

Volume 2

Issue 2

December 2021

# IN-QUEST

**Students' Research Compendium - Reviewed**



**SEVA MANDAL EDUCATION SOCIETY'S  
SMT. MANIBEN M.P. SHAH WOMEN'S COLLEGE OF ARTS AND COMMERCE (Autonomous)**

NAAC REACCREDITED 'B++' GRADE WITH CGPA 2.88/4  
UGC STATUS - COLLEGE WITH POTENTIAL FOR EXCELLENCE (2016-2021)  
Adjudged as Best College (2017-18), S.N.D.T. Women's University



## *VISION*

Empowerment of women through quality education to make them competent, self reliant , responsible home-makers , professionals & citizens

## *MISSION*

Education for Living and for Making a Better Living

## *Objectives*

All round personality development of students  
Training students to be responsible citizens with awareness-raising programs and activities  
To make higher education more relevant, need based and skill based To lay foundation for progressive and prosperous future of the students





From the Principal's Desk.....

The present status of research in the field of academics in India is not very promising and the reason for this could be lack of facilities and amenities, the mindset of the researchers and the research culture in the institutions which is not very motivating. But this scenario is gradually changing, thanks to the government policies, National Education Policy 2020 and the increasing number of autonomous institutions in the country.

We as an institution do not want to lag behind in this very important area of academics. I strongly feel that if an institution takes sufficient efforts to nurture the quality required for research and to develop a positive mindset towards research, the research horizon of the institution will surely broaden. To motivate the students in this initiative of ours, we attempted to take our students' research compendium to the next level. Last year we initiated this compendium as just an in-house research compilation, this year we extended our efforts by getting the research work of our students reviewed from the subject experts. We wish to take an extra mile every year in the similar manner.

Many congratulations for the new issue and all the best to the team.

Dr. Leena Raje  
Principal

Smt. Maniben M. P. Shah Women's College of Arts and Commerce.



Chief Editor

**DR. LEENA RAJE**

Principal

Editor In-Charge

**DR. SHITAL MANDHARE**

PG Dept. of Commerce

Expert Review Board

**DR. ANUJA DESHPANDE** : Assistant Professor,  
Dept. of Psychology, Maniben Nanavati Women's College,  
Vile Parle, Mumbai.

**DR. HARINI C.** : Assistant Professor,  
SIES College of Commerce and Economics, Sion (E), Mumbai.

**DR. SONALI DEOGIRIKAR** : Assistant Professor,  
K. J. Somaiya College of Arts and Commerce, Vidyavihar (E),  
Mumbai.

**DR. SAHIFA MAZGAONKAR** : Assistant Professor,  
Dept. of Accountancy, M. L. Dahanukar College,  
Vile Parle, Mumbai.

**DR. GEETA YADAV** : Assistant Professor,  
Dept. of Hindi, SMRK College, Nashik.

**DR. DINESH PATHAK** : HOD- Hindi,  
SIES College of Arts, Science and Commerce, Sion, Mumbai.

Designed By

**Ms. DEEPA MATKAR**

Dept. of Mass Media

SEVA MANDAL EDUCATION SOCIETY'S

SMT. MANIBEN M.P. SHAH WOMEN'S COLLEGE OF ARTS AND COMMERCE ( Autonomous)

Smt. Parmeshwari Devi Gordhandas Garodia Educational Complex,

338, R. A. Kidwai Road, Matunga, Mumbai - 400019

Tel No: 2409 5869 Fax: 24013964, Website : [www.mmpshahcollege.in](http://www.mmpshahcollege.in)

Email : [mmpshah@rediffmail.com](mailto:mmpshah@rediffmail.com), [021.mmpshah@gmail.com](mailto:021.mmpshah@gmail.com)

## CONTENTS

Sr. No.	Title of the Research Paper	Name of the Authors	Pg. No.
1	Effect Of Grit On Academic Procrastination Among UPSC Aspirants	Ms. Shephali Apte Ms. Reshma Murali	2-10
2	A Comparative Study between Online Shopping and Offline Shopping among Youngsters	Ms. Sabahat Chougale Dr. Shital Mandhare	11-23
3	A Study on Impact of Advertisements on Viewership of Web Series	Ms. Sheetal Tiwari Dr. Shital Mandhare	24-37
4	A Study on Social Media Advertisements and its Influence on Buying Behavior of Youngsters	Ms. Sabahat Chougale Dr. Shital Mandhare	38-48
5	A Study on Preferences of Youngsters with Respect to Watching Reality Shows	Ms. Komal Birje Ms. Sapna Shah	49-58
6	A Study on use of Google as a Search Engine in Education: Opinion of UG and PG Students	Ms. Reshma Sahani Dr. Jyotsna Lal	59-70
7	Use of Online Learning during Covid 19 and Its Impact on School Children	Ms. Shweta Gupta Ms. Sapna Shah	71-79
8	A Study on Parent Child Influences on Buying Decisions of Confectionery Products	Ms. Nikhita Sakpal Dr. Shital Mandhare	80-92
9	A Study on Impact of Brand Awareness on Consumer Purchase Decisions With Respect to Purchase of Smartphones.	Ms. Mahzbin Ansari Dr. Shital Mandhare	93-101
10	A Study on Awareness about Cyber Security with Reference to Social Media among Today's Youth	Ms. Pooja Doliya Ms. Sapna Shah	102-110
11	समय सरगम उपन्यास में चित्रित वृद्ध जीवन	आयशा शमशेर डॉ. उषा मिश्रा	111-115
12	पोस्ट बॉक्स नं. 203 नालासोपारा' में तृतीय लिंगी विमर्श	धनकुमारी विजयकुमार डॉ.किरण सिंह	116-117
13	कस्तूरी कुण्डल बसै आत्मकथा में स्त्री संघर्ष	प्रिती नंदलाल कहारडॉ. उषा मिश्रा	118-124
14	साम्प्रदायिकता के निकष पर – कितने पाकिस्तान	हिना शेख डॉ. उषा मिश्रा	125-130

**EFFECT OF GRIT ON ACADEMIC PROCRASTINATION AMONG UPSC  
ASPIRANTS**

**Ms. Shephali Apte**

PG Scholar, PG Dept. of Psychology,  
Smt. MMP Shah Women's College of  
Arts and Commerce, Mumbai.  
shephalidapte@gmail.com

**Ms. Reshma Murali**

Assistant Professor, PG Dept. of Psychology,  
Smt. MMP Shah Women's College of Arts  
and Commerce, Mumbai.  
reshma.smurali@gmail.com

---

**ABSTRACT**

The study was titled "The Effect of Grit on Academic Procrastination among UPSC Aspirants". When we dig deep into the nature of this examination, we realize that the UPSC aspirants are either expected to show or tend to show positive as well as some negative behavioral traits like procrastination. Grit is passion and sustained persistence applied toward long-term achievement, with no particular concern for rewards or recognition, whereas Procrastination is the pervasive pathological delay where we put off despite the negative consequences. Perhaps the most common type of procrastination is academic procrastination. It is a tendency to put off or delays in learning activities and behaviors. This study was an attempt to gather better insight into the personalities and tendencies of the UPSC aspirants and to see whether these two variables have an impact on one another. The aim was to study the effect of Grit on Academic Procrastination among UPSC aspirants. T-test was used to check the statistical significance of data. Population for the study was 41 UPSC aspirants and age range was 18 to 30 years. Results have supported the hypotheses and suggest that higher grit leads to lower Procrastination Therefore, the data was in line with the hypotheses.

**KEY WORDS:** Grit, Procrastination, UPSC.

---

## **INTRODUCTION**

According to Duckworth, grit is passion and sustained persistence applied toward long-term achievement, with no particular concern for rewards or recognition along the way. It combines resilience, ambition, and self-control in the pursuit of goals that take months, years, or even decades (Fessler, L., 2019). Research indicates that the ability to be gritty i.e., to stick with things that are important to you and bounce back from failure is an essential component of success (Feldman, 2017). Grit is a personality trait possessed by individuals who demonstrate passion and perseverance toward a goal despite being confronted by significant obstacles and distractions. (Kollar, et al., 2019).

Procrastination is a pervasive and pathological delay, where we put off despite expecting to be worse off. It is associated with other forms of self-regulatory failure, rooted in our neurobiology, but can get worse by environmental features (Steel & Klingsieck, 2015). Academic Procrastination in particular, is a delay in tasks or activities related to learning and studying. Academic procrastination is a tendency to put off or delays in learning activities. Academic procrastination occurs when students postpone completion of activities, projects, and assignments unnecessarily (Moonaghi, H. K., Beydokhti, T. B., 2017).

Grit is putting effort for a goal even when any fruitful outcome cannot be expected. Procrastination is our tendency to delay work even when we know that the outcome will be negative. By the face value, grit contradicts the variable of procrastination.

### **1.1 Research Question**

1. Is there a difference in the level of Procrastination in UPSC aspirants who have high grit as compared to those who have low grit?

### **1.2 Aim**

Aim-The aim of this study is to examine the effect of Grit on Procrastination among UPSC aspirants.

Objective- To study the difference in procrastination in UPSC aspirants with high grit and with low grit.

## **REVIEW OF LITERATURE**

### **2.1 Grit & Procrastination**

Studies suggest that there is a positive relationship between grit and procrastination. Similar research has been done in the field. Some of them have been mentioned in the review of literature.

A study done by Wejkum (2018), 'Procrastination, grit and self-efficacy for self-regulation: A correlation study in a student sample' consisted of a convenience sample consisting in total of 227 undergraduate students. Both parametric and non-parametric one tailed correlation tests were run. As predicted both measures of procrastination were negatively correlated with grit as well as with self-efficacy for self-regulation. All the correlations were significant at  $p < .01$ , with strong effect sizes ( $r > .5$ ) according to Cohen's guidelines.

'Investigating grit and its relations with college students' self-regulated learning and academic achievement' was one of the studies which made an attempt to study the relationship between grit and procrastination. This study was done by Wolters & Hussain (2014). Sample used in the above study was 213 participants from a large and diverse public university. Regression analysis was used to analyze the obtained data. The findings were the first to show that grittier students may be less likely to procrastinate. This connection was consistent with the understanding that grit is a protective factor that may inhibit behaviors that disrupt effective academic functioning.

## **METHOD**

### **3.1 Research Hypothesis**

Alternate Hypothesis

1. There is a significant difference in the level of procrastination of the individual scoring high on grit as compared to individuals scoring low on grit.

### **3.2 Participants**

Targeted population decided for this study was UPSC aspirants of age group 20-32 years. The data was collected by approaching each participant individually.



### **3.2.1 Inclusion criteria:**

1. Participants from only UPSC examinations were included in the study
2. Age range of the participants was kept limited to 18-32 years chronologically.
3. Participants from all the socio-economic backgrounds were included in the study.
4. Participants from both the genders were included in the study.

### **3.2.2 Sample and sampling method**

UPSC aspirants were included as participants in the study. Purposive sampling method was used to select the participants for the study.

### **3.3 Variables under study**

Independent variables: 1) Grit

Dependent variables: 1) procrastination

#### **3.3.1 Operational definition of the variables**

- Independent Variable

Grit was operationally defined by the scores on Short Grit Scale. This variable was further divided into two levels i.e., high grit and low grit. These levels were decided based on the median split performed on the obtained data.

- Dependent Variable

Procrastination was defined by the scores on Academic Procrastination Scale indicating the tendency to keep delaying the work that is supposed to be done.

- Control Variable

Factors like number of attempts made to pass the UPSC examination, geographical area of data collection were controlled in the study.

### **3.4 Research instruments**

#### **3.4.1 Short Grit Scale (Angela Lee Duckworth & Patrick D. Quinn 2009)**

This scale was developed by Angela Duckworth and Patrick Quinn in year 2009 which is a shorter version of the original Grit scale. This scale has 8 items. The internal consistency was found to be .83 for the sample of 139 Ivy League Undergraduates. Duckworth & Quinn (2009).

### **3.4.2 Academic Procrastination Scale (Justin McCloskey and Shannon A. Scielzo, 2015)**

This scale is a 25 items scale. Some of the items are reversed scored and a total score is obtained. While finding the Convergent validity of the test, correlation with other scales of procrastination was done and this scale correlated positively with Tuckman (1991), Lay (1986), and Solomon & Rothblum (1984) scales. The overall internal reliability was found to be .94 according to Cronbach's alpha. (McCloskey & Scielzo, 2019).

## **3.5 Research design**

Research design was a quantitative research design with 1 independent variable i.e., grit having 2 levels i.e., high grit & low grit. This study also had one dependent variable i.e., Procrastination. This study was a quantitative study. Due to the design of the study t-test was for the analysis of the data.

## **3.6 Procedure**

UPSC aspirants were approached in the city of Thane, and Mumbai. The aim and the application of the study was explained to each participant. Consent forms and scales were given to the participants who were willing to participate in the study.

## **3.7 Ethical Considerations**

Before distributing the consent forms and the scales, proper information regarding the aim and objective of the study was given to all the participants. Consent forms were personally signed by the participants. Information obtained during the data collection was kept confidential. Name initials were used in order to protect the identity of the participants.

## **3.8 Data Analysis**

To study the effect of Grit on Procrastination among UPSC aspirants, independent t-test was calculated.



## RESULTS

Table No. 4.1 *Descriptive Statistics of the variables*

RESULT	N	Mean	Standard Deviation
Procrastination	41	65.21	19.16
Grit	41	3.47	0.62

Table No. 4.1 shows the descriptive statistics of the data, i.e. the mean, standard deviation, etc. According to the Table No. 4.1, mean for Procrastination variable was 65.21 and standard deviation was 19.16. Mean for Grit was 3.47 whereas the standard deviation was found to be 0.62.

### 142.27-

Table No. 4.2: *Inferential Statistics of Procrastination*

Dependent Variable: Procrastination		
Source	t	significance
Grit	20.36	0.0001

Table No. 4.2 shows the calculated t value and significance level of Grit with the Dependent Variable of Procrastination. The calculated t value for Grit was 20.36.

Bar graph has been used to represent the obtained data in a graphical form.

Figure 4.1 is the graphical representation of the obtained results. It shows the difference in the level of Procrastination among group of aspirants who are high on grit factor as compared to those who are low on grit factor.

## DISCUSSION

It was hypothesized that 'there will be a significant difference in the level of procrastination of the individual scoring high on grit as compared to individuals scoring low on grit.' The

calculated t value for Grit and Procrastination was 17.119 According to the table No. 2, The calculated t value was significant at 0.01 level because  $p < 0.01$  i.e., 0.00

These results support the hypothesis. A study done by Wejkum (2018), 'Procrastination, grit and self-efficacy for self-regulation: A correlation study in a student sample' consisted of a convenience sample consisting in total of 227 undergraduate students. Both parametric and non-parametric one tailed correlation tests were run. As predicted both measures of procrastination were negatively correlated with grit as well as with self-efficacy for self-regulation. All the correlations were significant at  $p < .01$ , with strong effect sizes ( $r > .5$ ) according to Cohen's guidelines. The very definitions of grit and procrastination contradict each other. Those who show the tendencies of being grittier show less procrastination because being gritty means that one will put the persistent effort towards a goal even without any reward. It can also be possible that the study only considers the students who will be appearing for their first or second attempt. In such early stages, students may be showing more of grit and not much of procrastination because students are highly motivated during their initial attempts. But as the process moves forward and they experience more and more failures, their motivation may be getting reduced leading to more procrastination and lesser of grit. The number of attempts were considered in order to filter the data on the basis of inclusion criteria. There can be a possibility that the level of procrastination may be increasing with the number of attempts. Whether the number of attempts have an impact on the level of procrastination or not can only be known with the further analysis of the data.

## **LIMITATIONS**

While collecting the data, hours of studying were not considered. There is a possibility that the number hours may have an impact on the procrastination. Another limitation was that the participants were chosen only from the city of Mumbai and Thane. Therefore, it cannot be known whether culture or geographical location have any impact on them. The population chosen for the study was only UPSC aspirants therefore the results of this particular study cannot be generalized to other students. Also, students who will be appearing for their first or second attempt were considered in the study. Failures for a greater number of times can also have an impact on the results.



## **FUTURE IMPLICATIONS**

The analysis of the data suggests that the Grit component leads to less procrastination. More of Grit strategies can be used to improve the performance of students who are appearing for UPSC. Even though the results cannot be generalized to other populations, grit strategies can be used for mainstream students as well. Other researches related to grit have also supported that higher grit leads to lower procrastination. Therefore, it can be used by any student who suffers due to procrastination. Grit can be a game changer in this situation. Therefore, having a gritty mindset can help students, especially UPSC aspirants go a long way in avoiding procrastination. Grit strategies can be implied by the classes as well as by individuals on different levels. In the future if someone wishes to conduct research either using these variables or the same population, this research will be of great use as a review of literature.

## **CONCLUSION**

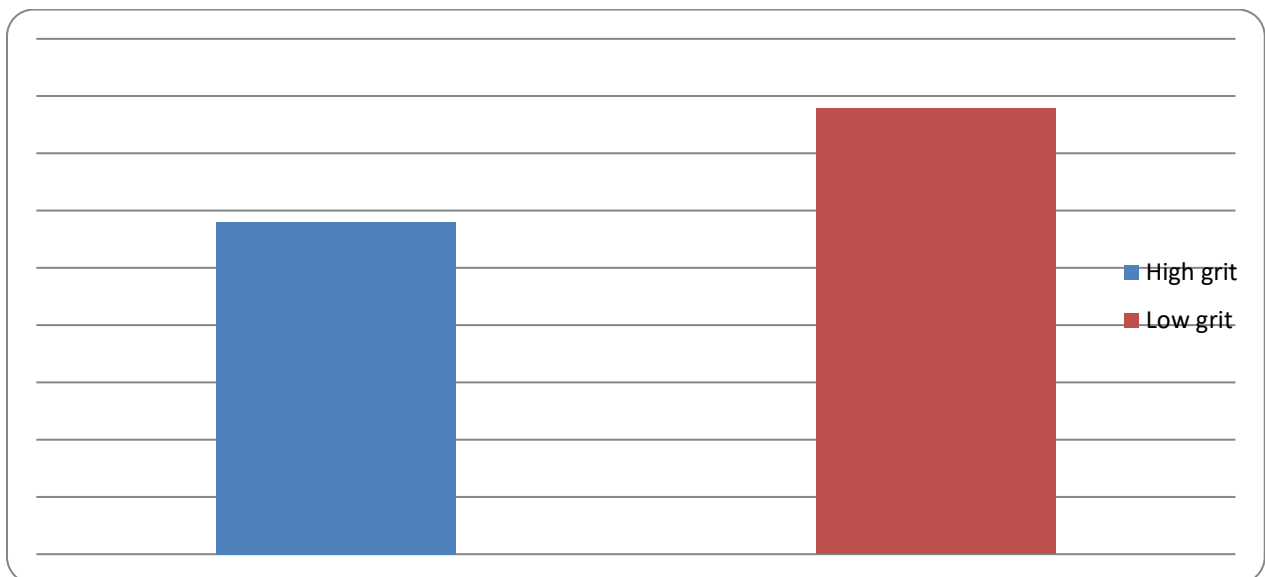
It was hypothesized that there will be a significant difference in the level of procrastination of the individual scoring high on grit as compared to individuals scoring low on grit. The data has supported the hypothesis which suggests that the aspirants who are grittier engage less into procrastination as compared to aspirants who are low on grit. Therefore, it can be concluded that the hypothesis was significant.

## **REFERENCES**

1. Duckworth, A.L., & Quinn, P.D. (2009). Development and validation of the Short Grit Scale (GritS). *Journal of Personality Assessment*, 91, 166-174.
2. Feldman, C. B., (2017), What is grit, and why is it important? Retrieved from <https://www.newharbinger.com/blog/what-grit-and-why-it-important>
3. Fessler, L. (2019). "You're no genius": Her father's shutdowns made Angela Duckworth a world expert on grit. Retrieved from <https://qz.com/work/1233940/angela-duckworth-explains-grit-is-the-key-to-success-and-self-confidence/>
4. Kollar, c., Mbense, Z., Bentley, R., patel, S., avery, A., & Long, C. et al. (2019). What is Grit? Retrieved from <https://gostrengths.com/what-is-grit/>

5. McCloskey, J., & Scielzo, S. (2019). Finally!: The Development and Validation of the Academic Procrastination Scale. Retrieved 11 October 2019, from [https://www.researchgate.net/publication/273259879\\_Finally\\_The\\_Development\\_and\\_Validation\\_of\\_the\\_Academic\\_Procrastination\\_Scale](https://www.researchgate.net/publication/273259879_Finally_The_Development_and_Validation_of_the_Academic_Procrastination_Scale)
6. Moonaghi, H. K., Beydokhti, T. B., (2017). Academic procrastination and its characteristics: A Narrative Review. *Future of Medical Education Journal*, 7(2), 43-50. doi: 10.22038/fmej.2017.9049
7. Steel, P. & Klingsieck, K. (2015). Procrastination. *International Encyclopedia of the Social & Behavioral Sciences*. 10.1016/B978-0-08-097086-8.25087-3.
8. Wejkum, P. (2018), Procrastination, grit and self-efficacy for self-regulation: A correlational study in a student sample (2019), Retrieved from [https://pdfs.semanticscholar.org/099f/49e16bd991e297dcf6c040ed13f235524fd9.pdf?\\_ga=2.33383038.1120297715.1569579999-1734632953.1569400127](https://pdfs.semanticscholar.org/099f/49e16bd991e297dcf6c040ed13f235524fd9.pdf?_ga=2.33383038.1120297715.1569579999-1734632953.1569400127)
9. Wolters, C. A. & Hussain, M. (2014), Investigating grit and its relations with college students' self-regulated learning and academic achievement Retrieved 27 September 2019, from <https://search.proquest.com/central/docview/1732759216/6CDC1E616969471APQ/2?accountid=141537>

**Fig. 4.1 Procrastination among High grit and Low grit group**





## **A COMPARATIVE STUDY BETWEEN ONLINE SHOPPING AND OFFLINE SHOPPING AMONG YOUNGSTERS**

**Miss Sabahat Chougale**

PG Scholar, PG Dept. of Commerce, Smt.  
MMP Shah Women's College of Arts and  
Commerce, Mumbai.  
sabahatchougale@gmail.com

**Dr. Shital Mandhare**

Assistant Professor, Smt. MMP Shah  
Women's College of Arts and  
Commerce, Matunga, Mumbai.  
shital2985.sp@gmail.com

---

### **ABSTRACT**

We are a part of the coming age civilization, dependent excessively on technology. If we want to look up for something, by default we find ourselves on various online platforms. It is easier to find things at the tap of your phone, and youngsters are especially invested in it. This study tries to recognize the Youngsters' opinion with regard to Online and Offline shopping. This study also decides which factors motivate the youngsters to decide whether to opt for online shopping or offline shopping. In this study an attempt has been made to study the preferences of youngsters with respect to online versus offline shopping. E-Commerce has made Youngsters' lives much easier. Online and Offline shopping both have tremendously carved a path in the minds of youngsters. Various factors influence as well as affect Online and Offline shopping. Youngsters may use Online and Offline shopping depending upon their preferences during that particular time. We will focus on various factors which influences Online shopping: Store boredom, New online retailers, etc. and Offline shopping: Touch and Feel the product, Trial sessions, Easier returns etc. Similarly, there are various factors that affect Online and Offline shopping too. Online shopping: Product risk, return policy, etc. and Offline shopping: Time consuming, Limited varieties etc. As every factors have Pros and Cons so as Online and Offline shopping has. Advantages of Online shopping: Discounts, No pressure, etc. and Offline shopping: Quick returns, Personalized services. Disadvantages of Online shopping: Frauds, no bargaining, etc. and Offline shopping: Travel certain distance, Few choices, etc. The findings will help to identify what youngsters prefer when it comes to shopping.

**KEYWORDS** – E-Commerce, Online shopping, Technology, Preferences, Internet

---

## INTRODUCTION

Online shopping is a process of buying and selling of products and services through the Internet. Online shopping has become the fastest-growing industry and Internet users have reported that online shopping is one of their primary uses of Internet. With the help of online shopping, the youngsters can purchase clothes, shoes, books, airline and event tickets, foods, computer hardware and so on. Majority of the times it is assumed that transaction security, personal privacy, product price, product quality, convenience, accessibility, promotions and advertisement, delivery time, quality comparison and reputation of the company are the important variables in online shopping. With the growth of online shopping, there are various opportunities and challenges to online business retailers and consumers. These experiential shoppers want to be immersed in the experience rather than to achieve their goals by shopping online and their perceived experiences also depend on the medium characteristics that induce enjoyable experiences. Hedonic shoppers are more attracted to well-designed online shopping sites that are easy-to-navigate and visually appealing.

Offline shopping is a process where one has to leave home, either walk or take a ride to the store or shopping Centre in order to buy what one wants. It enables one to see the actual product before paying the money. One could get the actual product that he or she likes with the money. Some of the benefits of traditional shopping includes: Traditional way of shopping in the locals or showrooms gives the happiness that online shopping can never give, one can try the dresses in the trial room and this gives immense happiness, one can actually feel the dress, see the dress material, quality and texture and see if it meets the expectation and then can decide whether to buy or not, one can also check whether the dress fits properly or not. While traditional shopping, the shop's staff gives a personalized attention and keeps asking what one likes. And love the way they show the dress. When one gets confused, they recommend which dress will look good and which dress will not. In traditional shopping, one can shop the product quickly and can bring home that time only and then can show it to the family and friends. Due to Covid 19 pandemic, it is very much risky to try on the clothes and the shops usually are closed so there are less chances of opting for traditional shopping.

Increasing numbers of youngsters are gravitating towards more intensive use of the Internet as the accessibility of technology, the availability of information, and the ability to interact through

the internet increase and evolve. The advances in internet technology allow for the expansion of shopping options beyond traditional methods that may be more time consuming. Issues with having to physically gather information with offline shopping methods are alleviated, and youngsters are better able to efficiently use their time. For instance, instead of having to physically visit different stores to compare prices or rely on circular pamphlets in newspapers, a youngster is able to search and retrieve needed information through the internet. The development of internet has created a paradigm shift of the traditional way people shop. A youngster is no longer bound to opening times for specific locations; he can become active virtually any time and place and purchase products or services. The importance of analysing and identifying factors that influence the youngster when he or she decides to buy on the internet is crucial. Since the internet is a new medium, there have been new demands set by the consumer. Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Youngsters have different personalities, which may influence their perception and how they perceive their online shopping behaviours that can be classified in two orientations of utilitarian and hedonic.

### **OBJECTIVES OF THE STUDY**

1. To study the most preferred choice among youngsters – Online shopping or Offline shopping.
2. To evaluate and find out the various factors which influence youngsters in selecting Online or Offline shopping.
3. To find out the benefits and drawbacks of offline and online shopping to customers.

### **RESEARCH METHODOLOGY**

This part of the study defines the entire process of data collection. Primary data collection includes questionnaire method. Secondary data collection has been done with the help of E-journals, newspaper articles and internet websites. Present research paper reviews certain studies conducted in the area of online shopping, offline shopping and youngster's preferences with regard to both the mediums of shopping.



A structured questionnaire is used to collect data from the youngsters i.e. 16–20 years and 21-25 years of age group. Convenience and snowball sampling methods are used by the researchers to select the sample. The primary data collected by the respondents will be presented in the form of charts and graphs to make it more illustrative. Further, Researchers have made an attempt to use Chi-square test to represent the data in the study.

## **HYPOTHESIS**

H1 - The decision on selection of mode/channel of shopping by the consumers is independent of their Gender.

H2 - The decision on selection of mode/channel of shopping by the consumers is independent of their Age.

## **LITERATURE REVIEW**

**Shanti and Kannaiah**,<sup>1</sup> studied that mostly the youngsters are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones. The study highlights the fact that the youngsters between the ages of 20-25 are mostly poised to use the online shopping. It is also found that The majority of the people who shop online buys books online as it is cheaper compared to the market price with Various discounts and offers. The study also reveals that the price of the products has the most influencing factor on online purchase.

**Writankar Mukherjee & Sagar Malviya**<sup>2</sup> The Economic Times, Consumers can look forward to good deals for their Diwali shopping with smartphones, consumer electronic and apparel brands rolling out steep discounts in brick-and-mortar retail chains as well after offering similar deals in online marketplaces to beat the overall slump that's affecting their business this year.

---

<sup>1</sup> Shanti, R. & Kannaiah, D. (2015), Consumers Perception on Online Shopping, Journal of Marketing and Consumer Research, 13, Pp 14-20.

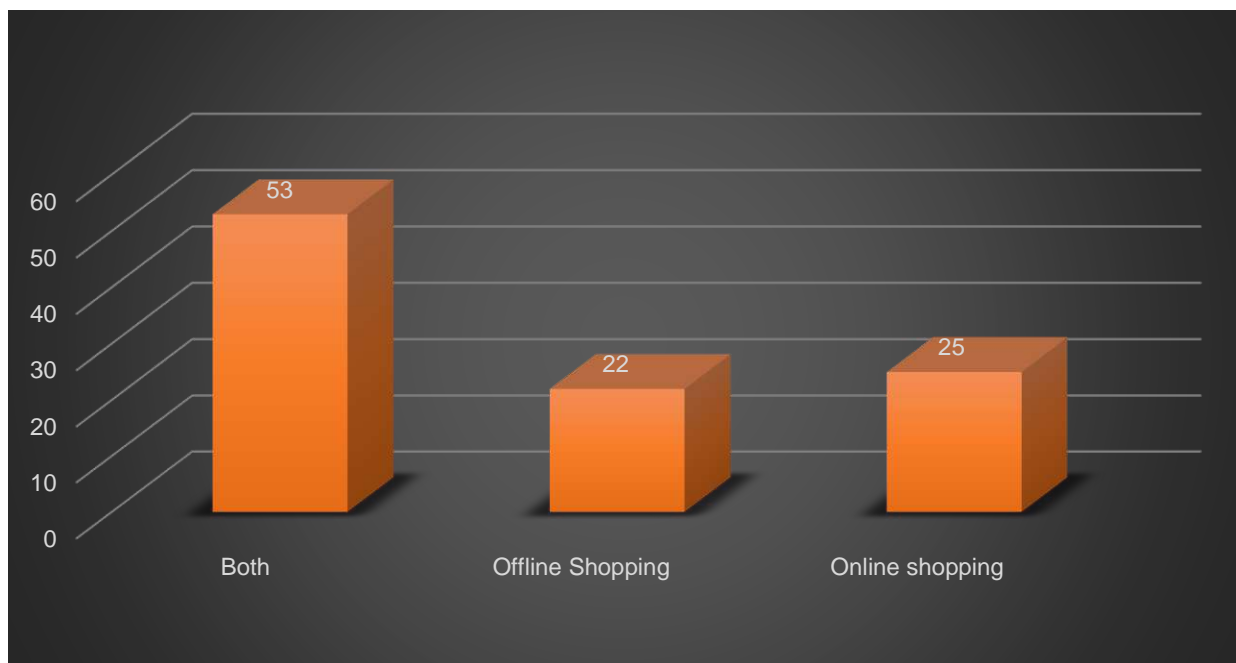
<sup>2</sup> Writankar Mukherjee & Sagar Malviya (2019), The Economic Times, This Festive Season, Shopping Offline to Get as Cheap as Online, October 10.

