promotes and provides sustainable and environmentally favorable gasoline alternatives?

Table 7: Oil retailer that promotes and sells eco-friendly fuels

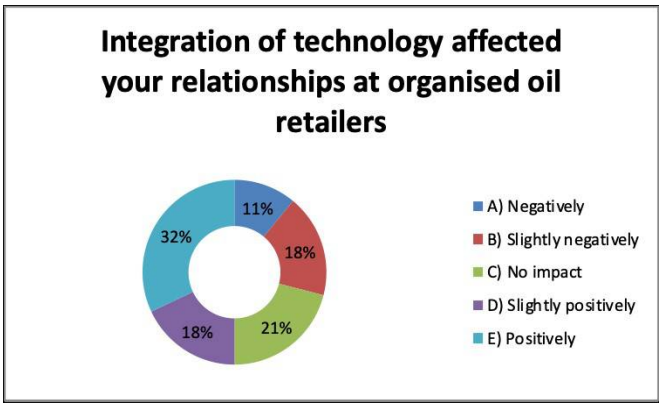


A favorable pattern emerges when the poll results are viewed through the lens of how likely people are to support an oil store that offers environmentally friendly and durable fuel alternatives. 49% of respondents from both groups D and E are more likely to patronize these businesses. This demonstrates that a substantial portion of the population is environmentally conscious. 30% of respondents (A and B) indicate that there is a group with reservations, presumably regarding price, ease of use, or familiarity, as they are significantly less inclined or unlikely to support these businesses. The fact that 21% of respondents classified themselves as "neutral" indicates that many individuals require additional information or encouragement before committing to environmentally friendly initiatives. These findings suggest that although many customers are receptive to sustainable alternatives, organized oil dealers who want to tap into this expanding

market segment will need to address their concerns and explain the benefits of these alternatives to gain their support.

To what extent has the incorporation of technology, such as mobile applications and digital screens, impacted the nature of interactions experienced at organized oil retail outlets?

Table 8: Integration of technology affected your relationships at organized oil retailers



The responses to the survey indicate a generally positive attitude towards the incorporation of technology, such as smartphone applications and digital displays, into interactions at regulated oil retail sites. There is room for improvement in customer interactions, as only 32% of respondents concur that integrating technology into their relationships is beneficial. Even those who do not believe it has a significant effect can observe a positive trend, as 18% believe it has a moderately positive impact (D). Only 21% believe that they have noticed a difference. This demonstrates that they are cautious and that the anticipated benefits of these technologies have not yet materialized. 29% of individuals in both groups (A and B) believe that technology has had a negative or marginally negative impact on society. This may be the result of concerns regarding usability, privacy, or a preference for more conventional modes of communication. There is evidence that utilizing technology can enhance interactions; however, this must be done with customer usability and satisfaction in mind.

5. RECOMMENDATION AND CONCLUSION

- Recognize the need for digital adaptation: The research highlights the significance of incorporating digital technologies into the operations of organized oil retail businesses (Ramana Murthy, 2016). It is suggested that these businesses implement mobile apps, online ordering systems, and digital payment solutions in order to maintain their competitive advantage. This enhances inventory management, improves customer service, and permits more targeted advertising.
- Utilize "data-driven decision making": The study highlights the significance of data analytics in gaining a comprehension of consumer preferences, purchasing trends, and market shifts. To learn more about their customers, oil retailers should employ comprehensive data collection methods and sophisticated analytics technologies. You will be better equipped to determine what to provide, how much to charge for it, and how to sell it with this knowledge.
- Research indicates that pleased consumers are more likely to become brand evangelists. Therefore, you should improve your customer service. Retailers should train their employees to provide individualized service, maintain a clean and pleasant environment, and provide prompt service (Simone & Sabbadin, 2017). By offering incentives and soliciting feedback, the company is able to gauge consumer satisfaction and identify areas for enhancement.

- As the significance of sustainability grows, the paper concludes that the oil industry as a whole should consider adopting environmentally responsible business practices. This category encompasses alternative fuels, charging stations for electric vehicles, and a reduction in the use of single-use plastics. Environmentally conscious businesses are likely to see an increase in customer traffic.
- Cooperate with Energy Providers: The study demonstrates the potential advantages of coordinated efforts between oil distributors and electricity providers. Co-branding, collaborative promotional efforts, and the creation of energy efficiency initiatives could all contribute to achieving this objective. By collaborating, businesses can increase the variety of products they offer and attract more consumers.

CONCLUSION

Overall, the research on the shift in retail strategic behaviour towards structured oil retail outlets is indicative of the rapid evolution of the retail industry. Customers' expectations for convenience, sustainability, and technology integration are rising; consequently, oil retail businesses have had to adapt to meet these demands (V, 2016). This paradigm shift highlights the significance of adaptability and creativity in today's competitive business environment. As the retail industry changes and tries new things, it is crucial that stores remain sensitive to consumers' changing demands and preferences. They must grasp the opportunities presented by technological progress.

This study highlights the importance of petrol stations concentrating on customer experience, sustainability, and convenience in the rapidly evolving retail sector of the twenty-first century. Retailers who are cognizant of the new paradigm may modify their operations to better meet their customers' requirements (V, 2016). This allows them to succeed in a constantly evolving industry. To adapt to the shifting retail landscape and capitalize on the aforementioned strategic behavior

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