**Andrew and Currim**<sup>3</sup> focused on expected differences in choice, behavior of youth for two products categories, statistically significant difference are found between consumers attracted to shopping online versus traditional super market with regards to parameters describing the choice process. The study found that correlated to traditional supermarket consumers, online shopping is less price sensitive, prefer larger size to smaller sizes, have stronger size faithfulness. The consumer does more broadcasting choice set effects.

## DISCUSSION

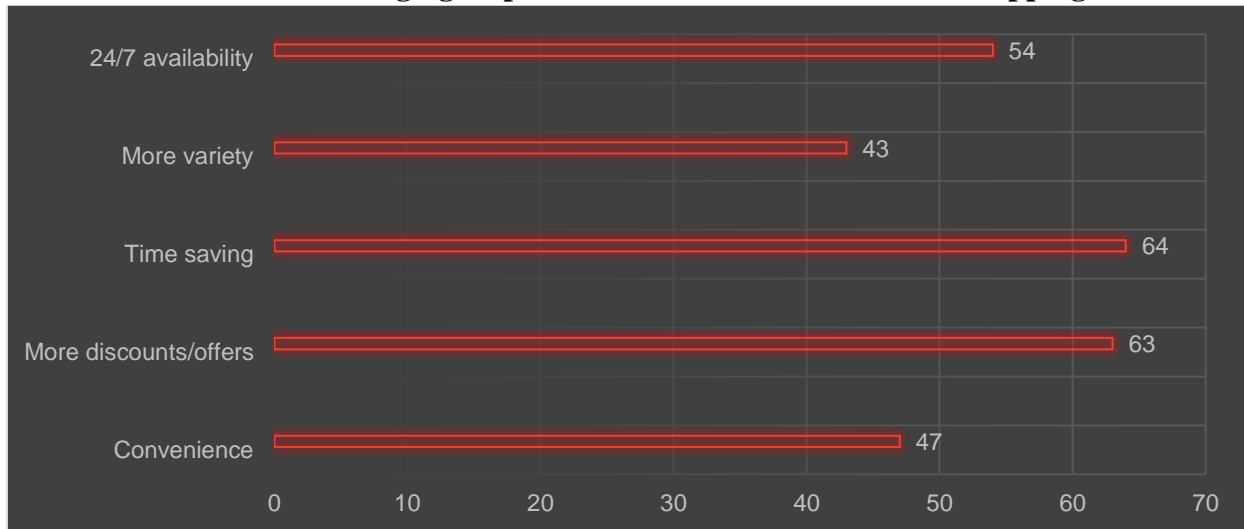
**Chart 1.1**

**Mode of shopping preferred by the respondents**

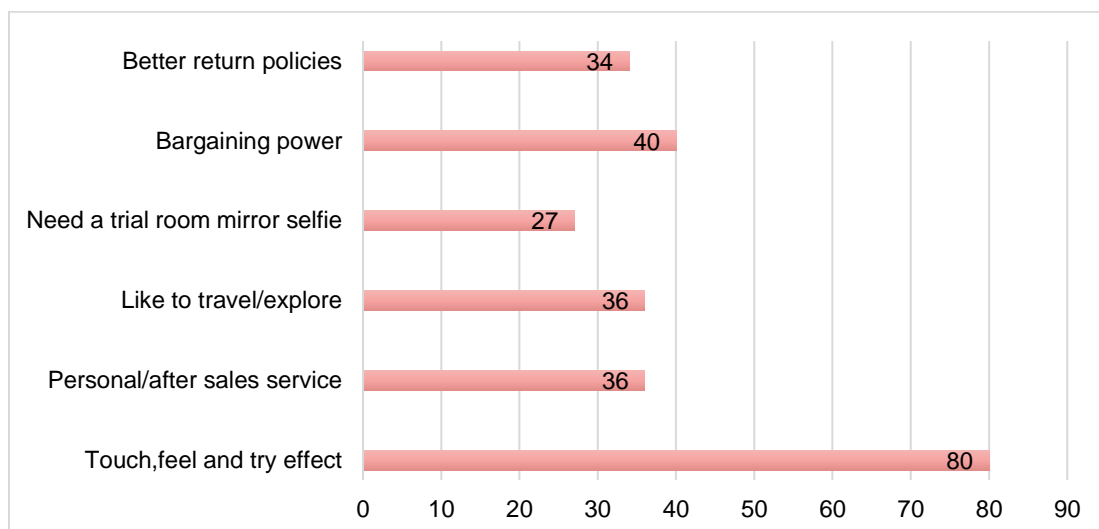


From the above chart 1.1, it is understood that 53 respondents prefer both the modes of shopping equally, 25 respondents prefer online shopping the most and minimum of them i.e. 22 respondents prefer offline shopping. Especially during the pandemic people have inclined on to using the both the modes of shopping. Hence in the present study researchers observed that most respondents have favored both online and offline mode of shopping.

<sup>3</sup> Andrew & Currim, Behavioral Difference between Consumers Attracted too shopping Online Versus Traditional Supermarket: Implications for Enterprise Design and Marketing Strategy. International Journal of Internet Marketing and Advertisement, Vol.1, No.1.

**Chart 1.2****Factors encouraging respondents to select online mode of shopping**

In the above chart 1.2, it can be observed that 64 respondents are encouraged the most by time saving, 63 respondents are encouraged by discounts/offers, 54 respondents are encouraged by 24/7 availability, 47 respondents are encouraged by the factor of convenience and the minimum of 43 respondents are encouraged by more variety. It is known that the greatest advantage of online shopping is one need not to travel, don't have to stand in queue for billing and everything is on a click of a button. Respondents also mentioned that since it is less time consuming, they prefer it the most.

**Chart 1.3****Factors that encourage the respondents for offline mode of shopping**

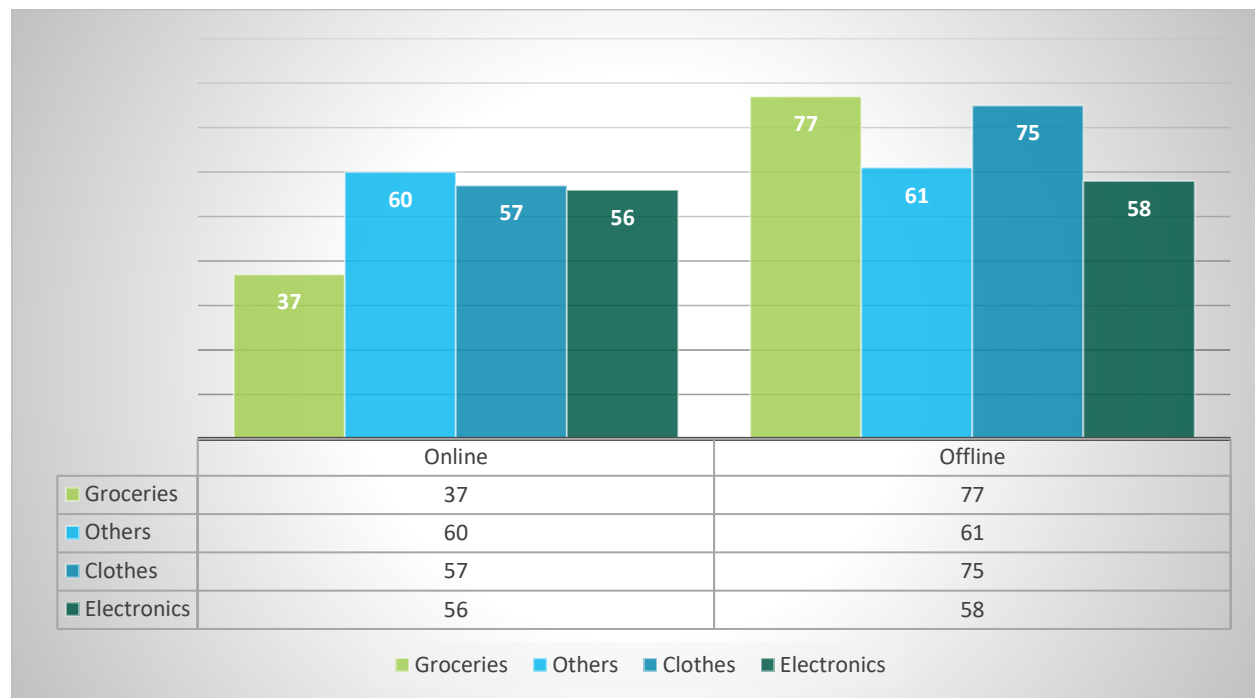


The above chart 1.3 depicts that 80 respondents are encouraged by its prominent feature that it has touch, feel and try effect, 40 respondents are encouraged by bargaining power that it has, 36 respondents are encouraged by personal/after sales service and travel/ explore factor, 34 respondents are encouraged by better return policies and 27 respondents are due to the factor of trial room mirror selfie.

It can be said that only offline mode of shopping has the touch and feel impact which is otherwise not possible with online shopping and that's how it is preferred the most by the people.

**Chart 1.4**

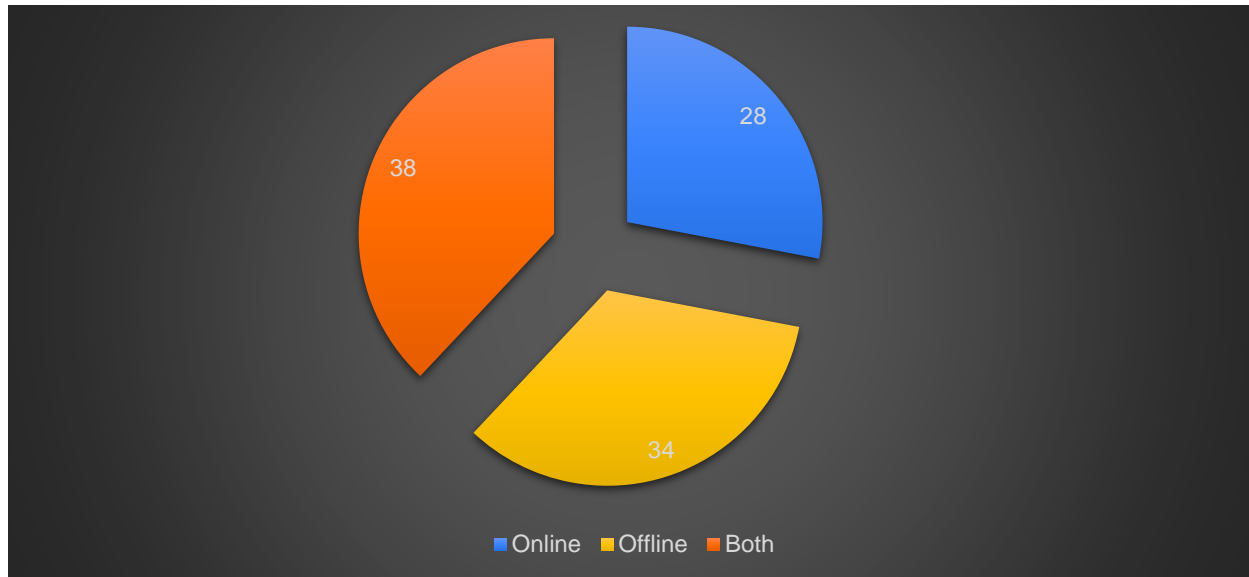
**Mode of shopping used by respondents for making purchases of the following products**



From the above graph 1.4 it can be concluded that with Offline mode of shopping 77 respondents buy groceries, 75 respondents buy clothes, 61 respondents buy other variety of products and minimum purchases by 58 respondents are done for electronics

From Online mode of shopping, 57 respondents buy clothes, 56 respondents buy electronics and minimum of 37 respondents buy groceries and remaining 60 respondents buy other variety of products. It is observed that many respondents prefer it offline because of one of its novel characteristics i.e. touch, feel and try effect.

**Chart 1.5**  
**Spending pattern on different modes of shopping**



In the chart 1.5 it is explained that 38 respondents spend equally on both modes of shopping, 34 respondents spend more on offline mode of shopping whereas other 28 respondents comparatively spend more on online mode of shopping. Especially during the lockdown consumers preferring to offline also switched to online, hence it was observed that there is moderately higher number of respondents preferring both the means of shopping.

## **HYPOTHESES TESTING**

### **Hypothesis testing I**

#### **Statement of Hypothesis:**

“The decision on selection of mode/channel of shopping by the consumers is independent of their Gender”.

Chi-square is a non- parametric test. The chi-square statistic compares the observed values to the expected values. This test statistic is used to determine whether the difference between the observed and expected values is statistically significant. The present hypothesis in the study has been tested with Chi-square test to evaluate the dependency of one variable on the other.

**Variables:**

Gender – Male and Female

Mode of shopping - Online, Offline and Both

**Calculation of Chi – Square test**Observed frequencies

	<b>Online (B)</b>	<b>Offline (b)</b>	<b>Both (C)</b>	<b>Total</b>
<b>Male (A)</b>	16	15	19	50
<b>Female (a)</b>	9	7	34	50
<b>Total</b>	25	22	53	<b>100</b>

Where A = Male, a = Female, B = Online, b = Offline, C = Both

Expected frequencies

	<b>Online (B)</b>	<b>Offline (b)</b>	<b>Both (C)</b>	<b>Total</b>
<b>Male (A)</b>	12.5	11	26.5	50
<b>Female (a)</b>	12.5	11	26.5	50
<b>Total</b>	25	22	53	<b>100</b>

Calculation of chi-square test

<b>Group</b>	<b>Observed</b>	<b>Expected</b>	<b>(O-E)</b>	<b>(O-E)<sup>2</sup></b>	<b>(O-E)<sup>2</sup>/E</b>
<b>AB</b>	16	12.5	(16-12.5)= 3.5	(3.5) <sup>2</sup> = 12.25	12.25/12.5 = 0.98
<b>Ab</b>	15	11	(15-11)= 4	(4) <sup>2</sup> = 16	16/11 = 1.45
<b>AC</b>	19	26.5	(19-26.5)= - 7.5	(-7.5) <sup>2</sup> = 56.25	56.25/26.5 = 2.12
<b>aB</b>	9	12.5	(9-12.5)= - 3.5	(-3.5) <sup>2</sup> = 12.25	12.25/12.5 = 0.98
<b>ab</b>	7	11	(7-11)= -4	(-4) <sup>2</sup> = 16	16/11 = 1.45
<b>aC</b>	34	26.5	(34-26.5)= - 7.5	(-7.5) <sup>2</sup> = 56.25	56.25/26.5 = 2.12
					<b>9.1</b>

$$\chi^2 = \sum (O-E) = 9.1$$

$$\text{Degree of freedom} = (3-1) * (2-1) = 2*1 = 2$$

The table value for  $\chi^2$  for 2 degree of freedom at 5% (0.05) level of significance is 5.991.

Since, calculated value of  $\chi^2$  (9.1) > table value (5.991), **we reject the hypothesis.**

Thus we can conclude that “The decision on selection of mode/channel of shopping by the consumers is independent of their Gender” i.e. the selection of mode of shopping by the consumers depends on their Gender.

## **Hypothesis testing II**

### **Statement of Hypotheses:**

“The decision on selection of mode/channel of shopping by the consumers is independent of their Age”.

### **Variables:**

Age group – 16 to 20 years and 21 to 25 years

Mode of shopping - Online, Offline and Both

### **Calculation of Chi – Square test**

#### Observed frequencies

	<b>Online (B)</b>	<b>Offline (b)</b>	<b>Both (C)</b>	<b>Total</b>
<b>16-20 years (A)</b>	11	7	32	50
<b>21-25 years(a)</b>	14	15	21	50
<b>Total</b>	25	22	53	<b>100</b>

Where A = Male, a = Female, B = Online, b = Offline, C = Both

#### Expected frequencies

	<b>Online (B)</b>	<b>Offline (b)</b>	<b>Both (C)</b>	<b>Total</b>
<b>16-20 years(A)</b>	12.5	11	26.5	50
<b>21-25 years(a)</b>	12.5	11	26.5	50
<b>Total</b>	25	22	53	<b>100</b>



Calculation of chi-square test

Group	Observed	Expected	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
<b>AB</b>	11	12.5	(11-12.5)= -1.5	(-1.5) <sup>2</sup> = 2.25	2.25/12.5 = 0.18
<b>Ab</b>	7	11	(7-11)= -4	(-4) <sup>2</sup> = 16	16/11 = 1.45
<b>AC</b>	32	26.5	(32-26.5)= 5.5	(5.5) <sup>2</sup> = 30.25	30.25/26.5 = 1.14
<b>aB</b>	14	12.5	(14-12.5)= 1.5	(1.5) <sup>2</sup> = 2.25	2.25/12.5= 0.060.18
<b>ab</b>	15	11	(15-11)= 4	(4) <sup>2</sup> = 16	16/11 = 1.45
<b>aC</b>	21	26.5	(21-26.5)= -5.5	(-5.5) <sup>2</sup> = 30.25	30.25/26.5 = 1.14
					<b>5.54</b>

$$\chi^2 = \sum (O-E) = 5.54$$

$$\text{Degree of freedom} = (3-1) * (2-1) = 2*1 = 2$$

The table value for  $\chi^2$  for 2 degree of freedom at 5% (0.05) level of significance is 5.991.

Since, calculated value of  $\chi^2$  (5.54) < table value (5.991), **we accept the hypothesis.**

Thus we can conclude that “The decision on selection of mode/channel of shopping by the consumers is independent of their Age” i.e. the selection of mode of shopping does not depend upon age of the consumers.

**CONCLUSIONS**

1. The research in hand concludes that maximum respondents prefer both the modes of shopping equally i.e. online and offline, and almost similar responses received as a preference for online and as a preference for offline mode of shopping.
2. From the study, it was depicted that a big number of respondents are encouraged by time saving, discounts/offers, 24/7 availability and a small number of respondents are encouraged by factor of convenience and more variety.
3. The study unfolds that a large number of respondents are encouraged by its prominent feature that it has touch, feel and try effect. Few respondents are encouraged by bargaining power, personal/after sales service and travel/ explore factor. Very less

number of respondents are encouraged by better return policies and factor of trial room mirror selfie.

4. From the study, it is observed that from Offline shopping great number of respondents buy groceries, clothes and other variety of products and less number of respondents buy electronics and from Online shopping great number of respondents buy other variety of products, clothes and electronics and less number of respondents buy groceries.
5. It was noted during the study that maximum number of respondents spend equally on both modes of shopping and offline shopping whereas minimum number of respondents spend on online shopping.

## **SUGGESTIONS**

1. Most of the respondents for the study have selected online shopping because it is most convenient and time saving in the prevailing pandemic situation. And if it offers the convenience then people should surely take an advantage by making informed and wise purchase decisions. They can also use comparison shopping.
2. Especially during the COVID times, online source of shopping is most suitable as you are able to maintain social distancing and products are served at your door step with high safety.
3. Online shopping is a one shop stop where we can get varieties of products for purchases in just one click. There are varieties of products available at one shopping site which will offer benefits to a consumer where he doesn't have to search on different sites.
4. To match the competition created by online shopping sites, local retails should also start with their delivery apps, delivery on calls or even online delivery sources. This will bring them more business.
5. In offline shopping, the biggest advantage is that the customers can touch, feel and try the products, and this is one of the strongest advantages which offline retailers can bank on.
6. Personalized attention, quality to be explored, face to face interaction with the seller these are some other important benefits offered through offline shopping and can be used as weapon to get more customers.
7. The main advantage of offline shopping is that the customers can bargain with the retailers according to their price range which cannot be done in online shopping.

8. When we buy the products during the festive seasons we get various discounts, offers, free gifts etc. which attracts the customers to shop more. So whether offline or online retailers should strive to have more and more discounts to gain more customers.
9. Offline and online shopping both encourages more of window shopping which sometimes gives joy and happiness to the customers. Taking advantage of this, retailers should try and have better merchandise efforts in order to attract more customers.
10. In case of online shopping, the very important factor that has to be remembered is availability of products without any hassle at just a click of a button, keeping this in mind we online retailers should develop secure payment gateways and government should also provide some strict guidelines for the same in order to avoid any kind of cyber-crimes.

## REFERENCES

- [https://www.researchgate.net/publication/342302808\\_Conduct\\_Of\\_Youth\\_In\\_Connection\\_With\\_Online\\_and\\_Offline\\_Shopping\\_A\\_Relative\\_View](https://www.researchgate.net/publication/342302808_Conduct_Of_Youth_In_Connection_With_Online_and_Offline_Shopping_A_Relative_View)
  - [https://www.researchgate.net/publication/315045570\\_Online\\_Shopping\\_Behaviour\\_among\\_Youth](https://www.researchgate.net/publication/315045570_Online_Shopping_Behaviour_among_Youth)
  - [https://www.researchgate.net/publication/274696373\\_Online\\_Shopping\\_Attitude\\_among\\_the\\_Youth\\_A\\_study\\_on\\_University\\_Students](https://www.researchgate.net/publication/274696373_Online_Shopping_Attitude_among_the_Youth_A_study_on_University_Students)
  - <https://www.livemint.com/Industry/aYeF7H62bnY5xGuf3osdJL/Buyers-do-mix-of-online-offline-shopping.html>
-

## **A STUDY ON IMPACT OF ADVERTISEMENTS ON VIEWERSHIP OF WEB SERIES**

**Miss. Sheetal Tiwari**

PG Scholar, PG Dept. of Commerce, Smt.  
MMP Shah Women's College of Arts and  
Commerce, Mumbai.  
sheetaltiwari83@gmail.com.

**Dr. Shital Mandhare**

Assistant Professor, Smt. MMP Shah  
Women's College of Arts and Commerce,  
Matunga, Mumbai,  
shital2985.sp@gmail.com.

---

### **ABSTRACT**

The purpose of this study was to explore the ways Products and services are market and promoted in social media OTT platforms by the latest medium of the advertisement web series. This was done through analysis of the existing theory on the subject and content analysis of the channels which have the subscription over 1 million and the average views on their videos 5 million. Mostly qualitative research methods were use. The conceptual framework was gather from various literature sources, such as books, articles, newspaper, and the internet site, The theory provided information on definitions of the marketing mix and its components, advertising content, promotional practices and strategies applicable to social media and role of promotion in web series Empirical data for this study were collected by analyzing the content of top 5 Indian OTT platforms. The results of the study show that all OTT platforms is signing the commentaries and suggestions made because of this study may be used to support promotional activity at the studied educational institutions. Further study is suggest to explore the advertising and promotional efforts hosted by the OTT platforms in other social media platforms.

**KEYWORDS:** Advertising, Web series, Digital platforms, Marketing, Online Streaming

---



## INTRODUCTION

**Advertising:** The word advertising comes from the Latin word "advertere" means to turn the minds of towards". Some of the definitions given by various authors are: According to William J. Stanton, "Advertising consists of all the activities involved in presenting to an audience a non-personal, 2 sponsor-identified, paid-for messages about a product or organization."

It usually provides information about the advertising firm, its product qualities, place of availability of its products, etc. Advertisement is indispensable for both the sellers and the buyers. However, it is more important for the sellers. In the modern age of large scale production, producers cannot think of pushing sale of their products without advertising them.

Advertisement supplements personal selling to a great extent. Advertising has acquired great Importance in the modern world where tough competition in the market and fast changes in technology, we find fashion and taste in the customers.

**OTT Platform and Web Series Viewing OTT:** : (over-the-top) advertising is advertising delivered directly to viewers over the internet through streaming video services or devices, such as smart or connected TVs (CTV).

Many OTT services operate on a paid subscription basis, but a large number also run advertisements-or offer tiered packages that allow users to either pay for ad-free experiences OTT marketing is much like legacy media advertising, usually taking place between songs or episodes, but it is delivered through the streaming media on OTT platforms.

There are two main types of OTT marketing set-ups, client-side and service-side.

In a client-side setup, the viewport for the streaming media loads the ad before the episode or film is shown. In a server-side ad insertion, the ad is integrated seamlessly into the frames of the media, meaning it is not possible to ad-block. However, it is a much more technically challenging proposition to support server-side ad insertion, so it is still relatively uncommon. Example: Netflix, Amazon Prime, Zee5, SonyLiv, Disney+Hotstar, Voot etc.

## OBJECTIVES OF THE STUDY

1. To get an overview of web series in recent times and their advertising.
2. To examine the impact of advertisements in increasing the viewing of web series.

## RESEARCH METHODOLOGY

Present research paper reviews certain studies conducted in the area of higher education, a study on impact of advertisements on viewership of web series etc. For secondary data researchers attempted to evaluate some books, journals, internet site and articles. Some of the research articles are also reviewed. All this has helped the researcher to thoroughly understand the topic and pen down some important points for the present study. For gathering first-hand information, primary data will be collected through questionnaire methods. A structured questionnaire is used to administer responses to collect reliable data. The sampling method used for the study is Convenience and Snowball methods and Purposive sampling. The primary data gathered from these respondents is statistical analyzed and tested and will further be presented in the form of graphs and charts to make it more explanatory. Researchers have made an attempt to use descriptive analysis and chi-square test to represent the data in the study.

## LITERATURE REVIEW

**Matrix eve Sidney** <sup>4</sup>on Netflix newspaper Another study by Sidney eve Matrix on Netflix observes that viewers, especially youth , are becoming active curators of content than couch potatoes taking in 'whatever producers feed them.' Supporting this paradigm shift in consumers is the need to share, stay connected and discuss the content on social media forums. In the process of these social media transactions, the viewers are setting new standards of expectations from producers thereby becoming an active catalyst in the production process too.

**Singh Paramveer** <sup>5</sup>A paper by finds that Netflix, Hotstar and Jio are most popular among Indian youth. The youth is skewed towards free trials available on these platforms, are nocturnal

---

<sup>4</sup> Matrix, S. (2014). The Netflix Effect: Teens Binge Watching, and On-Demand Digital Media Trends. *Jeunesse: Young People, Texts, Cultures*, 6(1), 119–138.

<sup>5</sup> Singh, Paramveer.(2019). New Media as a Change Agent of Indian Television and Cinema: A study of over the top Platforms. 9. 131-137. 10.31620/JCCC.06.19/18.

viewers and prefer web series format over films. The respondents affirm that over-the-top applications are changing media consumption patterns in India. The shift can be attributed to convenience of service, personalized experience and availability of global content etc.

The study finds the future of OTT in India to be promising due to increasing smartphone penetration, economic convergence of media companies (take-overs/ mergers) at national or international level, and quality of reception of digital content. Also instrumental is the competitive internet data plans offered by telecom service providers in India.

**Dasgupta, Dr. S., & Grover, Dr.** <sup>6</sup>in the journal A study titled understanding adoption factors of over-the-top video services among millennial consumer by Dasgupta, Dr. S and Grover, Dr. P also reiterates that Indian audiences have swayed towards OTT content and are willing to spend for easy and unlimited access to content without a place and time limitation. It again notes the inverse impact of pricing strategy of OTT on its popularity. Data consumption is another attribute that makes it a tough choice. For Indian viewers and so are habits and preferences for TV as a medium.

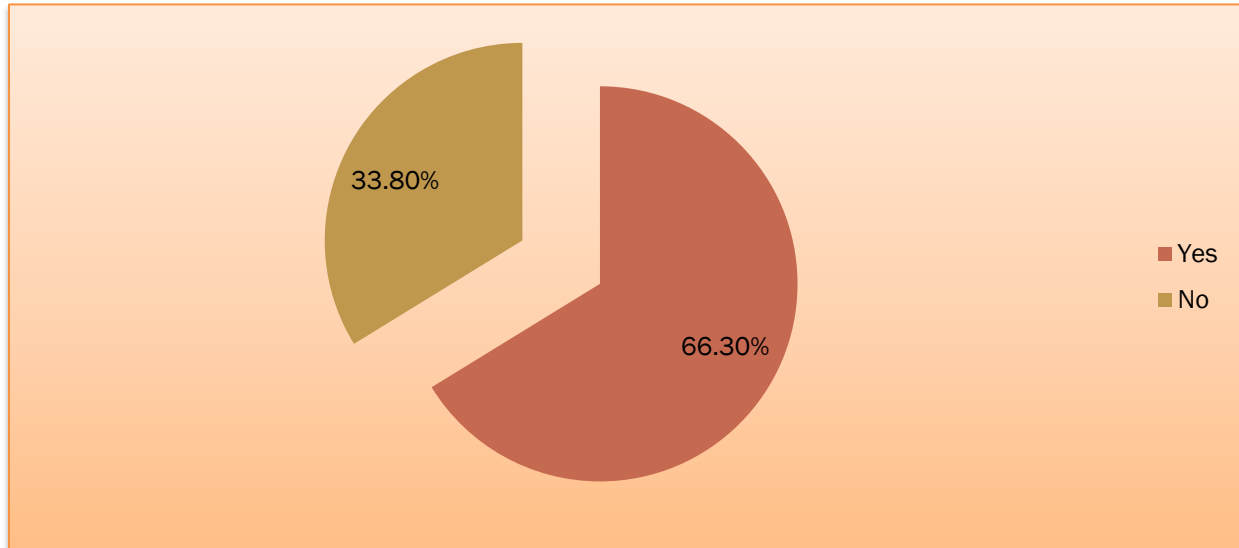
Participants were asked to answer how much time on average they spent per day in the last week watching TV and using OTT sites via mobile devices and also to rank their top three most often visited OTT sites. In terms of users' favourite program types, a list including movies, dramas, sport games, news, reality shows, and talk shows was provided to respondents to choose.

**Bhavsar, Ritu** <sup>7</sup> in her research paper entitled "The Burgeoning Digital Media Consumption: A Challenge for Traditional Television and Advertising Industries – An Analysis" mentions that digital media has become an indispensable part of everyday lives and is a prominent medium used for gathering and disseminating information, socialization, entertainment and marketing. An ever-increasing consumption of content via digital media effects a change in the consumer preferences and attitudes and this transformations trend can be associated with better in telnet connectivity, advanced digital devices, competitive data prices in India and the accessible, on-the-go nature of internet media.

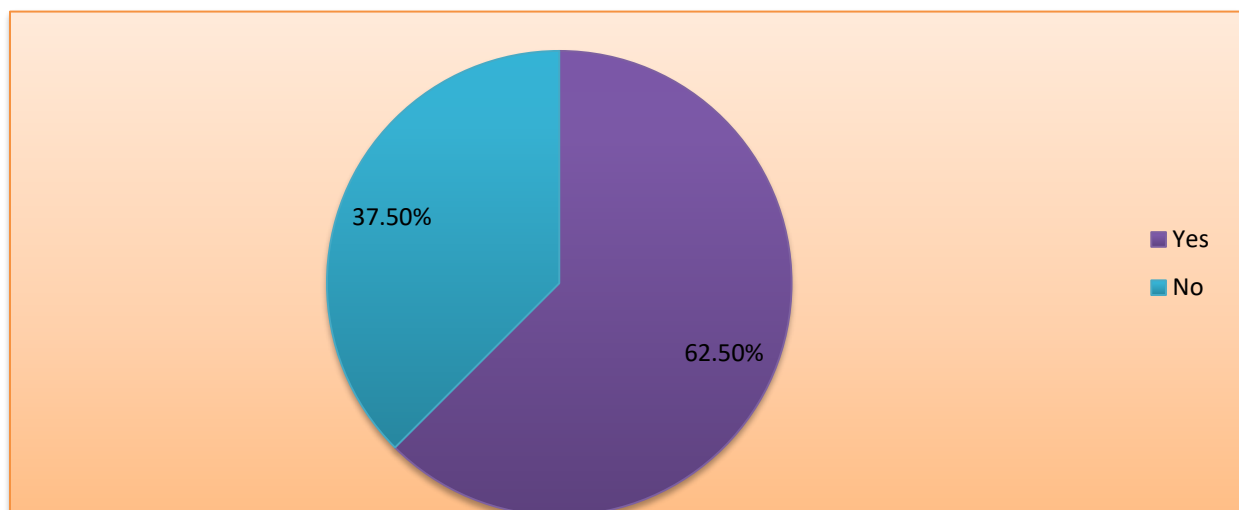
---

<sup>6</sup> Dasgupta, Dr. S., & Grover, Dr. P. (2019). Understanding Adoption Factors of Over-The-Top Video Services Among Millennial Consumers. *International Journal of Computer Engineering & Technology*, 10(1), 61–71.

<sup>7</sup> Bhavsar, R. (2018), The Burgeoning Digital Media Consumption: A Challenge for Traditional Television and Advertising Industries – An Analysis. *Amity Journal of Media & Communication Studies*, 8(1), 17–23.

**DISCUSSION****Chart 1.1****Influence of advertisements on viewing of web series**

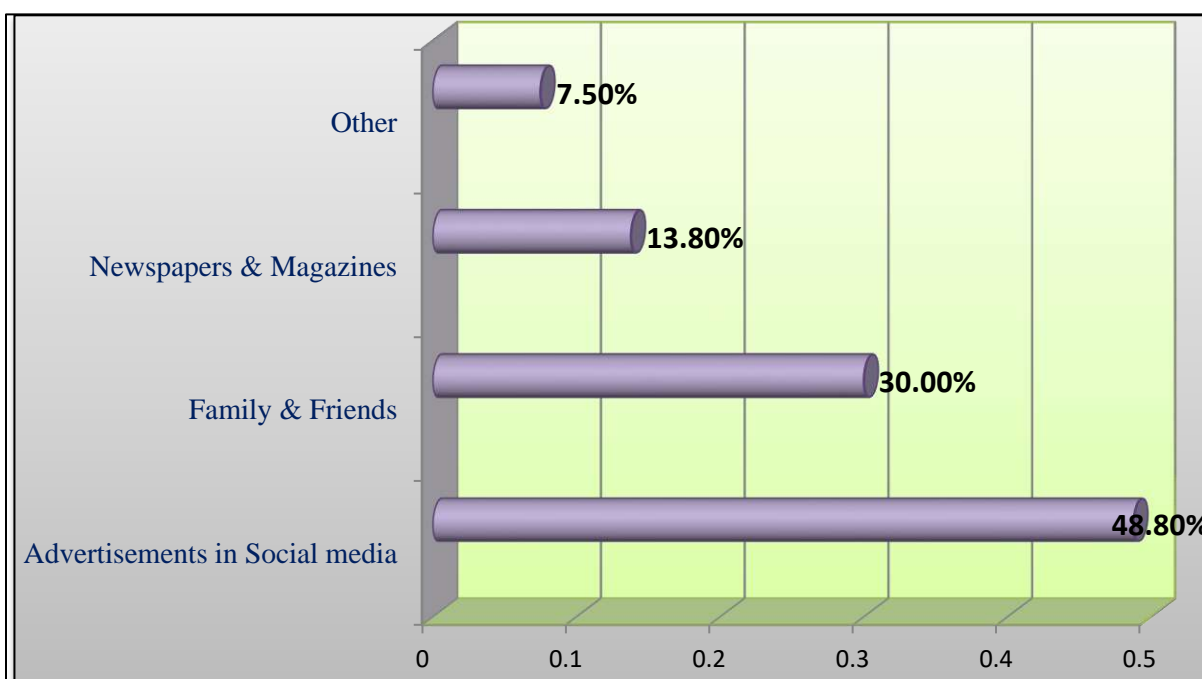
We can observe that 66.30 per cent respondents are influenced to watch web series due to advertisements placed on OTT platforms and 33.80 per cent respondents are not influenced by advertisements for viewing the web series. Advertisements form a very crucial part in promoting all the different kinds of products and services, same applies to web series. Prominent and constant advertisements on all the media gives a boost to the presence of these web series

**Chart 1.2****Whether advertisements increase the viewership of web series**

Researchers can conclude that 62.50 per cent of the respondents agree that advertisements increase the viewership of web series whereas 37.50 per cent respondents do not agree with this. As mentioned in the earlier chart, advertisements form an important role in promoting the web series. It is always observed that many web series are well released through advertisements on OTT platforms and make an impact on the consumers leading to increased viewership.

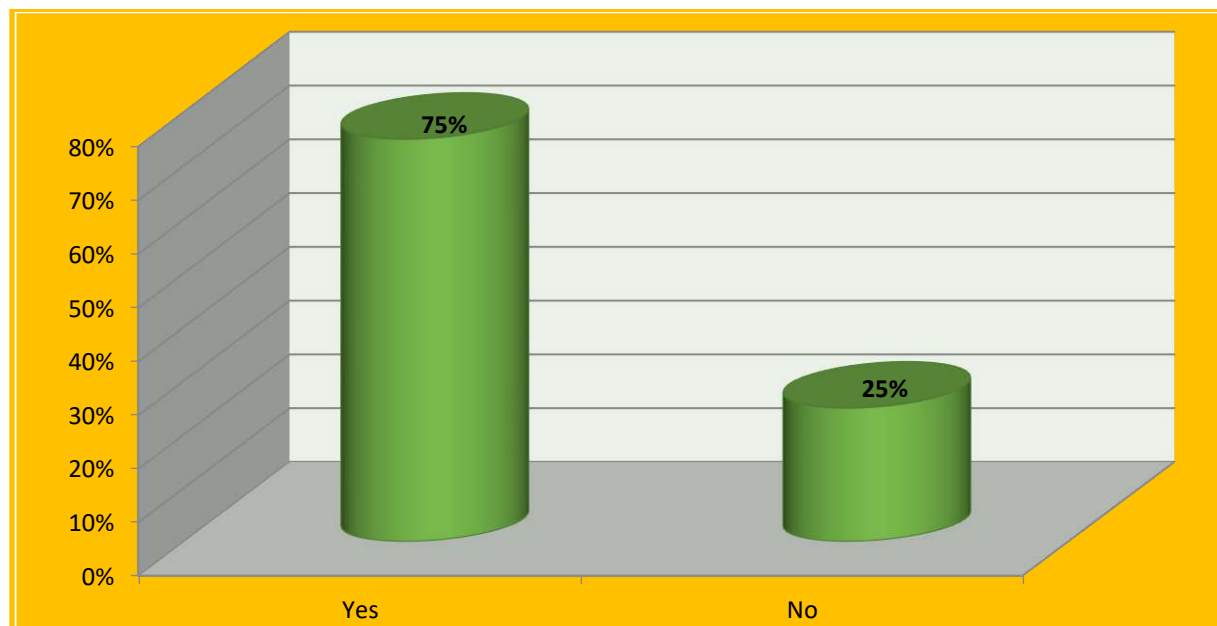
**Chart 1.3**

**Awareness about web series through different media**

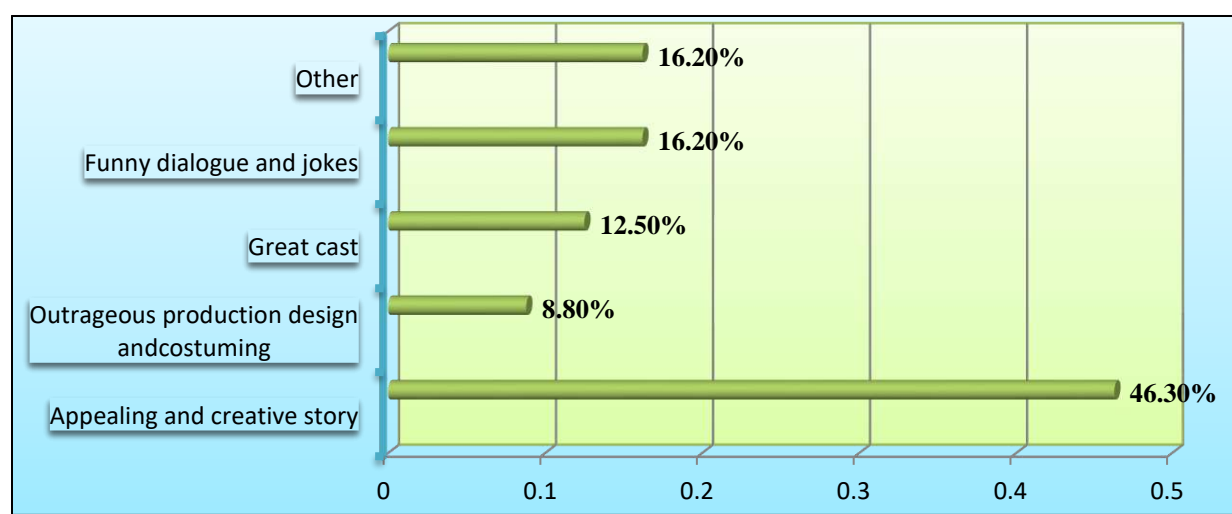


It can be stated that 48.80 per cent respondents are aware about web series through advertisements in social media, 30 per cent of the respondents are aware through family and friends, 13.80 per cent respondents are aware through newspapers and magazines and 7.50 per cent respondents are aware through other different sources. With the advent of ICT and social media, it is understood that for all the social and communication needs, social media is on front and in the case of promoting anything it is prominently used.



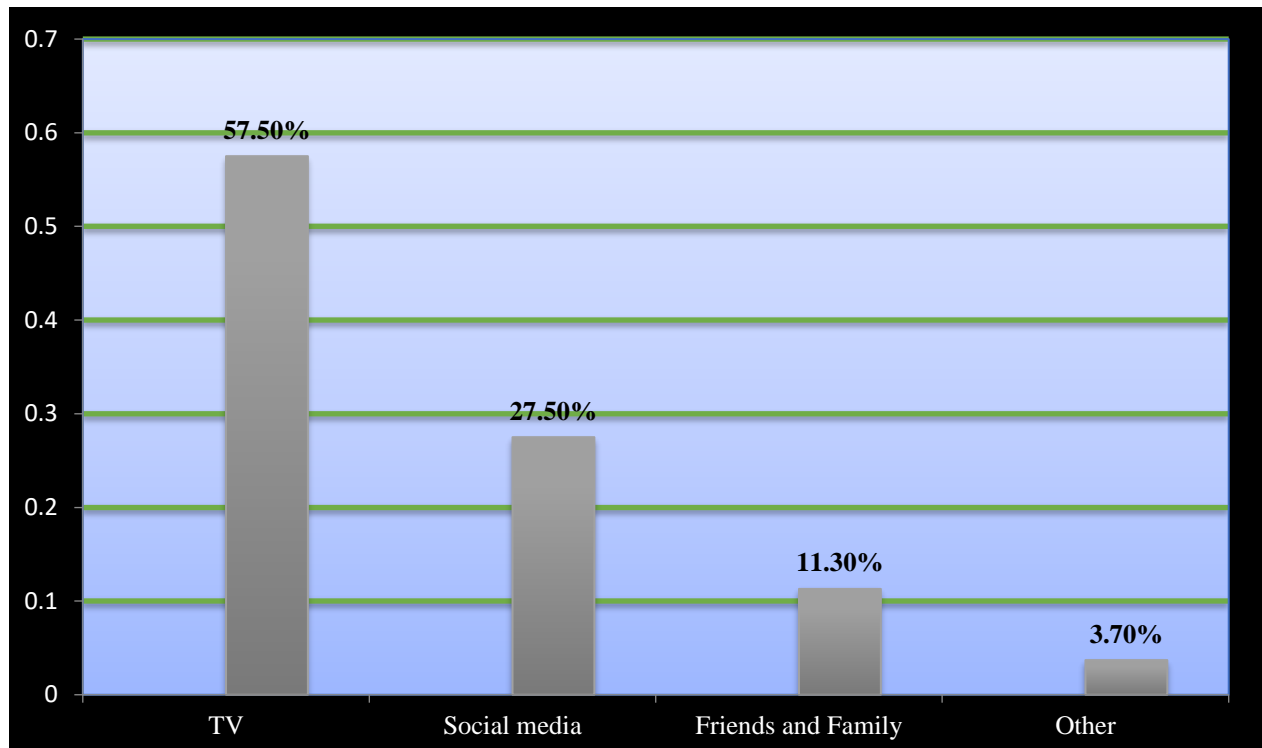
**Chart 1.4****Viewing web series on the OTT platforms**

It can be concluded that 75 per cent of the respondents view web series on OTT platforms and 25 per cent of the respondents expressed that they do not view web series on OTT platforms. Especially in the pandemic time, many viewers shifted the preference from daily soap operas to web series. There is a tremendous increase in viewership of OTT observed during the lockdown times, which led to increasing the viewership for Web series too.

**Chart 1.5****Most attractive elements of the web series**

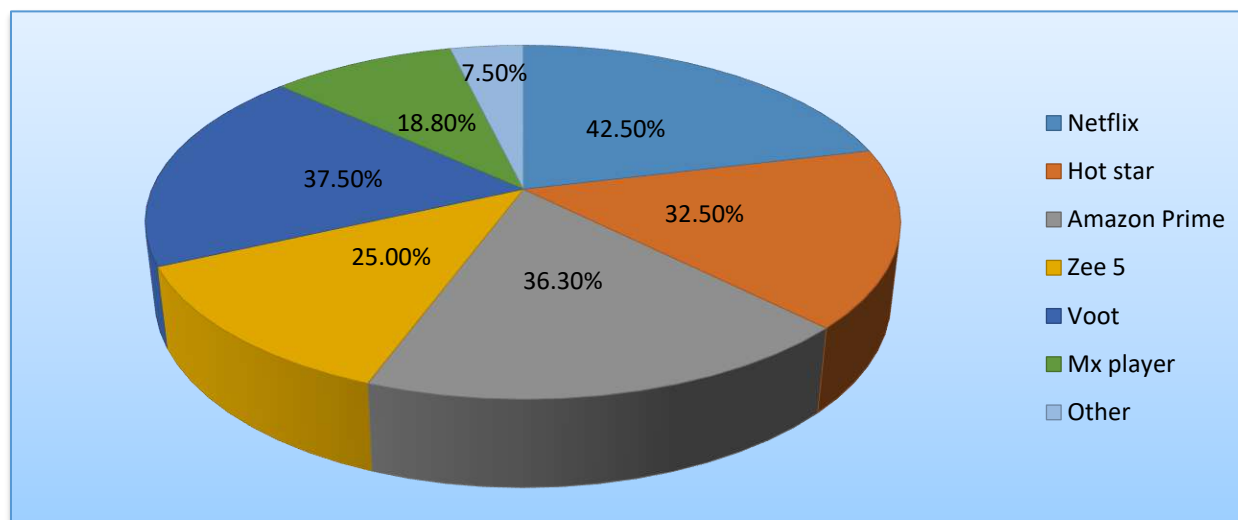
It can be concluded that 46.30 per cent respondents found web series appealing and also mentioned that it has creative stories, equal number of respondents i.e. 16.20 per cent were attracted towards funny dialogues / jokes and other elements, 12.50 per cent respondents attracted towards great cast and 8.80 per cent respondents were attracted towards outrageous production design and costuming. Most attractive element marked by the respondents happens to be the creative and appealing story and that is the reason they have become so popular in such a short time. These web series carry completely unique and extraordinary stories which far different than our usual Bollywood cinemas.

**Chart 1.6**  
**Source of advertisements of web series**



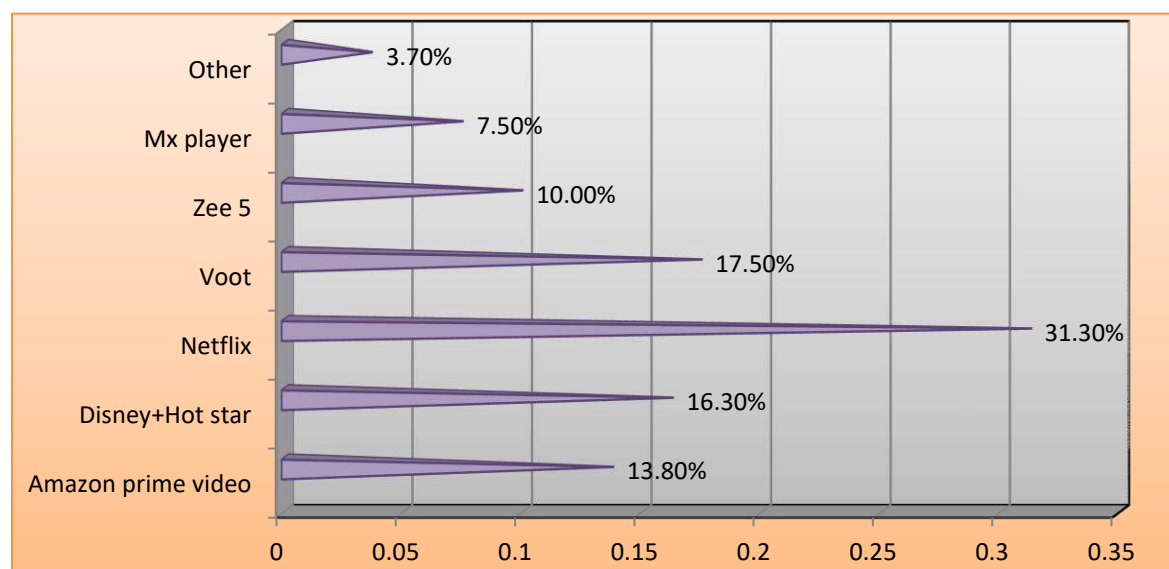
From the total 57.50 per cent respondents came across these advertisements on TV. From the total 27.50 per cent of them came across these advertisements on social media whereas 11.30 per cent of them mentioned that they experienced these advertisements through their friends and family and only 3.70 per cent are of an opinion that there are other sources through which they came across these advertisements. As TV stands out to be the most attractive media, there these advertisements appear most times.

**Chart 1.7**  
**Preference of OTT platforms**



It can be observed that 42.50 per cent respondents prefer Netflix as their preferred OTT platform, 37.50 per cent respondents prefer Voot, 36.50 per cent respondents prefer Amazon prime, 32.50 per cent respondents prefer Hotstar, 25 per cent respondents prefer Zee 5, 18.80 per cent respondents prefer MX player and 7.50 per cent respondents prefer other OTT platforms. Netflix, Voot and Amazon Prime are few most preferred OTT platforms as they have always satisfied their viewers with some exclusive stories.

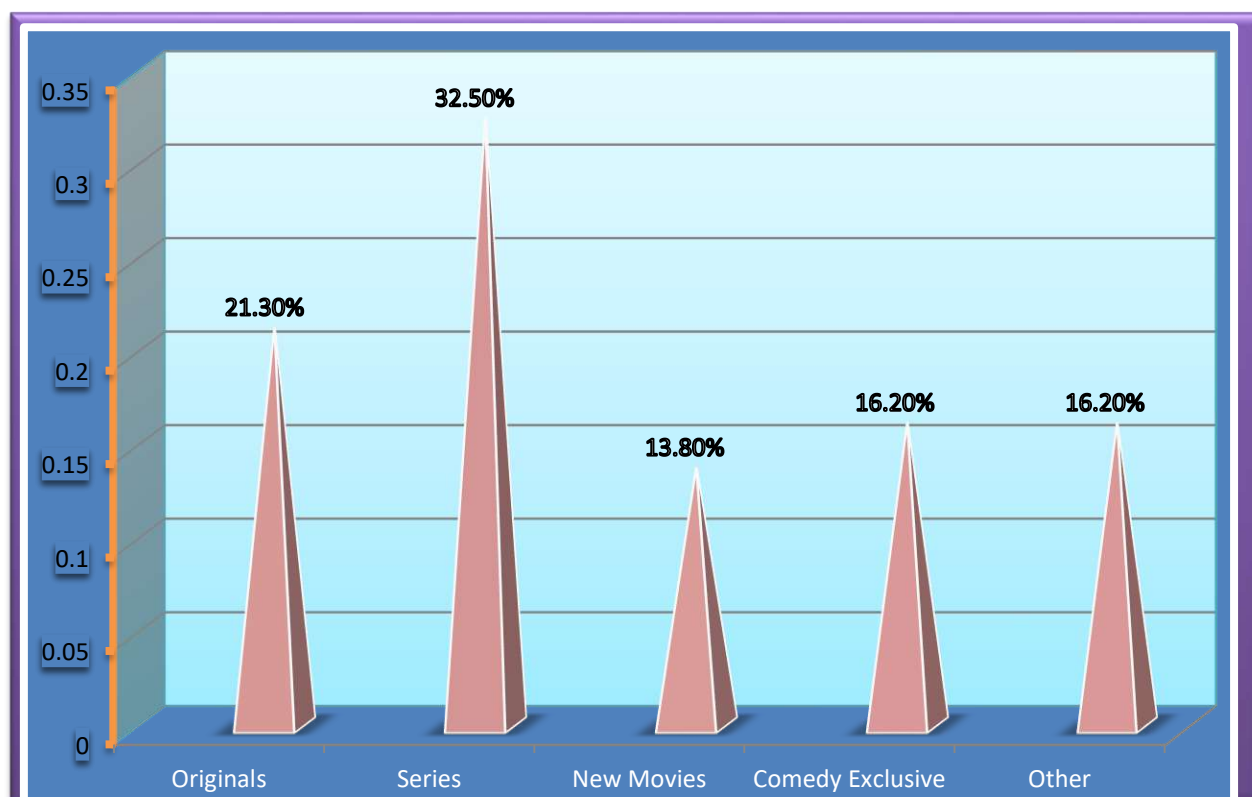
**Chart 1.8**  
**Subscription taken for OTT platforms**



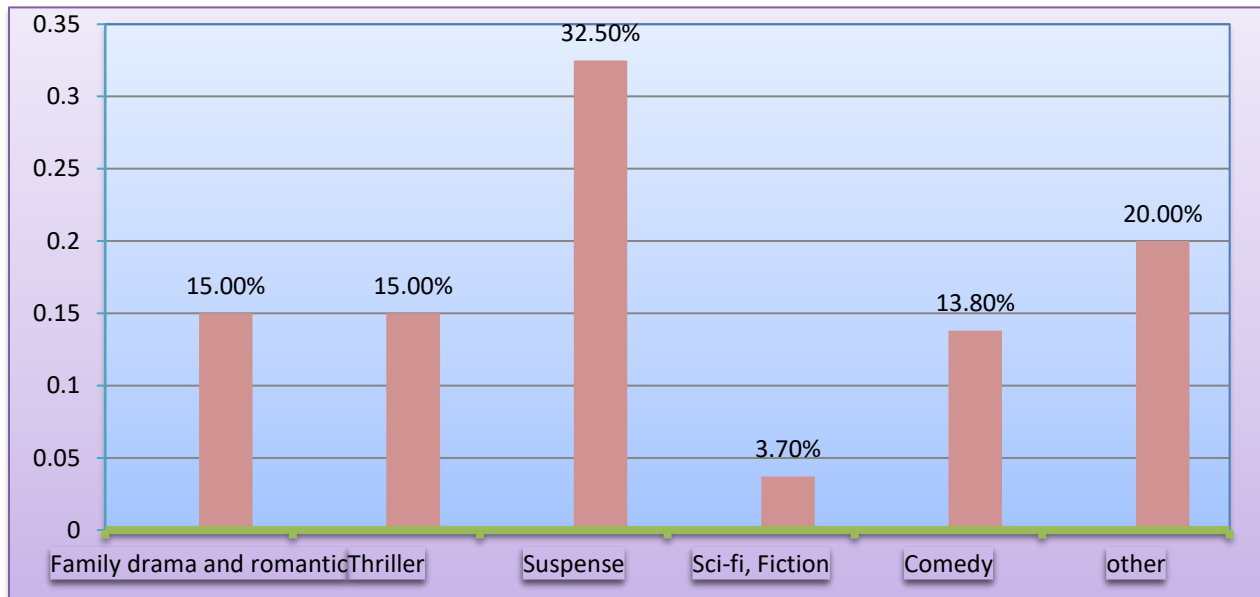
It can be observed that 31.30 per cent respondents have taken the subscription of Netflix, 17.50 per cent respondents have taken it for Voot, 16.30 per cent respondents have selected Disney + Hotstar for subscription, 13.80 per cent respondents have selected Amazon prime video, 10 per cent respondents have selected Zee 5, 7.50 per cent respondents have selected MX player and 3.70 per cent respondents have selected other OTT platforms for subscription. As seen in the earlier chart, Netflix as most preferred OTT platform is also one of the most subscribed platform.

**Chart 1.9**

**Entertainment preferred the most on the OTT platforms**



Out of the total, 32.50 per cent respondents prefer web series, 21.30 per cent respondents prefer originals, there is equal number of responses received for comedy exclusives and other entertainment purposes i.e. 16.20 per cent and another 13.80 per cent respondents prefer new movies.

**Chart 1.10****Most encouraging factors in advertisements leading to viewing of web series**

32.50 per cent respondents are encouraged by the factor of suspense that is presented through advertisements of the web series, 20 per cent of the respondents are encouraged by various other factors, an equal number of respondents i.e. 15 per cent are encouraged by the factor of thrill and family drama/romantic, 13.80 per cent respondents are encouraged by the element of comedy and 3.70 per cent respondents are encouraged by the factor of Sci-fi/fiction.

**HYPOTHESIS TESTING****Statement of Hypothesis:**

“There is a significant increase in viewership of the web series due to influence of advertisements.”

Chi-square is a non- parametric test. The chi-square statistic compares the observed values to the expected values. This test statistic is used to determine whether the difference between the observed and expected values is statistically significant. The present hypothesis in the study has been tested with Chi-square test to evaluate the dependency of one variable on the other.

**Variables:**

Influenced by advertisements -Not Influenced by advertisements – Yes and No

Increase in Viewership – Yes and No

**Calculation of Chi – Square test**

Observed frequencies

	<b>Increased viewership (B)</b>	<b>Not increased viewership (b)</b>	<b>Total</b>
<b>Influenced (A)</b>	30	10	40
<b>Not influenced (a)</b>	21	19	40
<b>Total</b>	51	29	<b>80</b>

Where A = Influenced, a= Not Influenced, B = Increased viewership, b = Not increased viewership

Expected frequencies

	<b>Increased viewership (B)</b>	<b>Not increased viewership (b)</b>	<b>Total</b>
<b>Influenced (A)</b>	26	14	40
<b>Not influenced (a)</b>	25	15	40
<b>Total</b>	51	29	<b>80</b>

**Calculation of chi-square test**

<b>Group</b>	<b>Observed</b>	<b>Expected</b>	<b>(O-E)</b>	<b>(O-E)<sup>2</sup></b>	<b>(O-E)<sup>2</sup> / E</b>
AB	30	26	(30-26)= 4	(4) <sup>2</sup>	4/26 = 0.61
Ab	10	14	(10-14)=-4	(-4) <sup>2</sup>	4/14 = 1.15
aB	21	25	(21-25)= -4	(-4) <sup>2</sup>	4/25 = 0.65
ab	19	15	(19-15)= 4	(4) <sup>2</sup>	4/15 = 1.07
				<b>X<sup>2</sup></b>	<b>3.48</b>

$$X^2 = \sum (O-E) = 3.48$$

$$\text{Degree of freedom} = (2-1) * (2-1) = 2*1 = 1$$



The table value for  $\chi^2$  for 1 degree of freedom at 5% (0.05) level of significance is 3.841

Since, calculated value of  $\chi^2$  (3.48) < table value (3.841), **we will accept the hypothesis.**

Thus we can conclude that “There is a significance increase in viewership of the web series due to influence of advertisements”.

## CONCLUSION

From the above point we came to conclusion that by way of Television advertisement viewers come to know more about the web series other than other advertisement platforms like social media, family friends, etc. The study also shows that majority are aware through advertisements in social media while other aware through family and friends and few viewers are aware through newspapers and magazines other sources. Highest number of web series viewers found appealing and creative stories, and viewers attracted towards funny dialogues / jokes and other elements. And they feedback attacked towards great cast and outrageous production design and costume. The web series viewers view web series on OTT platforms and few viewers expressed that they do not view web series on OTT platforms. Prefer Netflix and Voot, and almost similar received for Amazon prime and Hotstar, and very minimum number of response are for Zee 5, and MX player encouraged by the factor of suspense that is presented through advertisements of the web series.

## SUGGESTIONS

1. Advertisers should use the USP of a web series prominently while advertising it. USP can be anything a big celebrity extraordinary story, best direction, the production house or even the title of the web series one or some of these aspects can be used to highlight the importance of web series and attract increased viewership.
2. Web series viewers suggest that web series are better than TV shows. Anytime and anywhere you can watch it, it has various options than TV shows and viewers also like OTT platforms, they enjoy their favourite entertainment. Hence, web series producers can try and make it more entertaining in order to get more view.
3. Repeated advertisements of a particular web series may also create an impact on viewers and lead to increase in viewership.

4. Web series producers can also advertise these web series on more than one OTT platforms e.g. If some XYZ web series is telecasted on Disney=hot star, the producer can also have its advertisements repeatedly on Zee 5 and Amazon prime video. This will also help pull in the viewers of those OTT platforms.
5. To increase the viewership it is important that advertisements are presented in an attractive manners.
6. Subscription of the OTT platforms has to be affordable. These needs availability of different prices with different time periods.
7. Subscription should not only be reasonable, but also should also have some offers in order to attract more consumers and more viewership.

## REFERENCES

1. [https://www.researchgate.net/publication/270665559\\_The\\_Netflix\\_Effect\\_Teens\\_Binge](https://www.researchgate.net/publication/270665559_The_Netflix_Effect_Teens_Binge)
  2. [https://www.academia.edu/39570342/3\\_Situating\\_Media\\_Literacy\\_in\\_the\\_Changing\\_Media...](https://www.academia.edu/39570342/3_Situating_Media_Literacy_in_the_Changing_Media...)
  3. Dasgupta, Dr. S., & Grover, Dr. P. UNDERSTANDING ADOPTION FACTORS OF OVER-THE-TOP VIDEO SERVICES AMONG MILLENNIAL CONSUMERS. International Journal of Computer Engineering & Technology, 10(1), 61– 71. 2019.
  4. Singh, Paramveer. New Media as a Change Agent of Indian Television and Cinema: A study of over the top Platforms. 9. 131-137. 10.31620/Jccc.06.19/18.2019.
  5. Bhavsar, R. The Burgeoning Digital Media Consumption: A Challenge for Traditional Television and Advertising Industries – An Analysis. Amity Journal of Media & Communication Studies, 8(1), 17–23.2018.
-

## **A STUDY ON SOCIAL MEDIA ADVERTISEMENTS AND ITS INFLUENCE ON BUYING BEHAVIOUR OF YOUNGESTERS**

**Miss Amina Khan**

PG Scholar, PG Dept. of Commerce, Smt.  
MMP Shah Women's College of Arts and  
Commerce, Mumbai.  
ak3012998@gmail.com

**Dr. Shital Mandhare**

Assistant Professor, Smt. MMP Shah  
Women's College of Arts and Commerce,  
Matunga, Mumbai,  
shital2985.sp@gmail.com.

---

### **ABSTRACT**

Social media is a computer- based technology that facilitates the sharing of ideas, thoughts, and information through building of virtual networks and communities. Social media and its related websites like Facebook, Instagram, WhatsApp etc. have change our way of living now our emotions based on emoji's and mood depends on likes, comments on photos and videos etc. Social media advertising is an online paid advertising method that focus on social network sites. A business can take advantage of investing in good social media advertising strategy by targeting user based on their demographic information. While suffering through social media profiles we come across lot of advertisements and consumers react impulsively and end up marketing purchase decision. Youth advertisement is the term widely used in the marketing industries. It is the advertising techniques and ad campaign that are used to communicate with the young generation to make them buy their products and services. The researcher has also conclude that there are positive impact of the social media advertising among the youngsters in various factors. The consumers buying decision are influenced by the social media advertising among youngsters.

**KEYWORDS:** Social media, Social media advertising, Youth advertisement, Impact of social media advertisements.

---

## INTRODUCTION

Social Media can be defined as a group of Internet-based applications that are built on the ideological and technological foundations of the Web and that allow the creation and exchange of user-generated content. Social media is accessible and enabled by scalable communication techniques. As social media become more and more prevalent, connecting people and facilitating the exchange of information, consumer behaviour is shifting. Through social media, consumers now can easily watch an interesting advertisement on YouTube, while posting their own opinions on Twitter and sharing it with friends on Facebook. Social media and the related websites like Facebook, WhatsApp, Twitter, Instagram, hike etc. have changed our way of living to a great extent, now our emotions are based on emoji's and our mood depends on likes, comments on photos and other materials uploaded on such sites. Social media originated as a way to interact with friends and family but was later adopted by businesses which wanted to take advantage of a popular new communication method to reach out to customers.

Social media marketing is an unpaid technique that utilises social networking websites as a marketing tool. Social media advertising is an online paid advertising method that focuses on social networking sites. A business can take advantage of investing in a good social media advertising strategy by targeting users based on their demographic information. Social media advertising helps to increase brand awareness and customer loyalty. Social media users are highly engaged since they spend most of their time on their social media profile.

Buying behaviour is the sum total of consumers' attitude, preferences, intentions and decisions regarding the consumer behaviour in the market place where purchasing of products or services happen. Consumer buying behaviour is the process involved when individuals or groups select, use or dispose products, service or ideas or experience to satisfy need and desires. Consumer behaviour is a scientific learning of how people buy, what they prefer to buy. It makes an effort to understand the buyer decision process.

It happens a lot of times that while we are surfing through our social media profiles or search engines or otherwise we are accessing internet through any means, we come across a lot of advertisements and it consumers do react impulsively, and end up making a purchase decision for the products needed or at times not even needed to us. Advent of technology, consumer education and many other such factors has led to triggering this behaviour of consumers.

Youth advertisement is the term widely used in the marketing industries. It is the advertising techniques and ad campaign that are used to communicate with the young generation to make them buy their products and services. The youth market is critical because most of them have buying power influencing the spending of their family members. Also, they don't fall easily for marketing gimmicks. They can smell selling a mile away. So to interest them, one needs to be very careful in dealing with them. They do not like people telling them what to do. So instead of using hard-sell techniques, it's better to involve them and get them interested so that they spread awareness like wildfire among their peers and family.

### **OBJECTIVES OF THE STUDY**

1. To understand the recent trends in social media advertising.
2. To know the role of social media in various spheres of life of the youngsters.
3. To evaluate the impact of social media advertising on youngsters' buying behaviour.

### **RESEARCH METHODOLOGY**

The present research paper studies the influence of social media advertising on buying behaviour of youngsters. The researchers have collected secondary data through books, journals and internet sites. The primary data is the first hand information collected through questionnaire method from respondents. The sampling method used for the study was snowball sampling and convenience sampling. The data collected has been analysed with suitable statistical techniques. For the present study, the researcher attempted to use chi-square test for data analysis. Further, the data collected has been presented in the form of charts to make the data more explanatory.

### **HYPOTHESIS**

“There is a significant association between the influence of social media advertisements on buying behaviour of youngsters and their age group”.

## LITERATURE REVIEW

Funde Yogesh and Mehta Yesha<sup>8</sup> mentioned in their articles state that social media has formed the ways of information sharing and communication. In India the growth of social networking and social media websites provides businessmen a new alternative to contact customers. The researchers in this articles make an attempt to find the influence of social media on shopping decision of consumers. The article analyses the impact on different stages and usage pattern of shopping process. The researcher also insists that the social media is mostly used for getting information about the product and quality. The study also indicated that the reviews and opinions in social media have an effect on buying decision process.

Kotler Philip and Gary Armstrong,<sup>9</sup> in their book, 'Principles of Marketing', have explained that consumer behaviour is referred as a study of when, why, how, where, and what the people do or do not by product. It blends from psychology, sociology and economics. It also tries to influence consumers from different groups such as family, friends and relatives. Some of the socio-behavioural aspects of the consumers are discussed in detail which provides a clarity in the present study.

Mahmood Hajli, <sup>10</sup>in his findings says that Social media contributed new opportunities to customers to interact in websites. Customers use on-line communities, to get the information and to communicate with other users. The information from the survey shows social media enables the interaction of customers, which results in increased trust and intention to shop for products. The results also encompass the intention to shop for products.

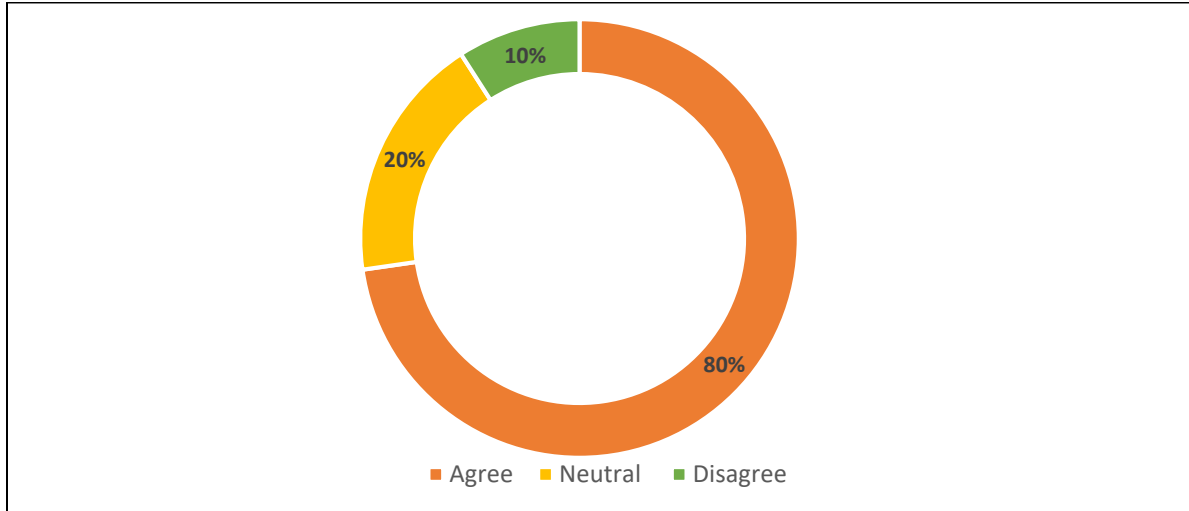
---

<sup>8</sup> Funde Yogesh & Mehta Yesha. (2014). "Effect of Social Media on Purchase Decision", Pacific Business Review International, Vol 6, Issue 11.

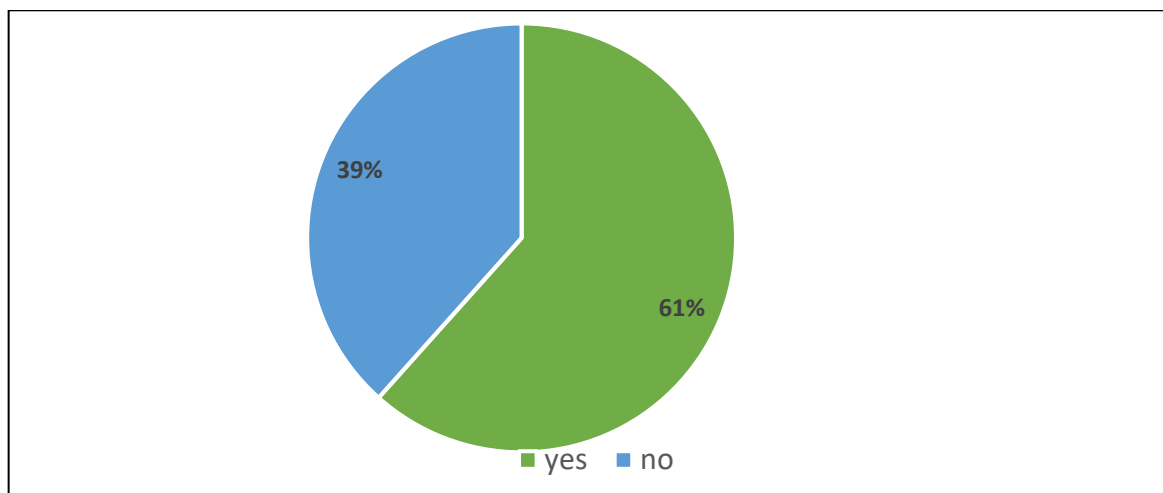
<sup>9</sup> Philip Kotler & Gary Armstrong (1999). Principles of Marketing. Prentice Hall, New Delhi.

<sup>10</sup> Mahmood Hajli, (2014) "A Study of the Impact of Social Media on Consumers. "International Journal of Market Research 56 (3) : pp. 387-404.



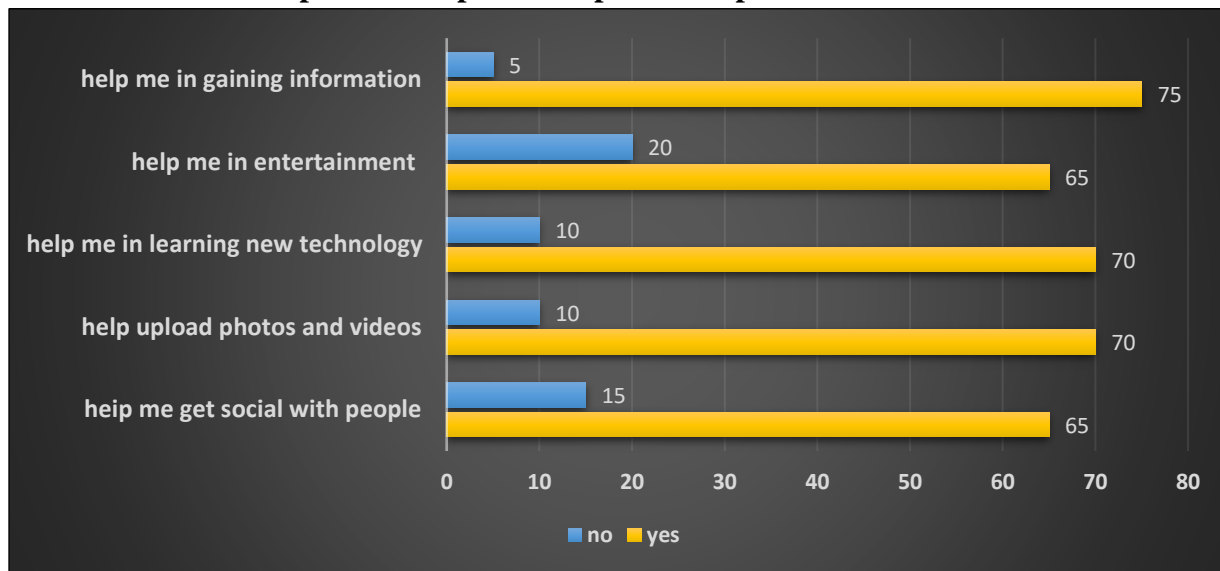
**DISCUSSION****Chart 1.1****Role of social media in acquiring information about recent trends**

According to chart 1.1, researchers have observed that 80 per cent of the respondents agreed that social media helps in acquiring information about the recent trends while 20 per cent of the respondents are neutral about this and 10 per cent of the respondents disagree that social media provides information about the recent trends. It is observed that social media is helpful in a number of ways to different people at different times, it has now become the part and parcel of the life of the individual which is clearly observed from the responses received in the present study.

**Chart 1.2****Influence of social media advertisements on buying behavior**

In the chart 1.2 it is identified that 61 per cent of the respondents say that social media advertisements influence their buying behavior whereas 39 per cent of the respondents said that it does not influence their buying behavior. As many are hooked on to social media frequently, they happen to observe the advertisements which are continuously presented on the social media and there is constant bombarding of the advertising messages which apparently influences the viewers buying behavior.

**Chart 1.3**  
**Respondents' opinion on positive aspects of social media**



According to this chart there are many a positives of the social media and they are as follows:

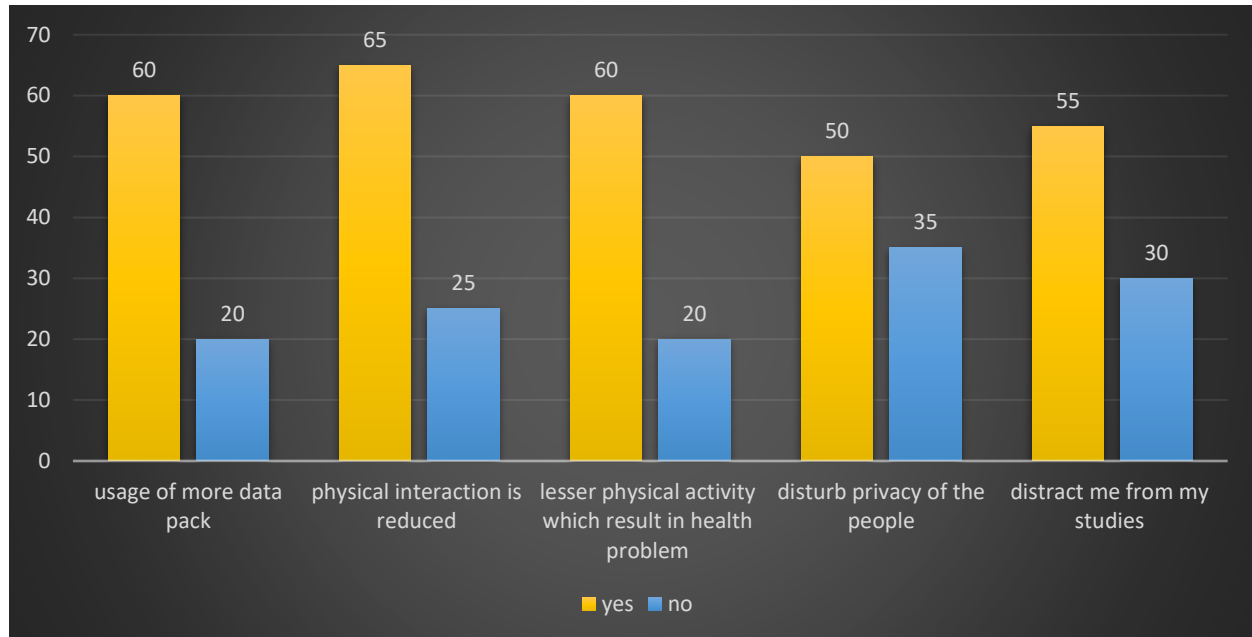
From the chart researcher can conclude that 75 per cent of the respondents say that it helps in gaining information but 10 per cent of the respondents do not agree that social media helps in gaining information.

From the total 70 per cent of the respondents admitted that social media helps in uploading photos or videos but 10 per cent of them did not find the importance of the same.

Out of the total 70 per cent of the respondents accepted that social media helps them to learn new technology and 15 per cent of the respondents do not accept that social media helps them to learn new technology.

From among the total respondents 65 per cent of them have said that social media acts as an entertainment tool whereas 15 per cent disagree on this.

Around 65 per cent of the respondents have accepted that social media helps to connect with people and 15 per cent of them disagreed with this.

**Chart 1.4****Respondents' opinion on negative aspects of social media**

From the above chart 1.4 researcher can conclude that social media also has negative aspects and they are as follows.

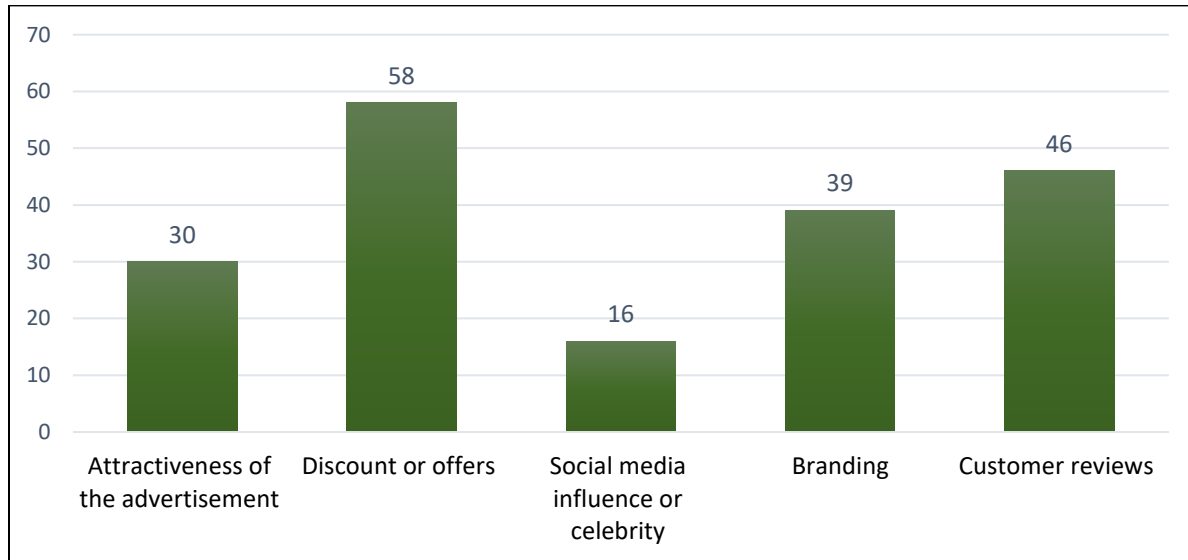
From the total, 60 per cent of the respondents said that there is more usage of data pack whereas 20 per cent of them disagree with this.

From among the total respondents, 65 per cent of them mentioned that due to social media physical interaction is reduced whereas 25 per cent of them do not agree with this.

From the above chart it is observed that 60 per cent of respondents are of the opinion that social media led to lesser physical activities which has resulted into health issues whereas 20 per cent of them do not agree on this.

In the present research paper, 50 per cent of the respondents agree that social media disturbs the privacy of the people whereas 35 per cent of them do not agree on this.

Under the present study 55 per cent of the respondents said that social media distracts them from their studies whereas 30 per cent of them mentioned that it doesn't affect their studies.

**Chart 1.5****Factors regarding social media advertisements determining a purchase**

From the above chart 1.5 it can be concluded that 58 per cent of the consumers indicated that discounts or offers have influenced their purchases on social media. 46 per cent of the respondents said that the customer reviews have affected their purchases and 30 per cent of the respondents found that social media advertisements have an attracting factor whereas other 58 per cent of the consumers indicated that branding affects their buying on social media while 16 per cent of the people surveyed gave importance to social media influence or the celebrity influences. A social media advertisements is noticed or observed by the consumers for the first when it comes in with an attractive offer or discount for the individuals. And the same has been seen in case of the present study that offers and discounts and branding are some of the attributes of a social media campaign which makes it all the more attractive for the consumers.

## **HYPOTHESIS TESTING**

### **Statement of Hypothesis**

“There is a significant association between the influence of social media advertisements on buying behavior of youngsters and their age group”.

Chi-square is a non- parametric test. The chi-square statistic compares the observed values to the expected values. This test statistic is used to determine whether the difference between the

observed and expected values is statistically significant. The present hypothesis in the study has been tested with Chi-square test to evaluate the dependency of one variable on the other.

### Variables:

Age – 16 to 20 years and 21 to 25 years

Influence of social media advertisement on buying behavior of youngsters – Influences and doesn't influence.

### Calculation of chi square test

Observed frequencies

	Age group		
	16-20 years (B)	21-25 years (b)	Total
Yes (A)	20	28	48
No (a)	20	12	32
Total	40	40	80

Where A = Yes, a = No, B = 16-20 years, b = 21-25 years

Expected frequencies

	Age group		
	16-20 years (B)	21-25 years (b)	Total
Yes (A)	24	24	48
No (a)	16	16	32
Total	40	40	80

Calculation of chi – square

Group	Observed	Expected	(O – E)	(O – E) <sup>2</sup>	(O – E) <sup>2</sup> /E
AB	20	24	20-24 = (- 4)	16	16/24 = 0.67
Ab	28	24	28-24 = 4	16	16/24 = 0.67
aB	20	16	20-16 = 4	16	16/16 = 1
ab	12	16	12-16 = (- 4)	16	16/16 = 1
					<b>3.34</b>

$$\chi^2 = \sum (O-E) = 3.34$$

$$\text{Degree of freedom} = (2-1) * (2-1) = 1 * 1 = 1$$

The table value for  $\chi^2$  for 1 degree of freedom at 5% (0.05) level of significance is 3.841

Since, calculated value of  $\chi^2$  (3.34) < table value (3.841), **we accept the hypothesis.**

Thus we can conclude that the influence of social media advertisements on buying behavior of youngsters and their age group are closely associated with each other.

## CONCLUSION

From the study it has been observed that most of the respondents agree that social media helps in accruing information about the recent trends which helps them to shop the products or the services. Maximum number of the respondents' buying behavior is influenced by social media advertisements. Social media has affected both positively and negatively to the respondents, yet connecting to the people is observed to be a positive aspect of social media whereas most of the respondents think that reduction in physical interaction is one of the most negative aspect of social media. Discounts and offers had influenced the purchasing behavior of the consumers after viewing the social media advertisements.

## SUGGESTIONS

1. Now-a-days with the increasing demands from the youngsters, the marketers have to cope up with them. Social media advertising should be in such a manner that the marketers should get along with the needs and wants of the Youngsters.
2. Marketers should come up with pocket friendly social media advertisement that will influence the buying behavior of youngsters. With the social media it is possible to make comparatively low budget advertisements as it depends on pay per click, pay per conversion, pay per view etc.
3. Majority of the youngsters tends to purchase a product or services based on social media advertising so the marketers should come up with attractive advertisements which will influence them to purchase their product.



4. The websites or advertisements of the marketers should be attractive and simplified so that they are well understood by the consumers and they do not have to go for searching of more information. Once the consumer is well informed he or she can make a quick and right purchase decisions.
5. The marketers should maintain reputation on the internet by creating and demanding for good reviews from the customers so that it helps in building trust and confidence among the respondents.
6. Customers need not to download the application they can simply swipe up or click on the link and directly reach the website of a marketer. This ease will bring them to buy a particular product that a marketer is offering.
7. The marketers should use social media more frequently to draw the consumer attention and brand awareness.
8. Now-a-days marketers have come up with the option of reselling which is a very good opportunity for the youngsters.
9. Social media advertisements should have a prominent presence among the consumers so that it gets more visibility and it can also increase the brand value that will lead to more customers' loyalty and customer's lifetime value.
10. Consumers influenced by social media are tend to spend 4 times more than their normal purchase and the attraction towards the products is so high that they buy it on the same day using social media.

## REFERENCES

- Philip Kotler and Gary Armstrong (1999), Principle of Marketing, Prentice Hall, New Delhi.
  - Mahmood Hajli. (2014). "A study of the impact of social media on Consumers. "International Journal of Market Research 56 (3): pp. 387-404.
  - Funde Yogesh and Mehta Yesha (2014). "Effect of social media on purchase decision", Pacific business review international, Vol 6, Issue 11.
  - [https://www.researchgate.net/publication/330618244\\_impact\\_of\\_social\\_media\\_on\\_buying\\_behaviour\\_of\\_consumer](https://www.researchgate.net/publication/330618244_impact_of_social_media_on_buying_behaviour_of_consumer)
  - <https://www.stanventures.com/blog/social-media-trends-this-year/>
  - <https://sourceessay.com/positive-and-negative-effects-of-advertisement/>
-

## **A STUDY ON PREFERENCES OF YOUNGSTERS WITH RESPECT TO WATCHING REALITY SHOWS**

**Ms. Komal Birje**

PG Sacholar, PG Dept. of Commerce,  
Smt.MMP Shah Women's College of  
Arts and Commerce, Mumbai  
komalbirje@gmail.com

**Mrs. Sapna Shah**

Assistant Professor, Smt. MMP Shah  
Women's College of Arts and Commerce,  
Matunga, Mumbai.  
shahsapna8280@gmail.com

---

### **ABSTRACT**

Reality shows may seem like just entertainment. Reality shows are the trump cards of the producers of the television industry. Youngsters have become bored watching the never ending melodramatic daily soap. Reality shows are conceived with emotional quotient in place and replaces the only alternative melodramatic serials. The content in these shows are fresh and live when compared to the other programmes. The main objective of the study was the impact of reality shows among youngsters. Youngsters enjoy watching reality shows. Popular reality shows telecasted on television is Bigg Boss. It is the Indian reality series which is telecasted on Colors TV. . The concept of the show is totally different from other reality shows like singing and dancing. In this reality show there is a one house where popular or controversial celebrities stay for a limited time and compete with each other by following the rules of the house. The data is collected from youngsters by primary method. Youngsters have positive impact on them while watching these reality shows

**KEYWORDS:** Reality shows, Reality shows like Bigg boss, entertainment, positive impact on youngsters.

---

## INTRODUCTION

Reality television is a genre of television programming that presents purportedly unscripted melodramatic or "humorous" situations, documents actual events, and usually features ordinary people instead of professional actors, sometimes in a contest or other situation where a prize is awarded. A television show which is unscripted is known as reality show. Reality shows seem to be a huge success on the television in India since it allows the audience to be a part of the show. The Indian television industry is brimming with a new entertainment torrent called reality TV. The success saga of the Indian reality domain starts at very scratch from the inception of Kaun Banega Crorepati, anchored by Bollywood superstar Mr. Amitabh Bachchan. The unexpected and real time success of the Kaun Banega Crorepati opened the doors for more reality dramas on small screen. From the very success of the show, it transformed the way audiences looked at the reality shows. Interestingly, most of the reality shows aired on the Indian television are adaptations from popular reality shows aired on other international channels. The concept of these reality shows are different, however all the reality shows intrinsically follow the same path-pursuit and amusement. These reality shows put general people or celebrities in real-life situations where in-house cameras put a vigil on the activities and expressions on the participants. The list of the Indian reality show is vast. Hundreds of reality across the channels are gripping the audiences. After the grand success of kaun banega Crorepati, Indian television came up with the new and unique concepts for the viewers. The different reality shows on the televisions were aired on MTV and titled MTV BAKRA where Cyrus Broacha's effort to puzzle and bewilderment the audience on the television was aired live. MTV Roadies, another milestone in the reality domain is still very popular among the audience and becomes the longest running reality show on Indian television. Some other prominent shows that have received the applaud or are still running successfully on the idiot box are 'Sawaal Das Crore ka', 'Kya Aap Panchawai Paas Se Tez hai', Sach Ka Saamna, 'Boogie Woogie', 'Saregamapa', 'Indian Idol', Dus Ka Dum and 'Perfect Bride'. These are some names. This study focus on how reality shows create an impact on real life, of youngsters. In this study the researcher mentions how dangerous, difficult tasks are shown in reality shows and teenagers trying to intimate them. A nine year boy hanged himself to death while trying to imitate a stunt he saw on a popular reality show MTV Roadies. These days, shows like Roadies 6.0, Fear Factor and "Khatron Ke Khiladi" have become the chosen entertainment diet for teens. In fact, the action has started spilling over to real life.

Teenagers easily get influenced by these reality shows, they always try to imitate tasks, stunts, their favorite participant and their favorite Anchor from these show. The researcher has found that after reading few articles on reality shows that reality shows are demand of public because reality shows TRP rates are very high so that why every channel come up with the new style of reality show, young generation is mad about reality shows, Ranvijay participant of Roadies first season is very popular amongst youth girls love him and boys follow him like try to dress up like him and try to walk and talk like him, some girls follow Bani J she is also a Roadies Participant her Tattoos' attract audience and her accent is liked by so many youngsters.

Popularity of these reality show is increasing day by day, so many companies give sponsorship to these reality shows because they know what their target audience is and how easily their product comes in lime light, that's why companies sponsoring reality shows, most of the reality show title comes with the sponsors product name like Hero Honda Karizma Roadies, Pulsar MTV Stunt Mania, Vodafone Splits Villa, Idea MTV VJ Hunt, etc. and youth who follow these programs blindly they see that product and buy it because it come on their favorite show and its host endorse

## **OBJECTIVES OF THE STUDY**

4. To get on overview of different kinds of reality shows telecasted on television.
5. To understand the preference of youngsters with respect to reality shows.
6. To evaluate the factors considered by youngsters while putting preference for reality shows.
7. To examine the impact of reality shows viewing on the life of youngsters.

## **RESEARCH METHODOLOGY**

The present research studies stated that reality shows have impacts on youngsters. The researcher has attempted secondary data through books, journal, internet all this helps them in their research. The primary data is the first hand information collected through questionnaire method from respondents. The sampling method used for the study is snowball sampling and convenience sampling. The data collected has been analyzed with the help of descriptive frequency analysis. Further the data collected has been presented in the form of charts to make the data more explanatory.

## LITERATURE REVIEW

<sup>11</sup>Most of the researches done on television viewing habits have taken children as sampling unit, but useful inferences were taken and included in the present study. The study examined television viewing tastes and habits among the Inuit Indians of the Eastern and Central Arctic. The findings revealed that the amount of different types of programming was significantly different among the Inuit Indians. Accordingly, the underlying assumption is that, the Inuit males who are heavily engaged in television's sports fare, would underestimate the mean world of television. They showed in their research that children tend to watch more television than do adults, prefer to watch adult programs, and usually watch as late into the night as do adults. Despite their emergence from the more limited world of childhood and their increased reliance on peers, adolescents continue to spend a great deal of their time watching television. The study found that MTV programs are changing the entire music scene in Asia. Multinational rock music or world music is becoming the mainstream popular music among the youth in Asia, while the traditional style is becoming obscure and obsolete. They found in their study that about 48% upper class and 62% middle-class Indians watch Television for more than two hours per every day. They suggest through research that TV has a long-term effect on peoples thinking. Therefore, instead of glamorization, portrayal of crime and commercialization, positive trends need to be introduced on the TV channels in order to save our values. It concludes that the youth is getting liberated ideas regarding the placement and position of women in the society. They found out in his research that in OECD countries watching television is by far the most time-consuming form of leisure. Surprisingly, television viewing is positively correlated with work hours across countries. Workers and capitalists are shown to exhibit opposite preference orderings over equilibria. The relative ability of those two groups in capturing a country's government may explain which equilibrium is selects .The study found that adolescents watch television for 12 hour per week on an average. The study further indicates that Television viewing is seen as a major source of stress relieving activity. It was concluded in the study that 29% of viewers watch television for purpose of learning/education. They found in their study that on an average, children watch two hours or less of TV daily and most of them indulged in bedtime TV Viewing. They watched TV primarily for entertainment and for learning.

---

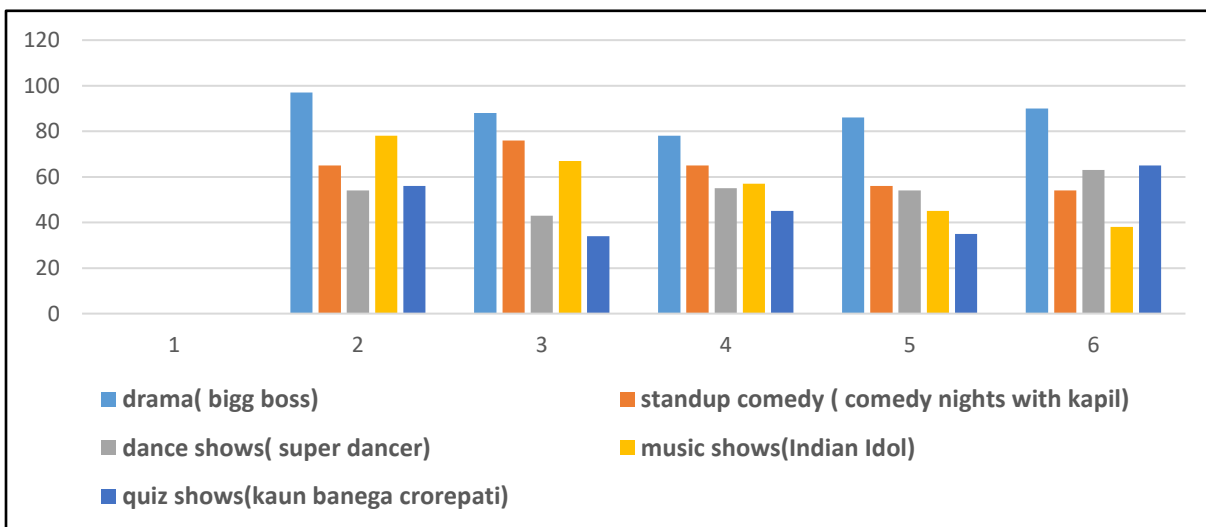
<sup>11</sup>Er. Kanwal Gurleen. Dr. Sukhmani (2011). International Journal of multidisciplinary research, A Study of TV Viewership Patterns among Youngsters in Northern India. ISSN 2231 5780. Vol.1 Issue 5.

Children's" most preferred program was children's" shows/serials, followed by many other reality shows.

Subramaniam,.S. & Tiwari, Himanshu.<sup>12</sup> Mentioned in their study that the increase in reality programmes is undoubtedly increasing number of cable channels, which allows advertisers to reach niche markets. The majority of reality television programmes are geared towards the individuals under twenty five years old. MTV has been presenting the Real World to this target younger demographic for more than ten years. Likewise there are many such channels which are targeting youth as their category viewers.

## DISCUSSION

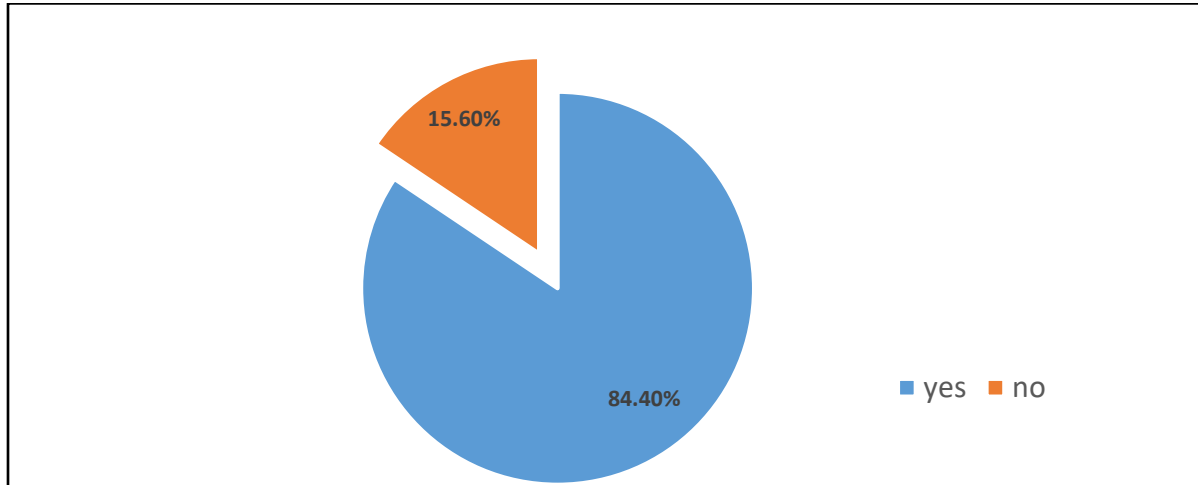
**Chart 1.1**  
**Kinds of Reality Shows**



From the above chart 1.1 we can see that youngsters watch more drama shows like Bigg Boss and they preferred to watch Stand-up Comedy Shows like Kapil Sharma Show followed by dance shows, music shows and then quiz shows. Among the reality shows it observed that today's youngsters most frequently prefer to view and enjoy shows like Big Boss, Roadies and some of the similar sort.

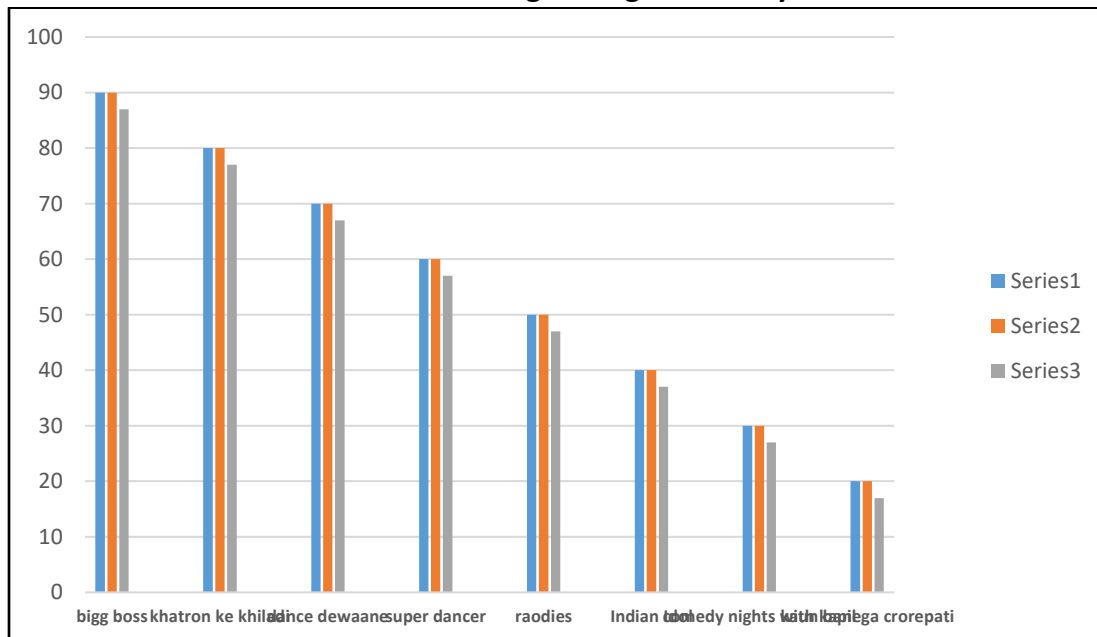
<sup>12</sup> Subramaniam, S. & Tiwari, Himanshu. (2014). Impact of Reality Shows on Common Man and Its Sustainability. Asian Journal of Management Research. Volume 5 Issue 1.

**Chart 1.2**  
**Entertainment Level of Reality Shows**



From the above chart 1.2 we can understand that 84.4 percent of the respondents find reality shows entertaining while the other 15.6 percent of the respondents do not find it entertaining. The number of respondents who have showcased least interest in reality shows are really a small number which is not actually a great count in the study but it can be observed that a large number of respondents find these really shows of great interest.

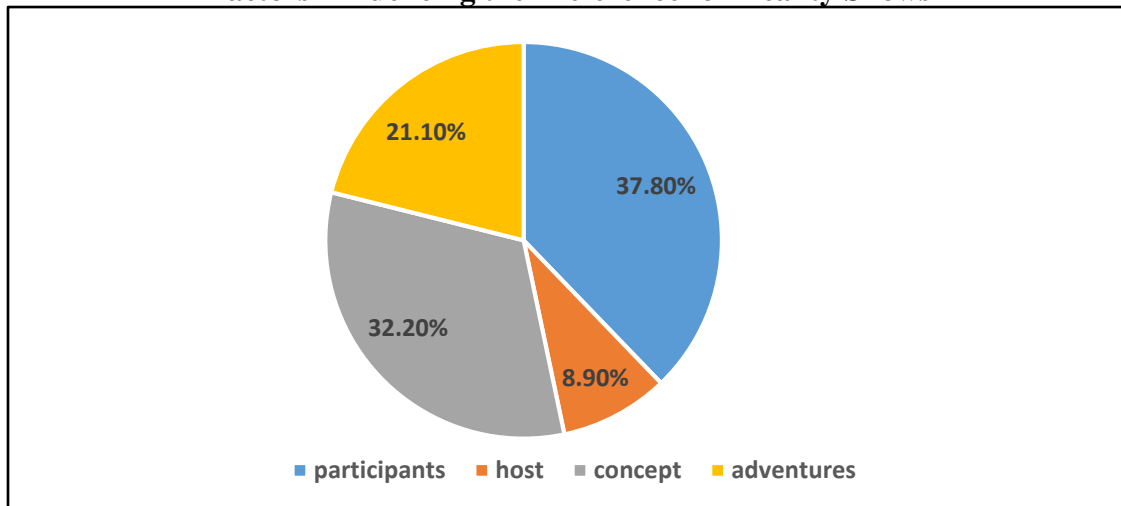
**Chart 1.3**  
**Entertainment Ranking among the Reality Shows**



In the above chart 1.3 respondents were asked to rank their preferred TV reality shows. The highest ranking was observed for Big Boss followed by Khatron Ke Khiladi. It can be understood from the above chart that the shows which are in vogue and having highest TRPs happen to be favourites of youngsters.

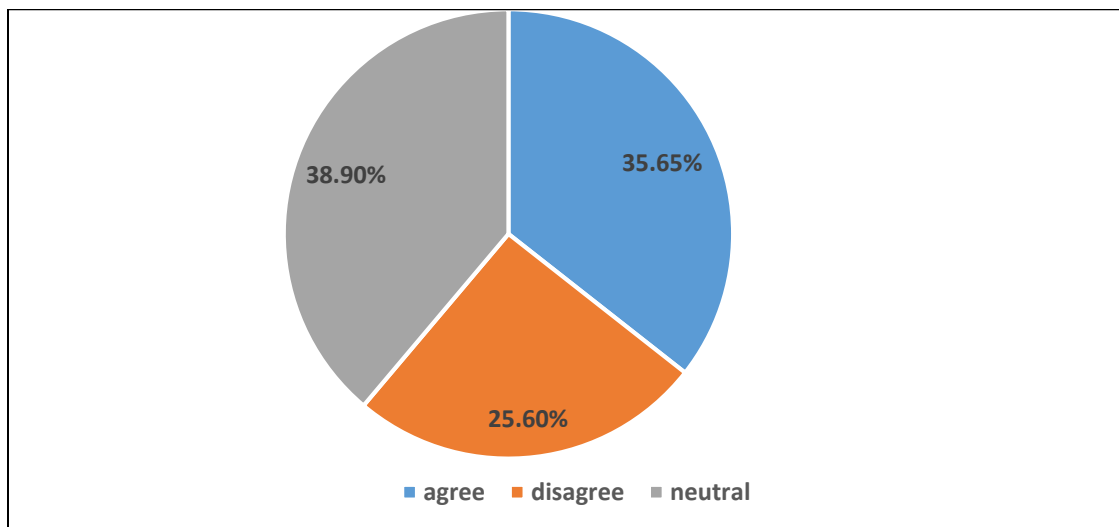
**Chart 1.4**

**Factors Influencing the Preference for Reality Shows**

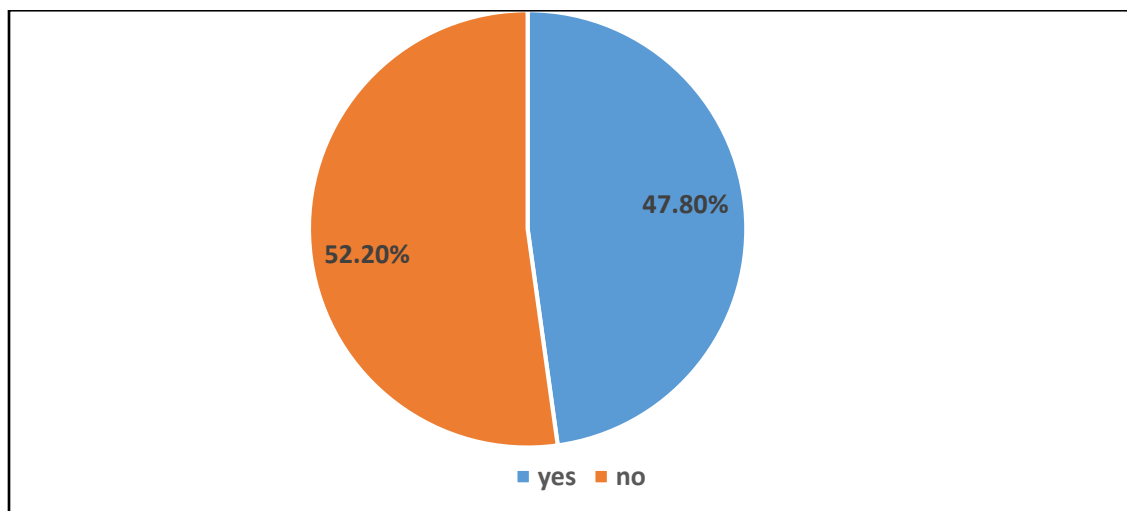


From the above chart 1.4 it can be observed that the factor which influences the youngsters to watch reality shows are most importantly participants according to 37.8 percent respondents, while 32.2 percent of the respondents feel that the concept or theme of the show is important. 21.1 percent of the participants get influenced by the adventures and activities of the show and 8.9 percent of the participants watch reality show because of the host. Most of the times the participant in these shows are the celebrities which happen to be Youth Icons or influencers and thereby they are watched the most because of these participants or characters or casts in the show.



**Chart - 1.5****Impact of reality shows on attitude**

From the above chart 1.5 it can be observed that 35.6 per cent respondents agree that reality shows have an impact on their attitude. 25.6 per cent respondents disagree that reality shows impacts their attitude whereas 38.9 per cent respondents are neutral about it. While we see here, there are maximum of the respondents of have no specific opinion about the impact of reality shows on their attitude.

**Chart 1.6****Impact of reality shows on emotions**

It was seen through the chart that 52.20 per cent of the respondents are of an opinion that reality shows do not impact their emotions whereas other 47.80 per cent expresses that it does affect

their emotions. Many a times youngsters observed to involve and related their lives with what happen in the reality shows or in the dramas on TV which somewhere impacts their lives and thereby their emotions too.

**Chart 1.7**  
**Emotions according to favorite reality shows**

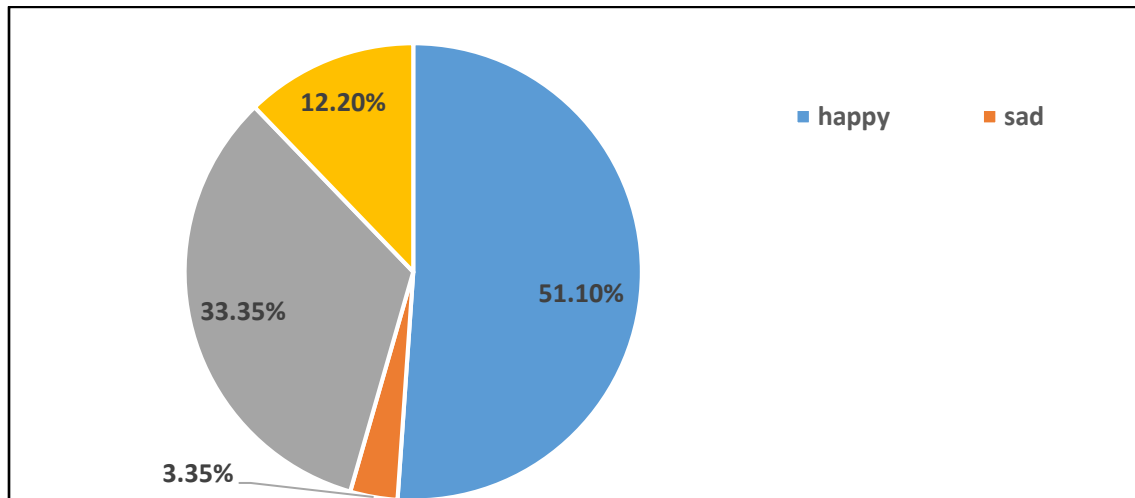


Chart 1.7 depicts that maximum youngsters are happy watching these reality shows, whereas other respondents talked about mixed emotions which are really not measurable. Young respondents always admire and look forward to watching these reality shows as a part of entertainments fun and sometimes something that fulfils their likings. Hence maximum of them mentioned that they feel happy watching the reality shows.

## CONCLUSION

Reality television shows and their effects on society are also dependent on the viewer's desires and motives, they see themselves in these stars and somehow these stars are living their lives through the show. Each reality show portrays and fulfills certain desires - like power or influence, travel and living, survival and outwitting, beauty and satisfaction, revenge and honor, etc. Even the reality shows craze amongst youth has reached its peak from last 3 years, this craze is bring by the longest running reality show in Indian television MTV Roadies, after it there is big line up of stunt reality shows on music television like Pulsar Stunt Mania, V Dare to Date, Kidnap, Exhausted etc. the list of these kind of programs is big enough Reality shows are creating so much negative impact on young generations mind, young boys and girls are

emotionally attached with the programs. The researcher has observed one young boy in Roadies audition last year he cut his hand just because he did not get a chance to give audition that time, and he was begging in front of show producers to give him the audition for that show, the researcher also observed that young boy was saying Roadies is everything for him, he can't live without Roadies, that kind of impact reality shows creating on youth. Reality shows have become a part of young generations life, they are very fond of these shows, they even don't want to miss the single episode of their favorite reality show. Even the Younger generation is now habitual of these reality shows.

## **SUGGESTIONS**

1. Youngsters should draw some limits on viewing of these reality shows so that they are able to limit the impact too.
2. There need a control from the parents with regard to what their child is watching. Reasonable supervision and understanding between the parents and the young children can help them overcome the negative impact that these reality shows can have.
3. Youngsters can involve themselves in some other activities which are more constructive and will add to their knowledge rather than giving their time to certain reality shows which are not really knowledge gaining.
4. Some of the reality shows like dancing and singing shows can be considered for interest as they have a learning factor involved and they may not have a negative impact as such on the youngsters.

## **REFERENCES**

- <https://www.marieclaire.com/culture/g26742354/best-reality-shows/>
- [https://en.m.wikipedia.org/wiki/Reality\\_television](https://en.m.wikipedia.org/wiki/Reality_television)
- <https://www.parentcircle.com/negative-effects-and-impacts-of-reality-tv-shows-on-children/article>
- <https://lifebeyonddnumbers.com/the-influence-of-reality-tv-shows-on-students-these-days-a-reality-check>
- <https://www.nontoxicliving.tips/blog/%2Fimpact-reality-shows-younger-generation>

**A STUDY ON USE OF GOOGLE AS A SEARCH ENGINE IN EDUCATION: OPINION  
OF UG AND PG STUDENTS**

**Ms. Reema Sahani**

PG Scholar, PG Dept. of Commerce,  
Smt. MMP Shah Women's College of  
Arts and Commerce, Mumbai  
reemasahani0@gmail.com

**Dr. Jyotsna Lal**

Assistant Professor, Smt. MMP Shah  
Women's College of Arts and Commerce,  
Matunga, Mumbai.  
jyotsanalal08@gmail.com

---

**ABSTRACT**

The Internet is the largest medium of news and information. It is the only place in the world where one can find information in such a large amount on a variety of subjects. A search engine is a program that searches through internet data. The search engines are primarily for locating the information on the web. Search engines serve as a very powerful tool to gather information.

The purpose of this study is to examine the usage of Google search engine in education by the under-graduate and post-graduate students. The structured questionnaire was administered through the students with the help of google forms. Data from 80 respondents was collected, analysed and interpreted. The research study investigates the various facets of google search engine use such as the purpose of usage, mostly used sources and services, time spent, searching abilities, difficulties faced and level of satisfaction.

**KEYWORDS:** Search Engine, Google Search, SERP, World Wide Web.

---

## INTRODUCTION

**Search Engine** may be a website that permits users to look up information on the World Wide Web (www). The search engine will achieve this by looking at many sites to find matches to the user's search inputs. It will return results ranked by relevance and popularity by the search engine. Some popular search-engines are Google, Yahoo!, Ask.com and Bing. Older services include WebCrawler, Lycos, and Alta Vista. After the user inputs their search or query into the search bar, a list of results will appear on the screen known as "search engine results page" (SERP). Search engines are a number of the most advanced websites online. They use special code to sort the online pages on SERPs. The most popular or highest quality sites are near the highest of the list. Search engines are very useful to find information about anything quickly and simply. Using more keywords or different keywords improves the results of searches.

**Google Search** or Google Web Search is a web search engine owned by Google Inc. and is the most used search engine on the World Wide Web. Google receives several hundred million requests every day through its various services. The main purpose of Google search is to search for text on web pages, as opposed to other data, such as with Google's image search. Google search was originally developed by Larry Page and Sergey Brin in 1997, based on previous search engine designs.

The young and bright minds of students are being exposed to various kinds of information these days. The available online information has made it very easy for students to access it. The information is additionally very attractive due to the increased use of multimedia in online information. Universities provide various information to the public online. Not only university information, but also students' learning resources are now available on the Internet. Search engines become gateways used to get the information that students need. Some research findings show that some students rely on search engines and other online learning resources. Search engines have become an integral part of students learning activities. The scholars also use search engines to satisfy daily information needs, solve problems, increase knowledge, reduce doubts, clarify things, entertainment etc.

Various student search engines have paved the way for comfortable student life. In the age of information overload, even students sometimes get confused. A lot of unwanted information is also provided for a particular answer. Sometimes their knowledge of unconscious facts increases,

but most of the time they waste energy in finding a relevant answer to their question. The student search engine reduces the likelihood of wasting time and energy. It helps them provide accurate and more important information. Not only students, but also their parents and teachers use it to answer questions and make life more comfortable.

You can use the search engine from anywhere in the world to get any kind of information. Search engines like Google and Yahoo are very popular with people. Besides the most used search engines like Google and Yahoo, there is also another student search engine. These search engines are built with students in mind. Students should save these search engines in their bookmark list. This would help them filter and get the best information. The general search engine for students is Google Scholar, Google Books, iSEEK Education, Academic Index, etc. Through Google Scholar, students can find academic articles, published research papers, professional societies, and more as they explore it. Google Books allow students to browse a multitude of books as requested by a student.

## **OBJECTIVES OF THE STUDY**

1. To study various search engines used by the students for educational purposes.
2. To examine the perspective of UG and PG students with respect to Google as a search engine in education.
3. To evaluate the extent of usage of Google as a search engine by UG and PG students.

## **RESEARCH METHODOLOGY**

The current paper examines a number of studies that were carried out in order to better understand the usage of google search engine in education. Researchers attempted to evaluate several e-journals, e-research papers, and e-book for secondary data. A few of the research articles are also reviewed. All of this has helped the researchers in gaining a complete understanding of the subject and writing down some key points for the current study. The questionnaire survey based method used for this study to collect the primary data, the questionnaire prepared on google form. Primary data is obtained through Google questionnaire in order to gather first-hand information. Snowball and convenience sampling were used as the

study's sampling methods. The primary data collected from these respondents is statistically analyzed, then presented in the form of graphs and charts to make it more understandable. Researchers attempted to represent the data in the study using descriptive frequency analysis.

## LITERATURE REVIEW

<sup>13</sup>**Gordon M. and Pathak P. (2002)** in their work compared eight search engines. The authors calculated traditional information retrieval measures of recall and precision at varying numbers of 12 retrieved documents and used these as the bases for statistical comparisons of retrieval effectiveness among the eight search engines. Further authors pointed out that search engines are essential for finding information on the World Wide Web. Finally, they calculated that a document retrieved by one search engine was retrieved by other search engines as well.

<sup>14</sup>**Deka, S.K. and Lahkar N. (2010)** in their study titled "Performance evaluation and comparison of the five most used search engines in retrieving web resources" evaluated the performance and efficiency of the five most used search engines, i.e., Google, Yahoo!, Baidu, Ask, and AOL, in retrieving internet resources at specific points of time using a large number of complex queries. The researcher highlights the fact that different web search engines, which use different technology to find and present web information, yield different first page search results. The study concluded that Google has a significantly higher rate of performance in retrieving web resources as compared with the other four search engines. Yahoo! is the second best in terms of retrieval performance. The other three search engines did not perform satisfactorily compared with Google and Yahoo.

---

<sup>13</sup> Gordon Michael & Pathak Praveen (1999), Finding Information on the World Wide Web: The Retrieval Effectiveness of Search Engines, Information Processing and Management, Volume 35, Issue 2. [https://doi.org/10.1016/S0306-4573\(98\)00041-7](https://doi.org/10.1016/S0306-4573(98)00041-7)

<sup>14</sup> Deka, S.K., & Lahkar, N. (2010), Performance Evaluation and Comparison of the Five Most Used Search Engines in Retrieving Web Resources, Online Information Review, Volume 34, Issue 5, pp. 757-771. <https://doi.org/10.1108/14684521011084609>

<sup>15</sup>**Gomathi Dr. P. and Sivasubramanian G. (2019)** in his Journal explain the study awareness and use of search engines by students Sri Ramakrishna College of arts and science Coimbatore. The study reveals that the majority of the students are making use of the Internet for course related reading and research needs and some students are using it for entertainment. The study also found that Mostly 66 per cent of the respondents use Google search engine for their principle and 39 per cent of the respondents use search engine mainly for their thesis works. The study concludes that the trainers need particular awareness of the university establishment and a particular training program should be designed for them.

<sup>16</sup>**Pandey Kamlesh Kumar, Shukla Pradeep Kumar & Yadu Rajat Kumar (2016)** in this paper researchers have presented the overview and performance analysis of Google, Yahoo and Dogpile search engine. Yahoo and Google is a web search engine and dogpile is a Meta search engine. The result of the study showed that the precision and relevant page of Dogpile is higher than Google and Yahoo because Dogpile is given to a smaller number of web search results and filtration techniques are used. When we look at precision according to group then Dogpile is given to high precision in simple word group, multi word group and complex group and google is given the less precision and relevant page in a complex Group. Finally, the conclusion of this research is that Google and Dogpile are given the best result in simple and multi group work but Dogpile and Yahoo are given the best result in complex group work. Overall result is dogpile is best for all types of searching but if you want to do depth search then yahoo and Google is best because it gives a lot of result list.

<sup>17</sup> Education is the process of facilitating learning, or the acquisition of knowledge, skills, values, morals, beliefs, and habits. Educational methods include teaching, training, storytelling, discussion and directed research. Education frequently takes place under the guidance of educators; however, learners can also educate themselves. Education can take place in formal or

---

<sup>15</sup> Gomathi Dr. P. & Sivasubramanian G. (2019). Awareness and Usage of Search Engines among the Students of Sri Ramakrishna College of Arts and Science Coimbatore: A Study. Library Philosophy and Practice (e-journal). 2191. <https://digitalcommons.unl.edu/libphilprac/219>

<sup>16</sup> Pandey Kamlesh Kumar, Shukla Pradeep Kumar & Yadu Rajat Kumar (2016), A Survey of Google, Yahoo and Dogpile Search Engine in Context of Relevant Web Page and Precision, International Journal of Advanced Technology in Engineering and Science, Volume No. 4 Issue No. 6. [www.ijates.com](http://www.ijates.com)

<sup>17</sup> <https://en.m.wikipedia.org/wiki/Education>

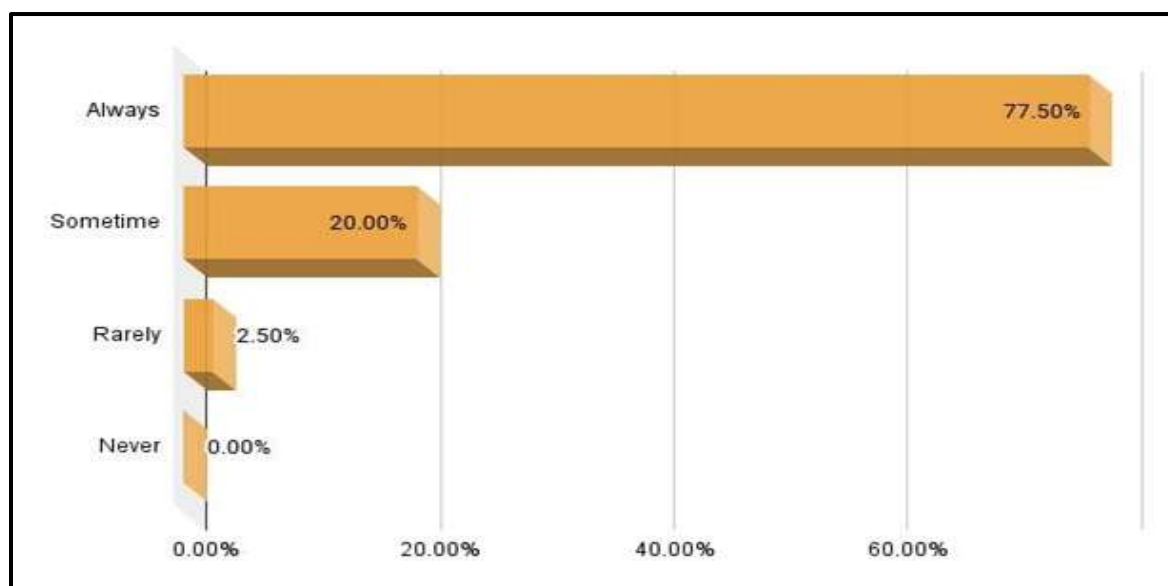


informal settings and any experience that has a formative effect on the way one thinks, feels, or acts may be considered educational. The methodology of teaching is called pedagogy. Formal education is commonly divided formally into such stages as preschool or kindergarten, primary school, secondary school and then college, university, or apprenticeship.

## RESULTS AND DISCUSSION

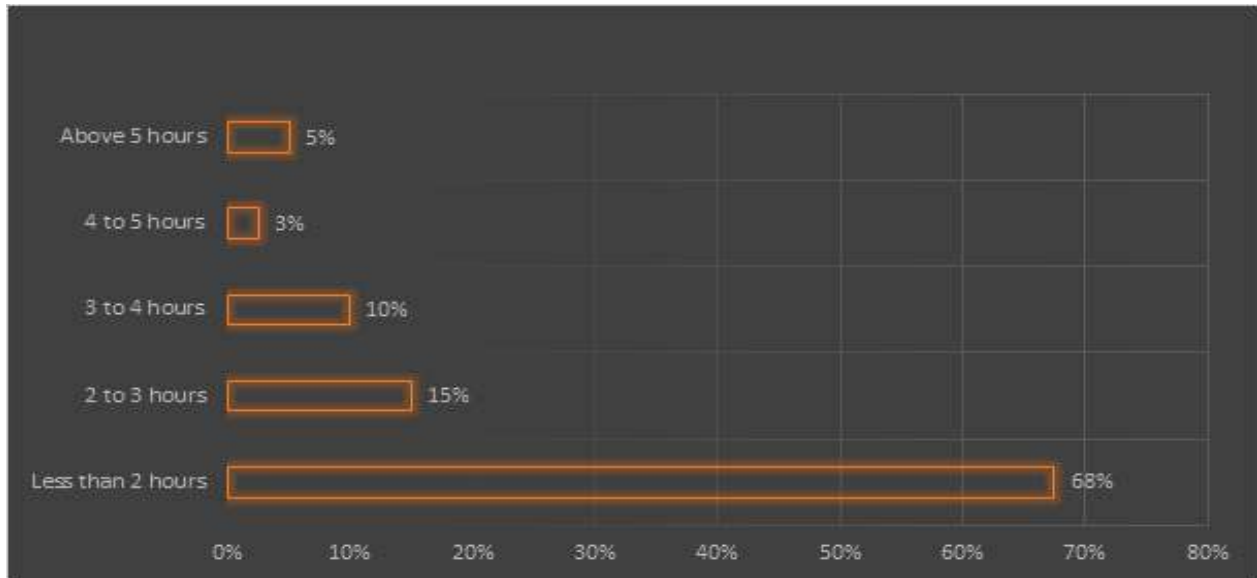
Chart 1.1

Frequency of using google search by the respondents



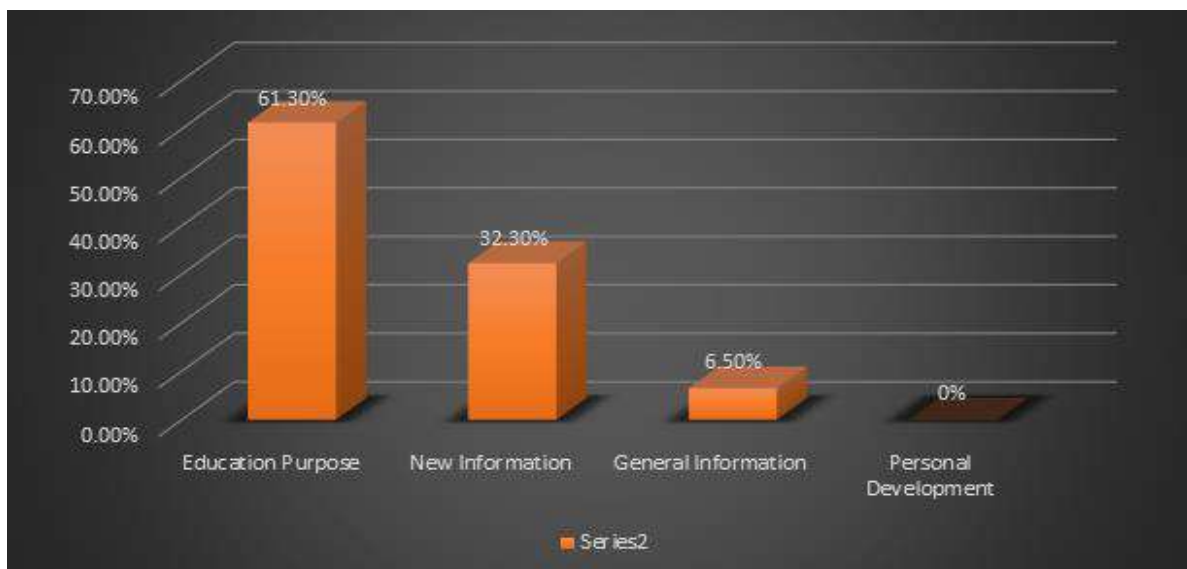
Researchers have made an attempt to find out frequency of google search usage and found that 77.5 per cent of the respondents use Google search always, 20 per cent of respondents use it sometimes and 2.5 per cent of them use it rarely. It is a known fact that most of searches that everyone does happen through google search engine. And the same has been observed through the survey. Maximum of the respondents mentioned that they use google search most of the times for their searches.

**Chart 1.2**  
**Hours spend by respondents on google search**



It can be concluded from the above chart that 68 per cent of the respondents spend less than 2 hours on Google search whereas 15 per cent of the respondents spend 2-3 hours on Google search and 10 per cent of them spend 3-4 hours on Google search while only 3 per cent and 5 per cent of the respondents spend 4-5 hours and more than 5 hours respectively. Most of the internet users spend their maximum time on social networking sites than for the searches. Hence it is observed in the study that they don't spend more than 2 hours on goggle search

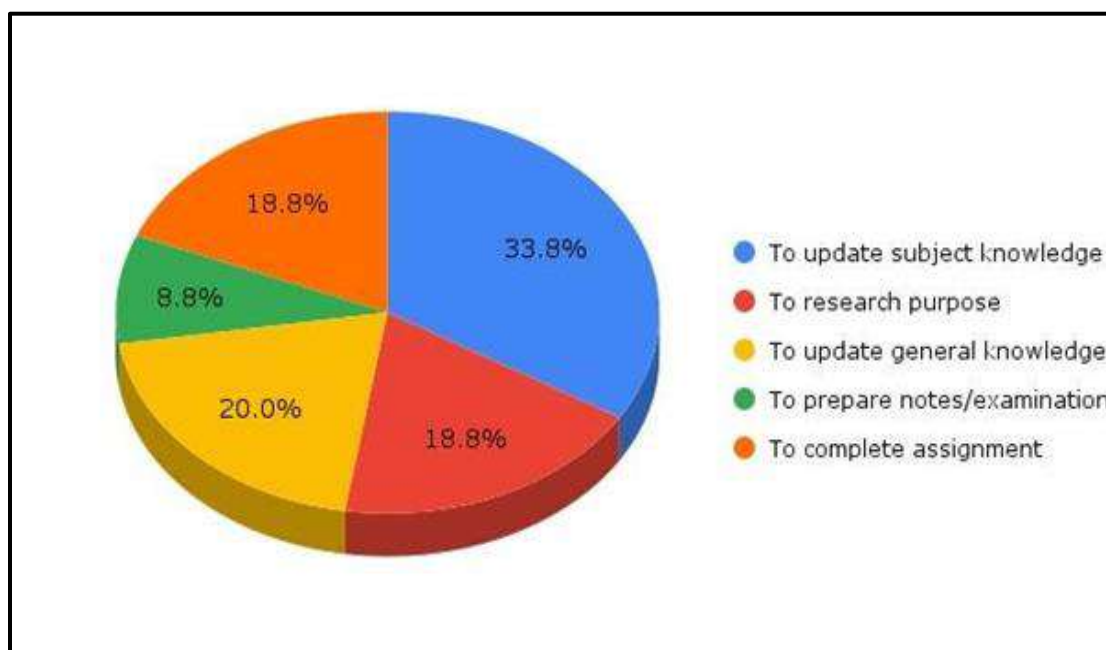
**Chart 1.3**  
**Purpose of using google search**



From the above chart researchers have concluded that 61.3 per cent of the respondents use Google search for the educational purpose, 32.3 per cent of the respondents use Google search for gaining new information and 6.5 per cent of them use Google search for general information. For projects, assignments or any knowledge need to be gathered about anything any specific, google is used the most.

**Chart 1.4**

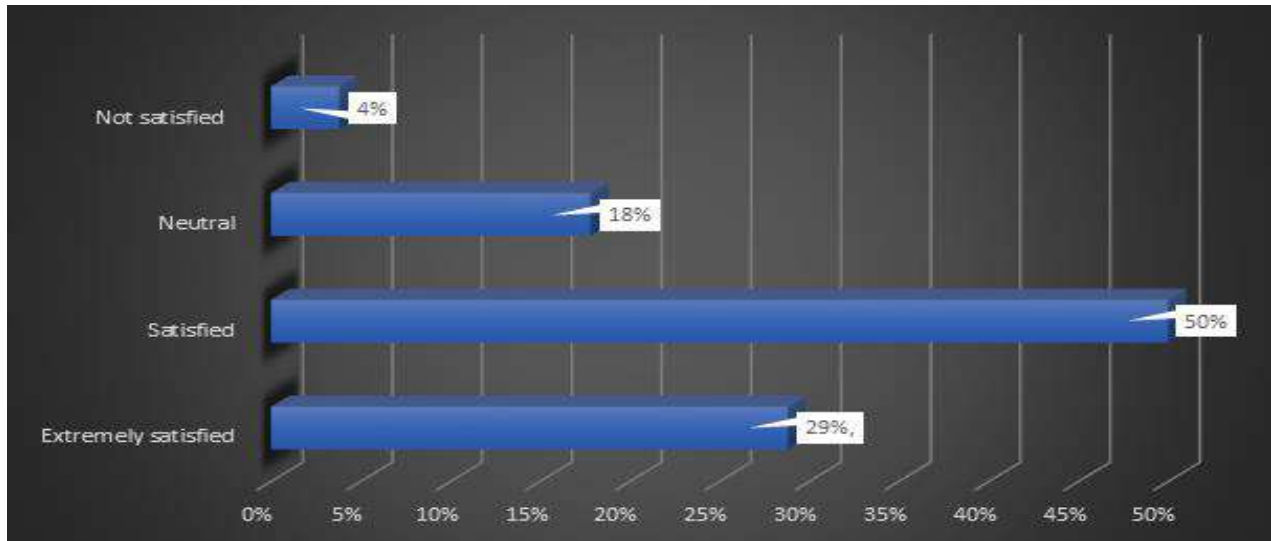
**Different forms of educational searches on Google**



From above chart researchers have found out that if the respondent uses Google for educational purposes what they search the most for. It includes 33.8 per cent of the respondents searching for updating subject knowledge, 20 per cent of the respondents search for getting general knowledge and 18.8 per cent of students search to complete their assignments and research purpose while only 8 per cent of the students search to prepare their notes and for examinations.

**Chart 1.5**

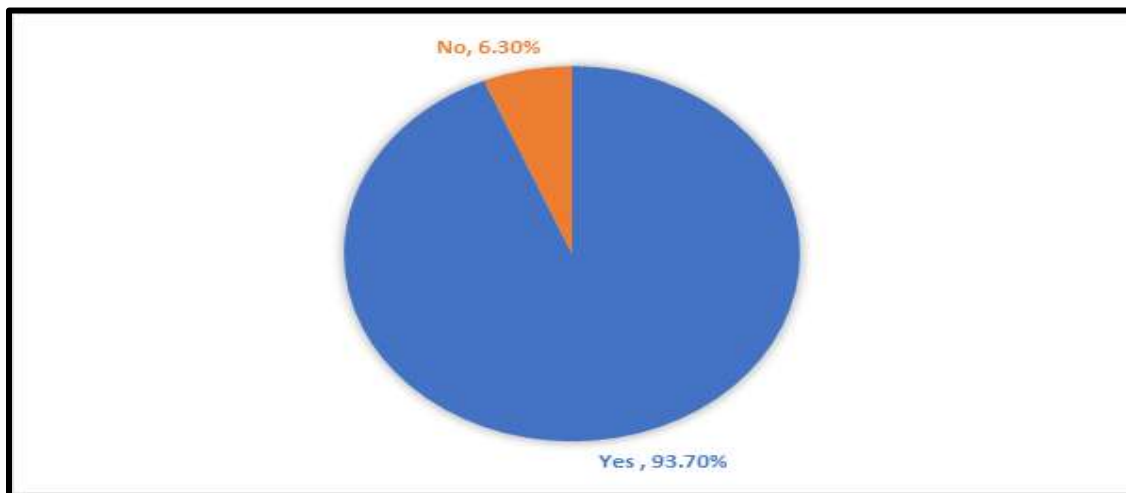
**Satisfaction with the page one result in google search**



Above chart concludes that 50 per cent of the respondents are satisfied with the result of first page, 29 per cent of them are extremely satisfied with the results of first page, 18 per cent of respondents agree that search result of first page are neutral whereas only 4 per cent of the respondents are not satisfied with result on the first page. Many of us consider that the results that come on the first page happen to be the authentic ones and hence we believe and refer to only those at first and then may be advanced or deep search is done.

**Chart 1.6**

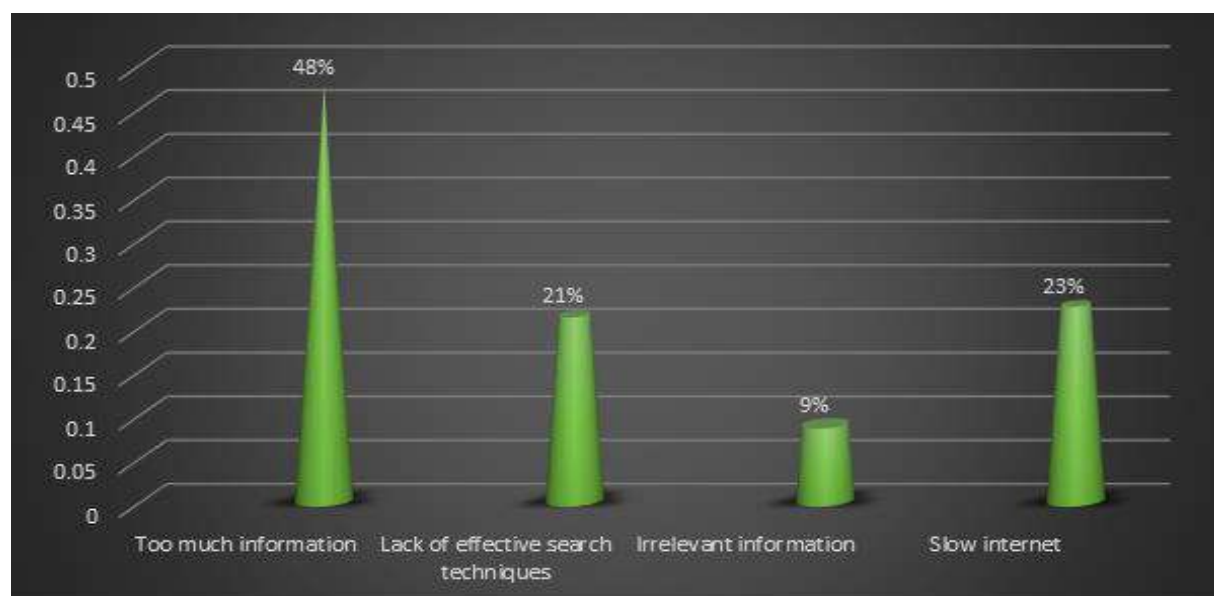
**Google improves respondents' academic research and learning**



From the chart 1.6, researchers have observed that 93.7 per cent of the respondents agree that Google is instrumental in improving their academic research and learning while only 6.3 per cent of the respondents disagree that their academic research and learning is improved through Google. Students who pursue their research, for them google is of an immense help. Now-a-days there are different authentic sources on the google which acts as a source for research and learning.

**Chart 1.7**

**Problems faced by respondents while using search engine**



From the above chart researchers wish to describe the various problems faced by the students while using the search engine. In this chart we can see that 48 per cent of the respondents agree that search engines show too much information while searching, 23 per cent of the respondents say that slow Internet is a main problem of using search engines, 21 per cent of respondents mentioned that Lack of effective searching techniques is a problem and only 9 per cent of the students expressed that information is irrelevant in search engines.

## CONCLUSION

It can be concluded in the paper that; every student uses Google as a main search engine, where yahoo is also quite popular with few of the respondents where other search engines are not so popular among all. According to the students google search is used the most for the educational

purpose. The students search the most for updating subject knowledge. More than 50 per cent of the respondents expressed that Google search is accurate and trustworthy. Most of the respondents are satisfied and highly-satisfied with the search results that on the first page. This indicates students who use search engines are mostly satisfied with the search results on the first page. Students when they need to find quick and short answers to a question, they use a search engine and view the result of the first page as satisfactory. Majority of the students agree that google is improving their academic research and learning. The problems faced by students during the use of search engines include slow internet connections and information clutter displayed in the search results.

## **SUGGESSTIONS**

- The study suggests that different types of trainings should be provided to the students such as advanced search options on the Google and locating relevant information from the source.
- The colleges should organize seminars and workshops to teach students more sophisticated information search skills.
- The students expect that colleges should provide an educational app, so that they can use it for research purposes. This will help students to easily find articles, research papers etc.
- The study suggests that the government should make a policy of easy and less expensive access to the internet for the students for their study and development purposes.
- The study also suggests that the Government should make a policy to provide training about E-learning and importance of search engines in education.

## **REFERENCES**

- Gordon Michael and Pathak Praveen, Finding Information on the World Wide Web: The Retrieval Effectiveness of Search Engines, Information Processing and Management, volume 35, Issue 2, March 1999. [https://doi.org/10.1016/S0306-4573\(98\)00041-7](https://doi.org/10.1016/S0306-4573(98)00041-7)

- Deka, S.K., & Lahkar, N. (2010), "Performance evaluation and comparison of the five most used search engines in retrieving web resources", Online Information Review , Volume 34, Issue 5, pp. 757-771. <https://doi.org/10.1108/14684521011084609>
  - Gomathi Dr. P. & Sivasubramanian G. (2019). Awareness and Usage of Search Engines among the Students Sri Ramakrishna College of Arts and Science Coimbatore: A Study. Library Philosophy and Practice (e-journal). 2191. <https://digitalcommons.unl.edu/libphilprac/219>
  - Pandey Kamlesh Kumar, Shukla Pradeep Kumar & Yadu Rajat Kumar (2016), A Survey of Google, Yahoo and Dogpile Search Engine in Context of Relevant Web Page and Precision, International Journal of Advanced Technology in Engineering and Science, Volume No. 4 Issue No. 6. [www.ijates.com](http://www.ijates.com)
  - <https://en.m.wikipedia.org/wiki/Education>
  - [https://en.wikipedia.org/w/index.php?title=Search\\_engine&oldid=1030246991](https://en.wikipedia.org/w/index.php?title=Search_engine&oldid=1030246991)
  - <https://medium.com/writing-guide/how-does-google-help-students-b9b5518553e6>
-

## USE OF ONLINE LEARNING DURING COVID-19 AND ITS IMPACT ON SCHOOL CHILDREN

**Ms. Shweta Gupta**

PG Scholar, PG Dept. of Commerce,  
Smt. MMP Shah Women's College of  
Arts and Commerce, Mumbai  
shwetasaah21697@gmail.com

**Mrs. Sapna Shah**

Assistant Professor, Smt. MMP Shah  
Women's College of Arts and Commerce,  
Matunga, Mumbai.  
shahsapna8280@gmail.com

---

### ABSTRACT:

The impact of pandemic COVID-19 is observed in every sector around the world. The education sectors of India as well as world are badly affected by this. It has enforced the world wide lockdown creating very bad effect on the students' lives. Around 32 crore learners stopped to move schools/colleges and all educational activities halted in India. The outbreak of COVID-19 has taught us that change is inevitable. It has worked as a catalyst for the educational institutions to grow and opt for platforms with technologies, which have not been used before. The education sector has been fighting to survive the crises with a different approach and digitizing the challenges to wash away the threat of the pandemic. This paper highlights some measures taken by Govt. of India to provide seamless education in the country. Both the positive and negative impacts of COVID-19 on education are discussed and some fruitful suggestions are also pointed to carry out educational activities during the pandemic situation. In this study we find the difficulties faced by students during online learning. We also observe the various modes of online learning used by students for attending the classes regularly. In this study we examine how effective has been online learning for students. From the study we also tried to find out the various types of health issues arising in students due to the online learning. During the study we came to know the students' perception towards online learning and classroom learning.

**KEYWORDS:** Online learning, E-Learning, health issues, Learning Management System (LMS)

---



## INTRODUCTION

Online learning is a way to deliver learning remotely to those who choose not to attend from a physical location. At formal institutions like colleges and universities, online learning is delivered via a Learning Management System (LMS) that allows instructors to create and add content, assignments, and activities that students can access with an Internet connection on a computer or mobile device. This is not the only form of online learning, but it is the most utilized method to receive a formal education, and allow instructors and students to create a learning community for their classes. Online learning” refers to any education that takes place via electronic media. This is most commonly done through the internet. E-learning is appealing to many for its convenience, comfort, cost-effectiveness, and environmental impact. Following are just some of the benefits of e-learning and online courses that you may not have considered.

Online learning is education that takes place over the Internet. It is often referred to as “E-Learning” among other terms. However, online learning is just one type of “distance learning” - the umbrella term for any learning that takes place across distance and not in a traditional classroom. Distance learning has a long history and there are several types available today.

A term to describe an emerging approach to learn at students' own premise through advanced information-communication technologies (such as Blackboard, Moodle, YouTube, Virtual Reality) either asynchronously or synchronously.

The cost structure of online learning is another factor for the rapid growth of the market. Online courses prove a more affordable option than traditional ones and there are no commuting costs, and sometimes required course materials, such as textbooks, are available online at no cost.

It's a fact that online learning is the future and will undoubtedly replace land-based learning in the future. Mobile platforms have given access to more people to benefit from online learning, and this has created a huge data, then machine learning has given personalized solutions to the course content with using the big data. In the future, it will not be surprising to see more elements in the online learning structure such as VR/AR or more advanced machine learning algorithms to democratize the learning more.

The COVID-19 has resulted in schools shut all across the world. Globally, over 1.2 billion children are out of the classroom.

The educational institutions in affected areas are seeking stop-gap solutions to continue teaching, but it is important to note that the learning quality depends on the level of digital access and efficiency. The online learning environment varies profoundly from the traditional classroom situation when it comes to learner's motivation, satisfaction and interaction.

The major concern is about the quality of learning which is closely related with how well the content is designed and executed. Effectiveness of learning also depends on how the content is curated to online environment and also in understanding and addressing the constraints faced by students. The study is even more relevant considering that in India the system of online education has never been tried at this scale and this is like a massive social experiment

The traditional learning system had been used in India and has been sustainable for long. But the educational needs are rapidly changing and a global education standard is imposing itself and also forcing the Indian education system to undergo several changes. India has become the hub of Information Technology (IT) and IT enabled services industry. Online learning holds particular relevance to India as the youth constitute its major population and there is no other way to take education in such a scale without the intervention of technology. The concept of e-learning is definitely gaining popularity in India but at a slow pace as compared to other countries. For bridging the digital divide and empowering teachers/learners to harness information and communication technologies for their empowerment through knowledge, the need of the hour is to provide digital literacy to teaching learning community in higher education. E-learning has the potential to overcome the inadequacy of qualified teachers in rural India (**Yuen, 2010**). Live online tutoring; live streaming virtual classrooms are some of the online learning solutions for such problems.

E-learning is looked upon as a best substitute for effective and organized classroom teaching. Computerized Assessment of learners' academic performance becomes easier to the instructor especially for the courses where the enrolment is large. E-learning is increasing the percentage of literate population in the total population of India. Online education in India has a mix of dedicated online only and offline players with some online presence. Such a co-existence of e-learning system with conventional classrooms in fact promises to reach too far rural areas in India which are in darkness about eLearning.

## OBJECTIVES OF THE STUDY

1. To understand the online learning mode used by school children.
2. To understand the impact of using smart phone for longer hour of online learning.
3. To evaluate the various challenges faced by school children during online learning.
4. To give suggestions and conclusions to the study.

## RESEARCH METHODOLOGY

Secondary data collection has been done with the help of E-journals, newspaper articles and internet sites. Present research paper reviews certain studies conducted in the area of online learning, its advantages and disadvantages at large.

In the present study, primary data has been collected through questionnaire method. A structured questionnaire is used to collect data from the children i.e. 8-10 years and 11-13 years and 14-16 years of age group. Convenience and snowball sampling methods are carried out by the researchers. Researchers have used descriptive frequency analysis to analyse the collected data. The primary data collected from the respondents is presented in the form of charts and graphs to make it more illustrative.

## LITERATURE REVIEW

<sup>18</sup>Agarwal Himanshu & Pandey G. N, in their article 'Impact of E-Learning in Education' have stated that e-learning is a modern way of learning, which includes electronic media in the field of education. E-learning makes use of information and communication technology. Correspondence learning or distance learning are the situations where e-learning comes to use. E-learning involves various types of media that provide audio, video, text and images. E-learning makes use of intranet or extranet or internet, and widens the horizon of traditional learning. This article explores the time when the concept of e-learning was introduced, mentions its basic principles, discusses the ways in which it is superior as compared to traditional education and also throws some light on the result of using e-learning from three different perspectives.

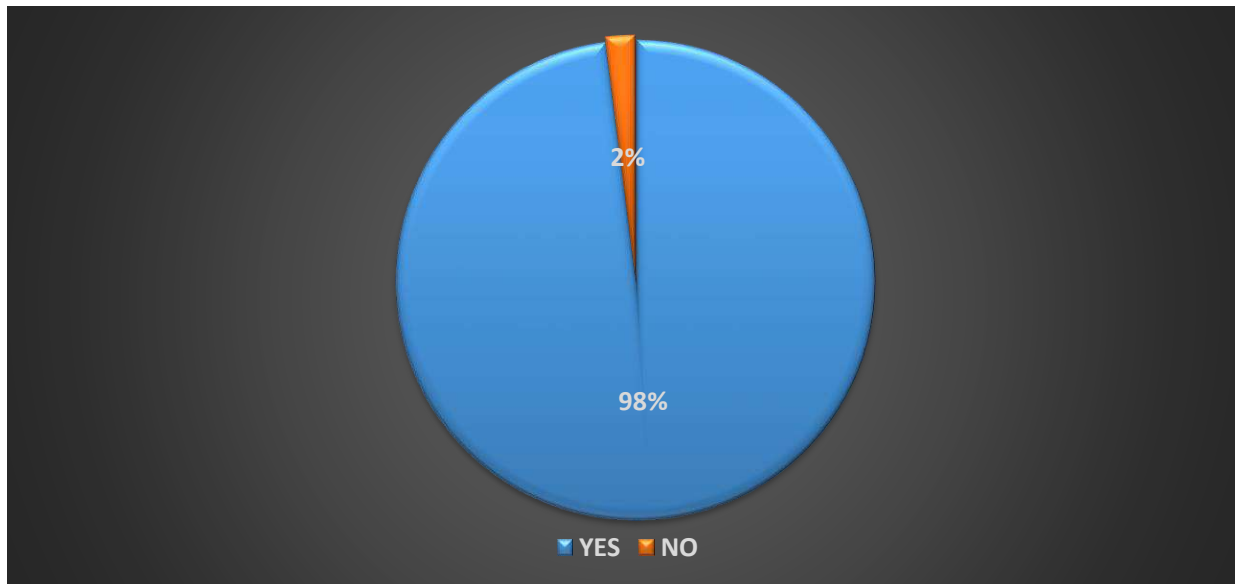
---

<sup>18</sup> Pandey G.N & Agarwal Himanshu (2013). Impact of E-Learning in Education. *International Journal of Science and Research (IJSR)*, 2(12).

<sup>19</sup>Gaur Poonam, expressed that e-learning is playing a very important role in the present educational scenario. It has potential to change the whole education system and due to this reason, it has become one of the most preferred subjects for the researchers. Research works on e-learning are going on in various disciplines like Mass Communication, Education, Information and Technology (IT) and Distance Education. Scholars are working on the various aspects of e-learning. This study analyzed the various research works on e-learning to find out the research trends in this field.

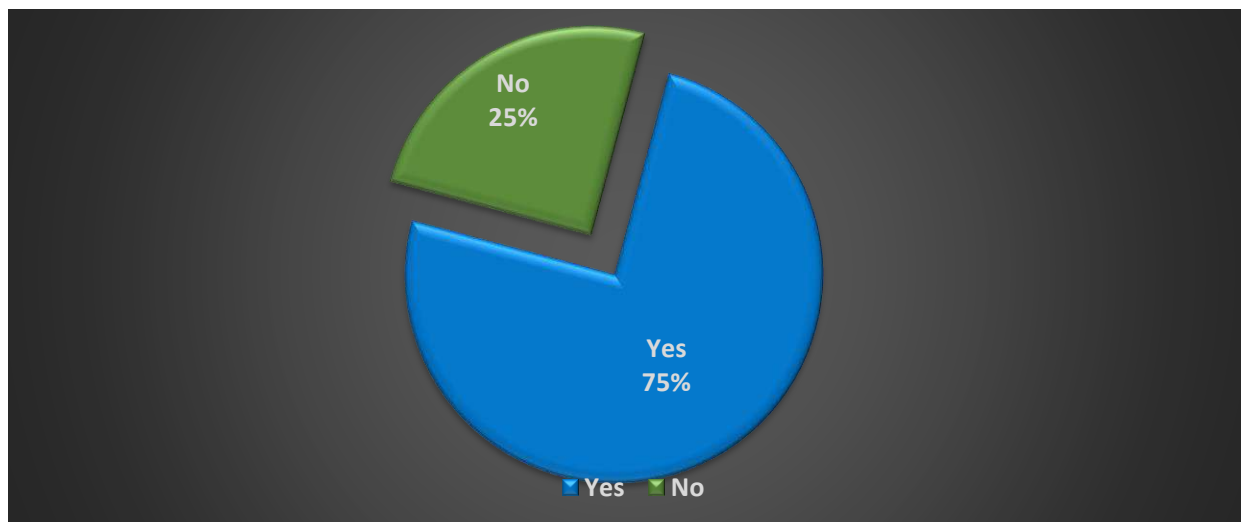
## DISCUSSION OF THE STUDY

**Chart 1.1**  
**Acceptance of online learning by the students**

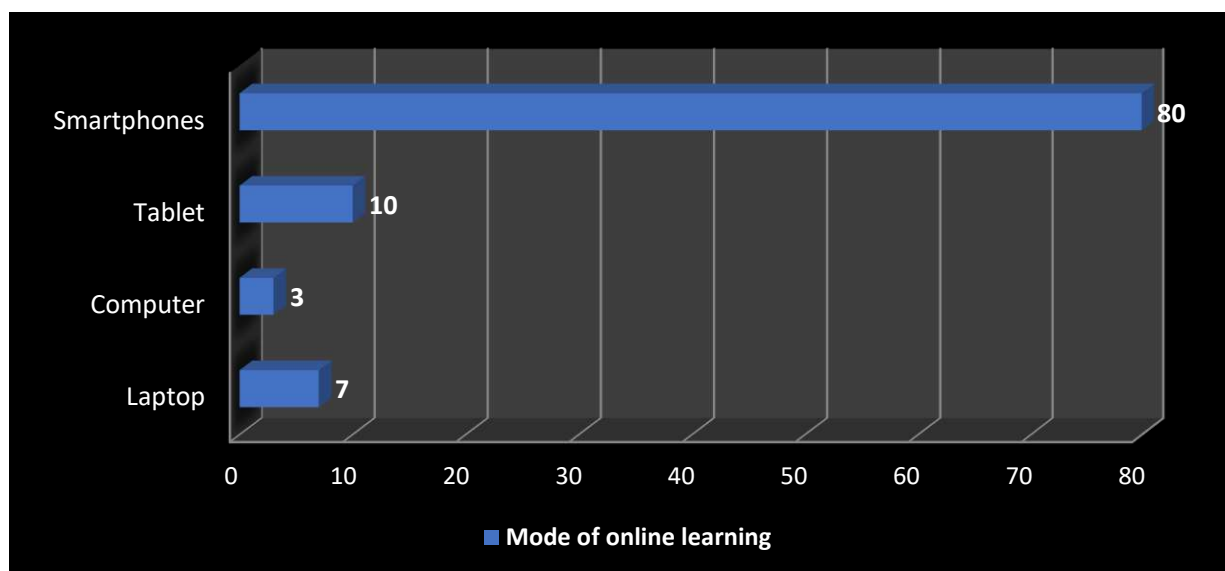


From the above chart 1.1 it can be seen that majority of the students are accepting the online learning due to covid-19 situation to continue their studies. From the total 98 per cent of the respondents are ready and already studying through online mode and only 2 per cent of the students are not interested in learning through online mode. During the Covid, students had no choice but accept the online learning mode but now many have readily accepted it and doing well with it.

<sup>19</sup> Gaur Poonam. (2015). Research Trends in E-Learning. *Media Communique*. Published.

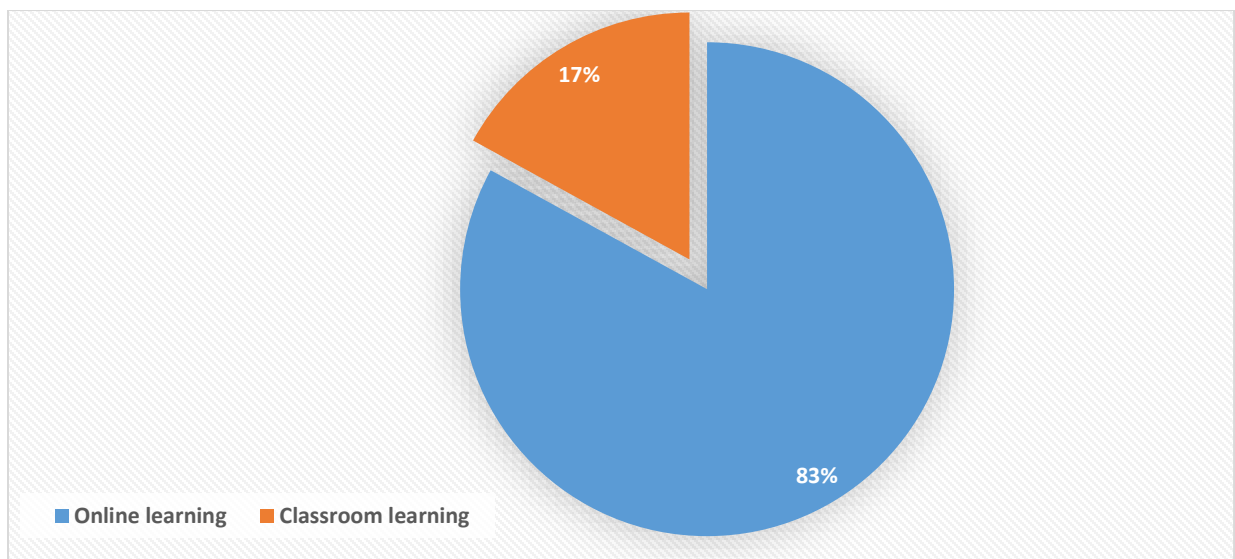
**Chart 1.2****Availability of internet or Wi-Fi connection**

From the above chart 1.2 it can be observed that most of the respondents have an internet connection at home and other few of them do not have internet as well as Wi-Fi connection at home to attend the online classes. From the above data researchers have noted that 75 per cent of the respondents have connection of internet as well Wi-Fi at home and only 25 per cent of respondent do not have any internet connection at home. It was also observed that some of these students are really troubled due to no internet connection.

**Chart 1.3****Mode of online learning**

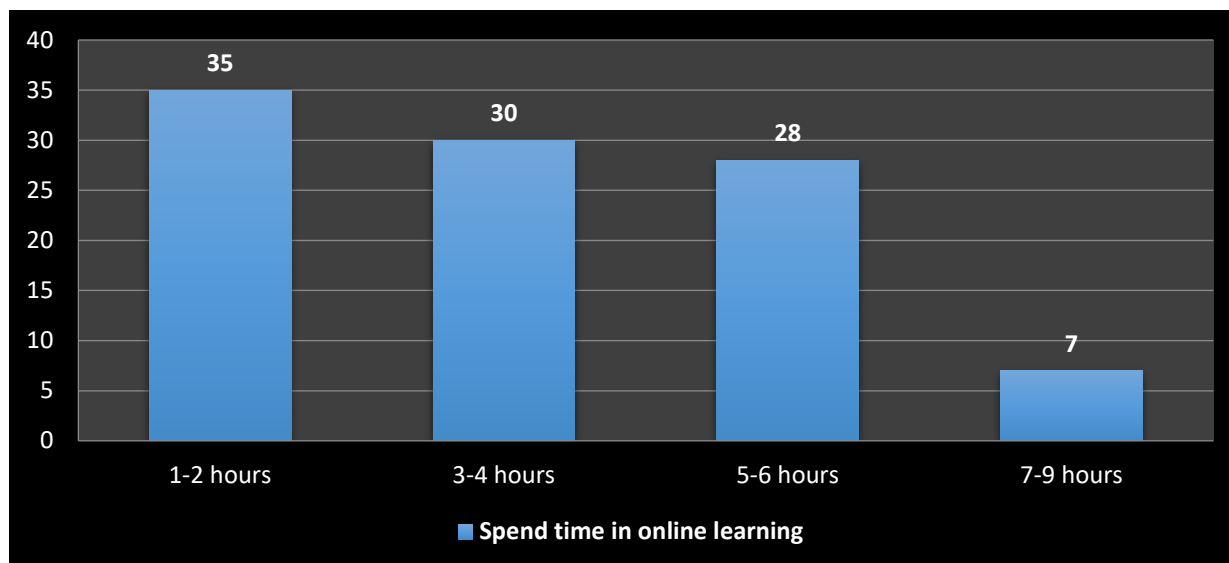
From above the chart 1.3, it can be concluded that most of the respondents i.e. 80 per cent of them use smartphones for online learning, 10 per cent of them use Tablet, 7 per cent of the respondents are using laptop whereas it was observed a very miniscule number i.e. 3 per cent of them are using computer for online learning. It was observed that most students are able to use only a smartphone for their e-learning. Not all the household would afford or have a laptop, tablet or a computer. It was also understood from the students that non-availability of a device is also a big hurdle.

**Chart 1.4**  
**Online or classroom learning**



From the above chart 1.4 it can be observed that majority of the respondents i.e. 83 per cent are willing to learn through Online learning rather than online learning whereas only 17 per cent of the respondents are happy to learn through classroom learning. With the pandemic in picture students have really well versed with online sources and they want to use it further as their most favoured tool for learning. With the advent of this online learning during pandemic, many students have started liking this way of learning and put more preference now to online learning.

**Chart 1.5**  
**Spend Time during Online learning**



Source: Primary data collection, 2021.

From the above chart 1.5 it can be observed that many students are spending good time in online learning. There are 35 per cent of the respondents who are spending only 1-2 hours every day, other 30 per cent of them are spending 3-4 hours and 28 per cent of the respondent spend 5-6 hours and only 7 per cent of them are spending 7-8 hours in online learning.

## CONCLUSION

From the study it can be observed that students favour online learning more than offline learning. Since the time pandemic has started, many students had no choice but switch to online learning and it is observed that many have managed to have Wi-Fi connection at their homes. For online learning most of the students make use of their smartphones and there are also a few making use of other gadgets like tablets and laptops for online learning. Students happen to spend minimum of 1 hour and maximum of 8 hours on online learning.

## SUGGESTIONS

1. Examine the readiness and choose the most relevant tools for online learning.
2. Plan the study schedule of the online learning to avoid unnecessary screen time.

3. Define the duration of online learning units based on students' self-regulation skills.
4. Keep a coherent timing according to the level of the students' self-regulation and metacognitive abilities especially for live streaming classes. Preferably, the unit for primary school students should not be more than 20 minutes and no longer than 40 minutes for secondary school students.
5. Create communities of teachers, parents and school managers to address sense of loneliness or helplessness, facilitate sharing of experience and discussion on coping strategies when facing learning difficulties.
6. Develop distance learning rules and monitor students' learning process. Define the rules with parents and students on online learning.
7. Design formative questions, tests, or exercises to monitor closely students' learning process. Try to use tools to support submission of students' feedback and avoid overloading parents by requesting them to scan and send students' feedback
8. Provide support to teachers and parents on the use of digital tools.
9. Organize brief training or orientation sessions for teachers' parents as well, if monitoring and facilitation are needed. Help teachers to prepare the basic settings such as solutions to the use of internet data if they are required to provide live streaming of lessons.
10. They recommended a reduction in cognitive load and increased interactivities during online teaching.

## REFERENCES

- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8236971/>
  - <https://en.unesco.org/news/covid-19%22>
  - <https://www.financialexpress.com/education-2/online-learning-the-role-of-facial-emotion-recognition/2119032/>
  - <https://www.urban.org/sites/default/files/publication/102621/meeting-the-school-age-child-care-needs-of-working-parents-facing-covid-19-distance-learning.pdf>
  - <https://www.weforum.org/agenda/2020/04/coronavirus-education-global-covid19-online-digital-learning/>
-



## **A STUDY ON PARENT CHILD INFLUENCES ON BUYING DECISIONS OF CONFECTIONERY PRODUCTS**

**Miss. Nikhita Sakpal**

PG Scholar, PG Dept. of Commerce,  
Smt. MMP Shah Women's College of Arts and  
Commerce, Matunga, Mumbai,  
nikitasakpal0@gmail.com

**Dr. Shital Mandhare**

Assistant Professor, Smt. MMP Shah  
Women's College of Arts and Commerce,  
Matunga, Mumbai,  
shital2985.sp@gmail.com

---

### **ABSTRACT**

The present study relies on the parent child influences on buying decisions of confectionery products. The sample surveys of 60 respondents of parents whose child age group is between 3 to 14. The study mainly focused on influencing factors as Price, quality, quantity, taste, innovation and attractive package and child expectations and overall satisfaction about confectionery products.

**KEYWORDS:** Parent child buying decision regarding confectionery products, sugar confections, baker's confections.

---

## **INTRODUCTION**

### **What is Confectionery?**

Confectionery products are products that mainly consist of sugar or similar sweeteners. There is often a distinction made between sweet baked goods and sugar confectionery products.

Confectionery is the art of making confections, which are food items that are rich in sugar and carbohydrates. Confectionery is divided into two broad and somewhat overlapping categories: bakers' confections and sugar confections.

Confectionery items are commonly consumed by our society. Confectionery Items are generally used for taste and small hunger but the people or children should consume confectionery items in optimum quality because its excessive use can harm body like any other sweet and it should use as a snacks in little quantity. There are various types of confectionery Items are available in market for research purpose we are taking here mainly five types of confectionery items i.e. candies, Wafers, chips, chewing gum and chocolates. All of these five products are very much popular in our country. Some Leading industries in the field of confectionery products are Cadbury, Nestle, Parle and Amul.

### **Influence on Children on Parent Purchase Decision**

TV ads are changing dietary patterns of youngsters. Of all the item classifications kids like the promotions of chocolates and bites and they request a greater amount of these items. Promoting sustenance classification brands is probably going to impression build the longing for the item among the kids. In this way, the nourishment class would give off being the best dimension for any open arrangement mediation.

Family decision making is considered more complex than individual decision making because it includes different participant with different choices and roles. We found that children exert influence through justifying and highlighting the benefits of purchases, forming coalitions, compromising and remaining persistent. Their product-related knowledge and information were viewed positively and encouraged by parents.

## **OBJECTIVES OF THE STUDY**

1. To get an overview about the concept of parent child influences
2. To evaluate various factors under parent child influences

3. To understand parent child influence regards to confectionery products.

### **RESEARCH METHODOLOGY**

Present research paper reviews certain studies conducted in the area of higher education, a study on parent child influence on buying decision of confectionery products. For secondary data researchers attempted to evaluate some e-journals, e-research papers and e-magazines. Some of the research articles are also reviewed. All this has helped the researchers to thoroughly understand the topic and pen down some important points for the present study. For gathering first-hand information, primary data will be collected through questionnaire methods. The sampling method used for the study is Snowball and Purposive sampling. The primary data gathered from these respondents is statistical analysed and tested and will further be presented in the form of graphs and charts to make it more explanatory. Researchers have made an attempt to use descriptive analysis to represent the data in the study.

### **LITERATURE REVIEW**

**Dr. A. Martin David, R. Kalyan Kumar, G. Dharakeswari (2013),<sup>20</sup>** studied the consumer preference towards bakery products and to analyze the perception of consumers towards the bakery and bakery products. The present study has been confined to Study consumption pattern of bakery products. The study will cover only from the point of consumers from southern region of Tamil Nadu. The present study is an empirical research based on survey method. The researchers have collected primary data by comprehensive interview schedule and Secondary data have been collected from websites, books and journals. This study was carried out for a period of two months. The data which were collected from the respondents were analyzed by using percentage analysis. Five point scales that are Likert's scale analysis, weighted average ranking and chi-square test are used.

---

<sup>20</sup> Dr. A. Martin David, R. Kalyan Kumar, G (2019). Dharakeswari (2013), Comparative Study on Buying and Using Confectionery Product, ISSN: 0971-1260 Vol-22-Issue-14-December.

**Cleark N. (2016)**<sup>21</sup> Marketers particularly use 'visual cues' that children respond to, for example cartoon characters, color, graphics and premiums. In this way they take advantage of children's visual and associative memory to sell products

**Rundh B. (2005) and Butkeviciene V,(2005)**<sup>22</sup> In researcher they express as It attracts consumer's attention, enhances product image, influences consumer's perception about the product, provides information, distinguishes one product from another, and stimulates impulsive buying behavior.

**Ning W** <sup>23</sup> the author has expressed as Children's food packaging requires uniqueness. Children are more imaginative and curious. They are more inclined to be interested in various color and novel image. Therefore, the design of children food packaging should be novel and unique, so as to attract the attention of children. Children's nature is active and lively, but at the same time, their attention is not easy to focus; only interesting packaging can instantly capture their attention. To a large extent, children don't care about the goods itself, but are rather attracted by their appearance. They buy the food just to satisfy their curiosity

**Yung Shin Shyu, Wen Chieh Sung, Ming Hsu Chang & Jean Yu Hwang (2008),**<sup>24</sup> - studied four baking products (bun bread, toast, pound cake, and sponge cake) baked in a far infrared oven as well as in an electric oven to evaluate the effects of far-infrared radiation on qualities of baking products, including texture, volume, staling rate, and sensory evaluation. When the pound cake was baked in a far infrared oven, the batter temperature increased faster than pound cake baked in an electric oven. The hardness of sponge cake baked in a far-infrared oven after 7 days storage is softer than that of a sponge cake baked in an electric oven. There are no significant

---

<sup>21</sup> Cleark N. (2016), "Study on Impact of Packaging & Colors Used in Packaging on Buying Behavior of Children", Indian Journal of Applied Research, Volume: 4, Issue: 9 September 2014.

<sup>22</sup> Rundh B. & Butkeviciene V, (2005), "study on impact of packaging & colors used in packaging on buying behavior of children", Indian Journal of Applied Research, Volume: 4, Issue: 9 September 2014.

<sup>23</sup> Ning W, "Study on Impact of Packaging & Colors Used in Packaging on Buying Behaviour of Children", Indian Journal of Applied Research, Volume: 4, Issue: 9 September 2014.

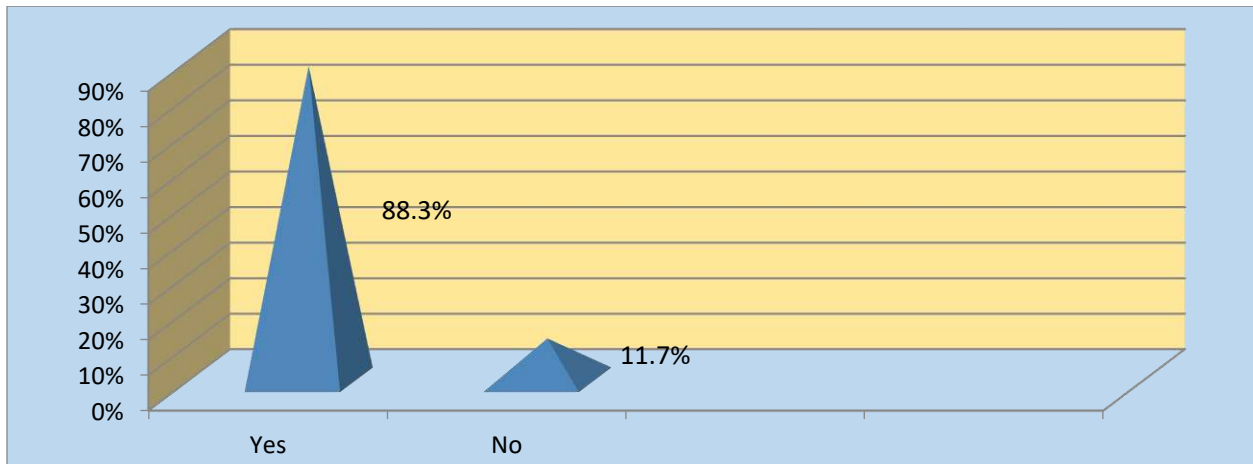
<sup>24</sup> Yung Shin Shyu, Wen Chieh Sung, Ming Hsu Chang & Jean Yu Hwang (2008)," Comparative Study on Bakery and Confectionery Products", Reviews on Research Paper, ISSN:0971-1260 Vol-22-Issue-14-December:2019.

differences in the volume, water activity, staling rate, or sensory scores of baking products between these two types of baking ovens.

## DISCUSSION

**Chart 1.1**

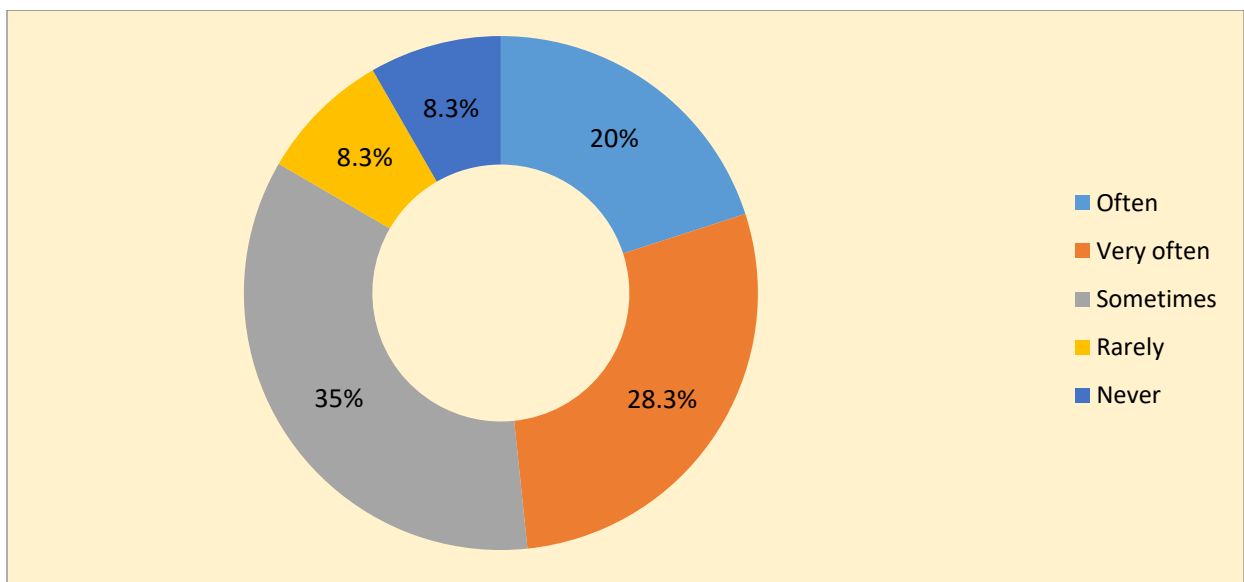
**Influence or motivation of children in buying a product of their interest**



It can be observed that 88.3 per cent respondents are influenced by their children to buy certain products of their children's interest whereas only 11.7 per cent respondents stated that they are not motivated or influenced by their children in buying certain products specifically of children's interest.

**Chart 1.2**

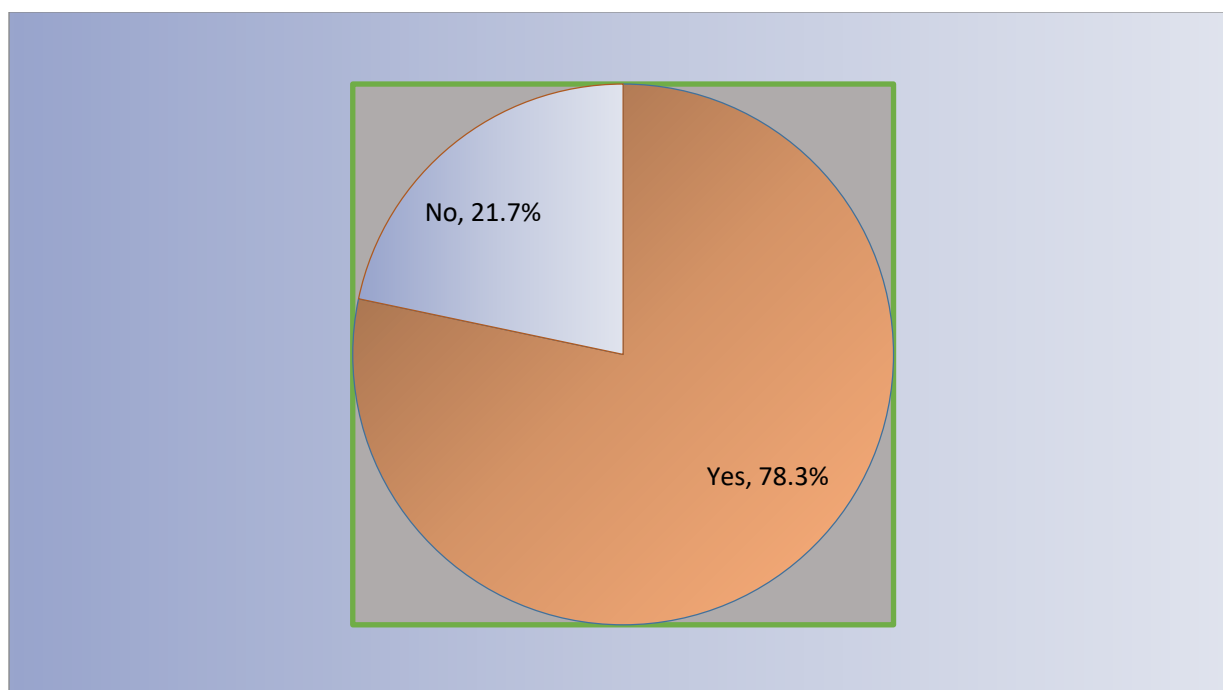
**Frequency of children influencing parents**



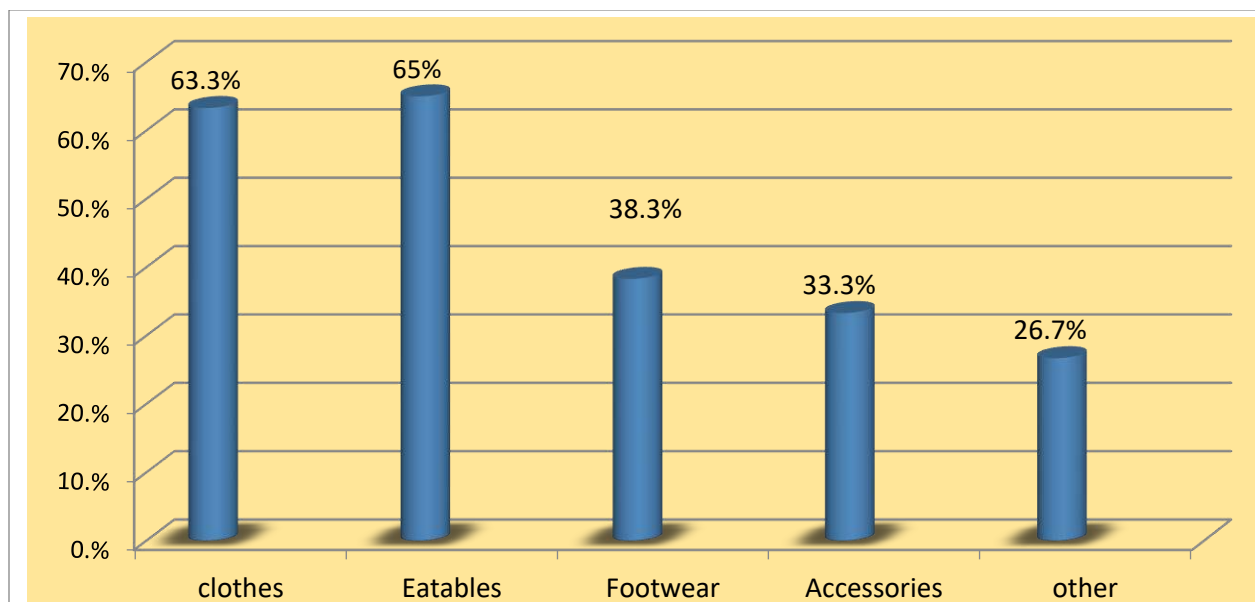
The frequency of children influencing their parents for buying certain products is observed. From the total maximum of 35 per cent of the respondents mentioned that their children influence them sometimes, 28.3 per cent of them said that they influenced by children very often, 20 per cent of them stated that they get influence often whereas there are few parents who mentioned that they are either rarely or never influenced by their children for buying certain products and that count is 8.3 per cent.

**Chart 1.3**

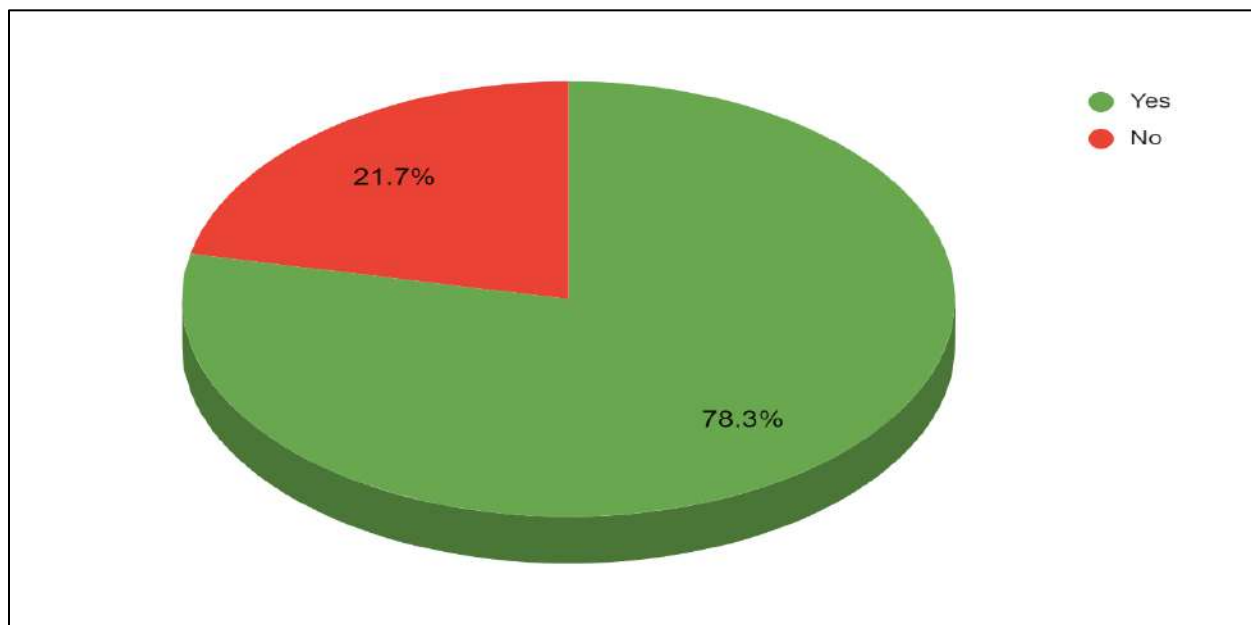
**Purchase decisions under children influence**



Above chart depicts the opinions of parents with regard to children influencing them in purchase decisions. From the total 78.3 per cent mentioned yes they get influenced whereas 21.7 per cent said that they do not get influenced. Children have a great influence on the purchase decisions of their parents especially when the product is bought for the child. They make parents buy certain things as per their choice and non-receipt of the same is not taken positively. This is observed most times in case of confectionery products like chocolates, biscuits, candies etc.

**Chart 1.4****Most preferred products by children for which they influence their parents**

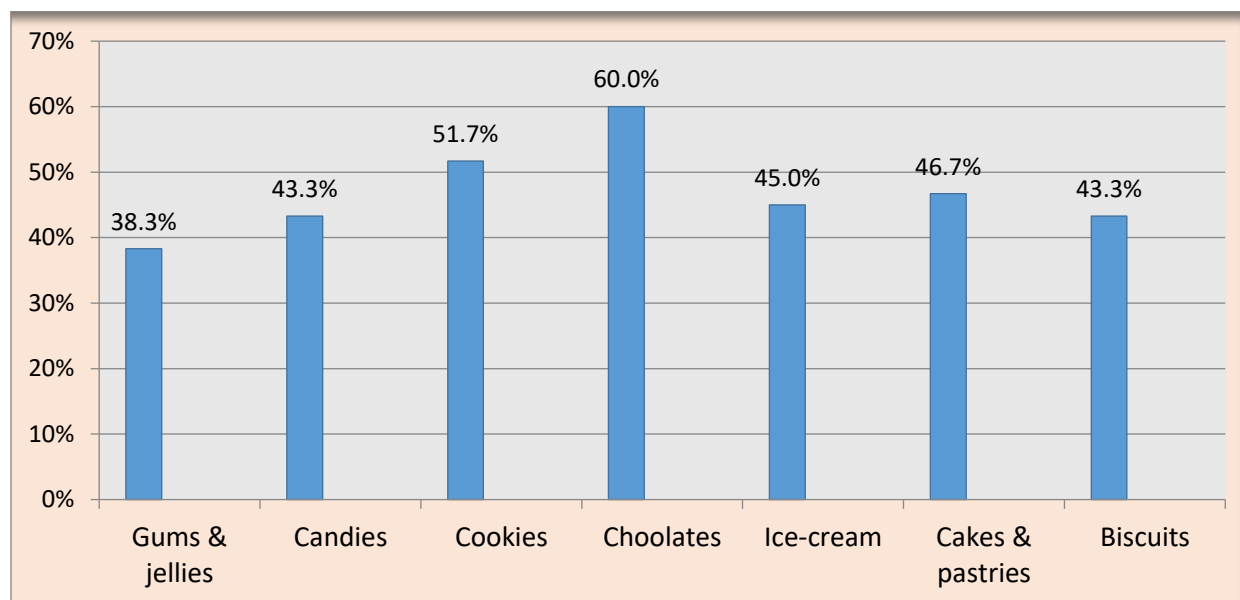
It is observed that 65 per cent of the parents are influence to buy eatables, whereas 63.3 per cent of them are influenced to buy clothes, while 38.3 per cent of them are encouraged to buy footwear, 33.3 per cent of them are influenced to buy accessories and only 26.7 per cent of the respondents mentioned that they are influenced to buy other products.

**Chart 1.5****Awareness about the confectionery products**

It can be observed that 78.3 per cent of the respondents are aware about the confectionery products whereas 21.7 per cent of the respondents are not aware about the confectionery products. It can be noted that many parents or in general people do not know that chocolates, biscuits and some such kind of products are called as the confectionery products. Therefore in specific this question was asked to the respondents. It can be seen from the above figures that, people are aware about the confectionery products.

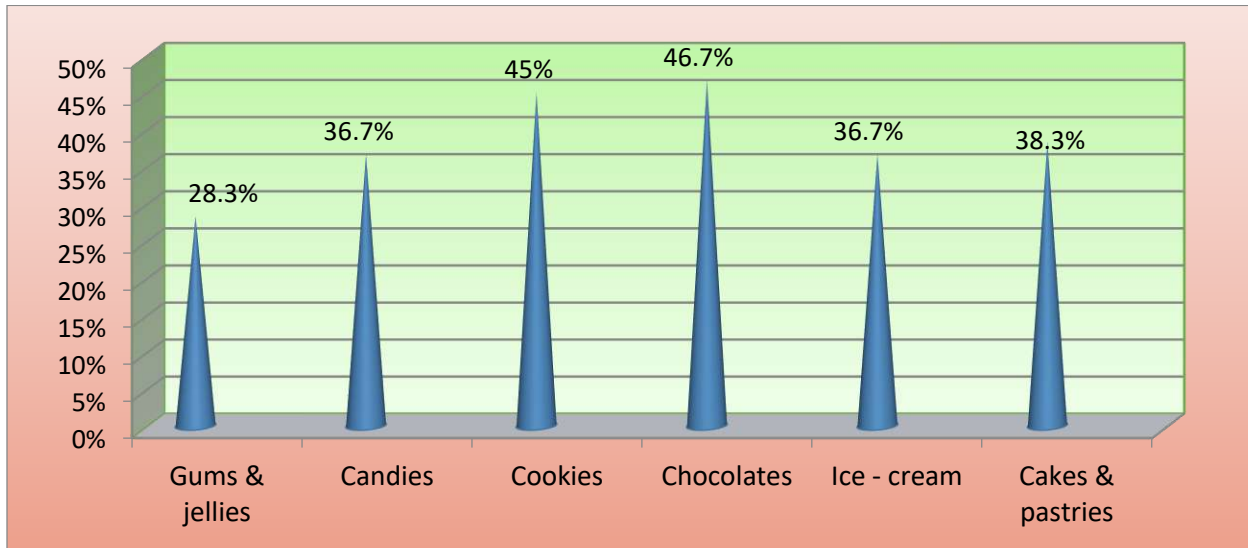
**Chart 1.6**

**Regular purchase of confectionery products by the respondents**

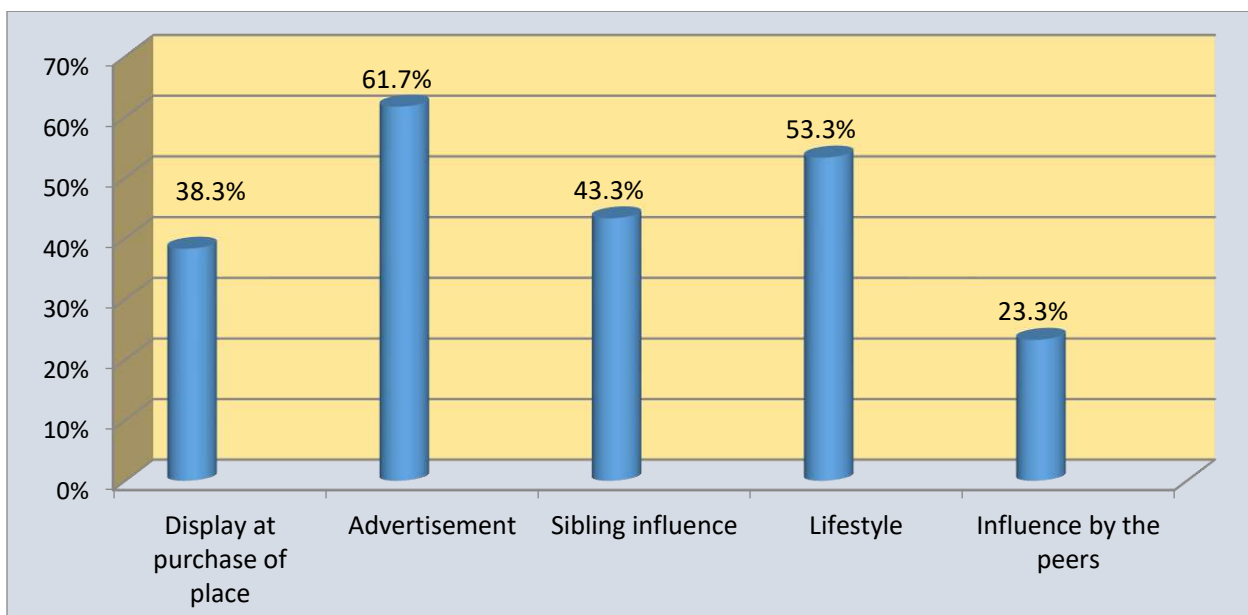


It is shown that whether confectionery products are purchased on regular basis. From the total 60.0 per cent of the respondents purchase chocolates regulaalry, whereas 51.7 per cent of them buy cookies. Another 46.7 per cent of them shop cakes and pastries, 45 per cent of the respondents purchase ice-creams whereas equal number of the respondents that is 43.3 per cent purchase candies and buscuits regularly whereas only 38.3 per cent of the respondents buy gums and jellies.



**Chart 1.7****Different confectionery products that are allowed by the parents to their child to eat**

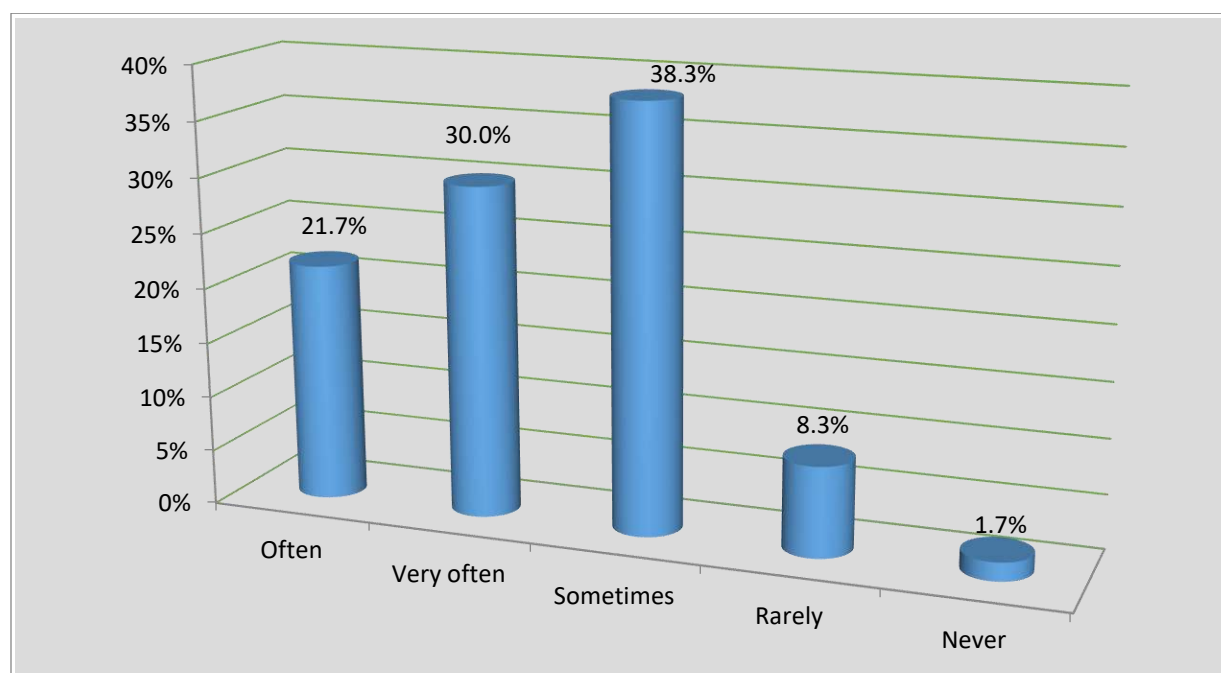
Indicates the various different confectionery that are allowed by the parents to their children, 46.7 per cent of the respondents allow chocolates to their children, 45 per cent of them allow cookies, while 38.3 per cent of them allow cakes and pastries to their children, whereas ice-creams and candies are allowed by 36.7 per cent of the parents. and only 28.3 per cent of them allow gums and jellies to their children.

**Chart 1.8****Factors contributing to parent child influences**

It can be observed that 61.7 per cent of the respondents are influenced by the advertisements whereas 53.3 per cent of them are influenced due to their lifestyle. Another 43.3 per cent of them are influenced by their siblings, 38.3 per cent of the respondents are influenced by the display at place of purchase, and only 23.3 per cent of the respondents are influenced by their peers.

**Chart 1.9**

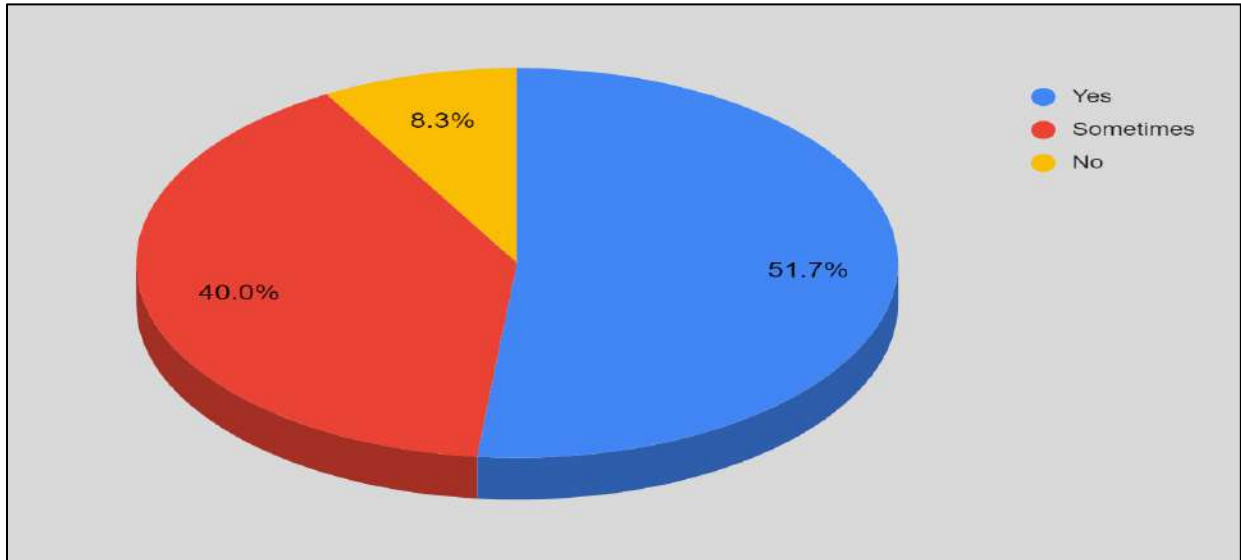
**Purchase frequency of confectionery products by the respondents**



The frequency of purchases of confectionery products is explained in this chart. It is observed that 38.3 per cent of the respondents purchase confectionery products sometimes, whereas 30.0 per cent of them buy very often. Another 21.7 per cent of them shop often, 8.3 per cent of the respondents rarely go for it and only 1.7 per cent of the respondents never purchase confectionery products.

**Chart 1.10**

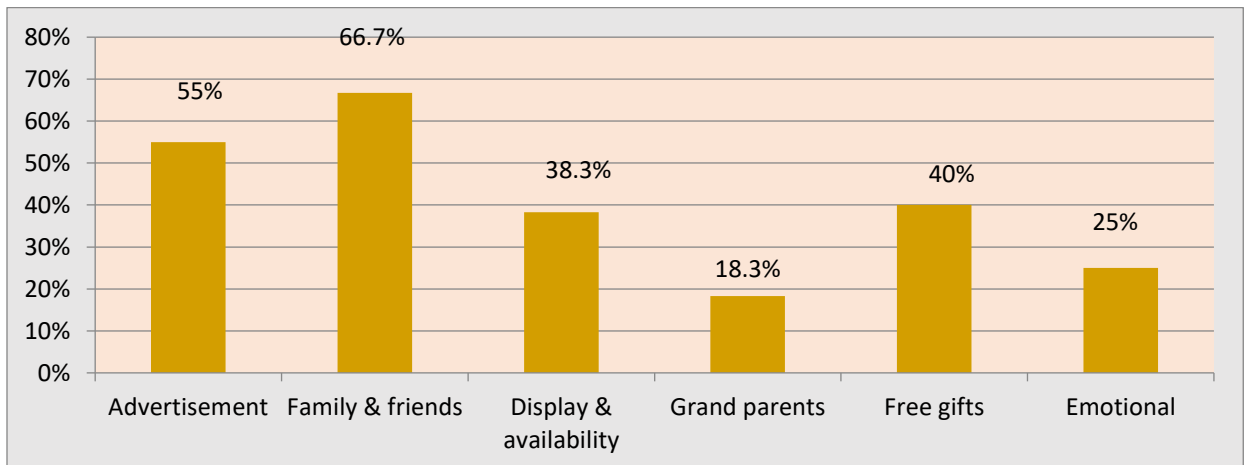
**Children influencing to buy confectionery product**



It can be observed that 51.7 per cent of the respondents are influenced to buy confectionery products whereas 40 per cent of the respondents influenced their parents sometimes to purchase these products and only 8.3 per cent of the respondents are never influenced s to shop these products.

**Chart 1.11**

**Factors that influences parents to buy confectionery products**

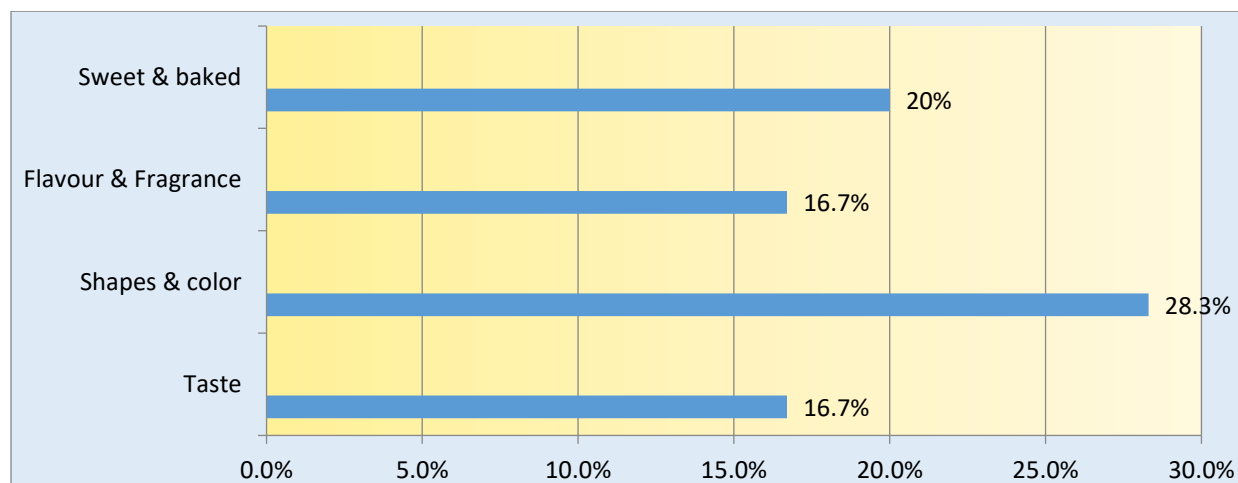


Above Chart Shows that how the advertisement has a great impact on the children. From the total 66.7 per cent of the respondents are influenced by their family and friends, 55 per cent of them are encouraged by advertisements, 40 per cent of them are influenced by the free gifts

whereas 38.3 per cent of the respondents are encouraged by display and availability of the confectionery product. Another 25 per cent of them are influenced by the emotional blackmailing and only 18.3 per cent of the respondents mentioned that they are influenced by children's grandparents to buy confectionery products.

**Chart 1.12**

**Factors encouraging children to purchase confectionery products**



It is indicated that 28.3 children are influenced to buy confectionery products because of their shapes and colors, while 20 per cent of them are influenced because it is sweet and baked whereas same number of the respondents that is 16.7 are encourage to buys confectionery products because of its taste and another 16.7 per cent because of its flavor and fragrance.

## CONCLUSION

It can be concluded from the study that there are very few colleges in Mumbai that have IIC or Entrepreneurship Cell. Colleges are conducting activities but are not adequate enough to fulfil students' requirements. Entrepreneurship development programs are one of the primary activities conducted under the IIC in order to inculcate entrepreneurial skills among the students. It was also observed that there is not really an active participation of students' in the skills enhancement activities and entrepreneurial activities that are conducted in the colleges. Colleges are considering making provisions for seed money as they feel this will lead to promoting entrepreneurship among the students. In Spite of taking adequate measures in the direction of prompting entrepreneurship, it is found that students are disinterested in taking up entrepreneurship due to a number of reasons.

## SUGGESTIONS

1. Children can be easily attracted by the cartoon and jingles so as far as confectionery products are concerned children should be conveyed about all the pros and cons of that particular product.
2. It is the duty of the parents to see what their children are watching on television and if they are getting highly influenced by the advertisements especially of confectionery products, then parents should try to explain them what are the problems in consuming such products.
3. Parents can educate themselves and their children too about advantages of eating healthy and disadvantages of eating unhealthy food.
4. Government may also take care while forming of rules and regulations in advertisements.
5. Confectionery products include most attractive facts because of that children like to consume that product and due to this consumption of product there may be increase in the obesity among the children so at the growing age of the children parents should make their children aware about quantity they should consume and make them understand.
6. Instead of buying confectionery products children should be made to understand that they should eat leafy vegetables and tell them how healthy it is to consume.
7. Confectionery products include high amount of sugar in sugar confections and preservatives which is not good for health, they should consume it once a week parents should make aware about this to their child and tell them to have control on the consumption of these products.

## REFERENCES

1. [https://www.researchgate.net/publication/277047699\\_A\\_Study\\_of\\_Factors\\_Affecting\\_kids'\\_Preferences\\_Regarding\\_Confectionery\\_Products](https://www.researchgate.net/publication/277047699_A_Study_of_Factors_Affecting_kids'_Preferences_Regarding_Confectionery_Products).
  2. [https://www.researchgate.net/publication/277047699\\_A\\_Study\\_of\\_Factors\\_Affecting\\_kids'\\_Preferences\\_Regarding\\_Confectionery\\_Products](https://www.researchgate.net/publication/277047699_A_Study_of_Factors_Affecting_kids'_Preferences_Regarding_Confectionery_Products).
  3. <https://www.wikidata.org/wiki/Special:EntityPage/Q5159627#sitelinks-wikipedia>
  4. [https://www.researchgate.net/publication/271099526\\_THE\\_MAGNITUDE\\_OF\\_THE\\_ORIENTING\\_RESPONSE\\_IN\\_CHILDREN\\_AS\\_A\\_FUNCTION\\_OF\\_CHANGES\\_IN\\_COLOR\\_AND\\_CONTOUR1](https://www.researchgate.net/publication/271099526_THE_MAGNITUDE_OF_THE_ORIENTING_RESPONSE_IN_CHILDREN_AS_A_FUNCTION_OF_CHANGES_IN_COLOR_AND_CONTOUR1)
  5. [https://www.researchgate.net/publication/277047699\\_A\\_Study\\_of\\_Factors\\_Affecting\\_kids'\\_Preferences\\_Regarding\\_Confectionery\\_Products](https://www.researchgate.net/publication/277047699_A_Study_of_Factors_Affecting_kids'_Preferences_Regarding_Confectionery_Products).
-

**A STUDY ON IMPACT OF BRAND AWARENESS ON CONSUMER PURCHASE  
DECISIONS WITH RESPECT TO PURCHASE OF SMARTPHONES**

**Miss. Mahzbin Ansari**

PG Scholar, PG Dept. of Commerce,  
Smt. MMP Shah Women's College of Arts and  
Commerce, Matunga, Mumbai,  
ansarimahzabin32@gmail.com

**Dr. Shital Mandhare**

Assistant Professor, Smt. MMP Shah  
Women's College of Arts and Commerce,  
Matunga, Mumbai,  
shital2985.sp@gmail.com

---

**ABSTRACT**

The research paper investigates the impact of brand awareness on the consumer purchase decision of smartphones. The research has highlighted the gaps found in many marketing efforts of cellular companies while presenting their market offerings to the target market. The research paper starts off by explaining what brand awareness is, how it is built and then how it slowly and gradually ends up producing loyal and in-synched consumers, who will not switch to any other brand no matter what, simply because for them the brand has become their companion, which not only satisfies their needs but also helps them complete themselves. Therefore, it will assist the marketers to know such consumer insights and opinions of their target market, what they want and need and from a smartphone brand, all these gaps have been identified in this study and it helps in setting out a strategic plan which will be very valuable for marketing professionals who want to increase the market share of their brand, because like Kevin Keller said that no matter what kind of the brand it is at any point of time it can become susceptible and vulnerable to poor brand management. Brand Awareness, Brand Quality and Brand Loyalty and thus how the combined role of all 4 elements influences and the purchase decision of consumers. A scientific review of literature has been done and questionnaires were distributed for data collection. A sample size of 60 respondents has been chosen. The method of sampling selected is Simple Random Sampling, the most significant being brand loyalty and brand association just by a slight difference. We can thus conclude that when consumers are attached and loyal towards a brand they are likely to do repeat purchases and this only happens when the relationship between the brand and the user is very in depth and has an emotional connection with the smartphone brand.

**KEYWORDS:** Brand awareness, research methods, smartphones.

---

## INTRODUCTION

**1.1.1 Brand awareness** is the extent to which customers are able to recall or recognize by potential customers, and is correctly associated with a particular product. Expressed usually as a percentage of the target market, brand awareness is the primary goal of advertising in the early months or years of a product's introduction.

Brand awareness is related to the function of brand identities in consumer's memory and can be reflected by how well the consumers can identify the brand under various conditions. Brand awareness includes brand recognition and brand recall performance. Brand recognition refers to the ability of the consumers to correctly differentiate the brand they previously have been exposed. This does not necessarily require that the consumers identify the brand names. Brand recall is the ability of the consumers to correctly generate and retrieve the brand in their memory. A brand name that is well known to the great majority of households is also called a household name.

Brand awareness plays a huge part in the success of brands. There are many different ways to market a brand in order for it to display a certain image in the minds of consumers. It can be a logo, a name, a colour etc. That links itself to a brand in the mind of the consumer. Brand awareness and recognition is a step for marketers in communication as it affects the consumer choices that are made when it comes to the point of purchasing.

**1.1.2 Consumer** is a person or organization that uses or consumes economic services commodities; also it is a person who purchases product for his/ her personal use.

**Consumer behaviour** is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural response that precede or follow these activities. Consumer behaviour is an inter-disciplinary social science that blends elements from sociology, psychology, social anthropology, marketing and economics. It examines how emotions, attitudes and preferences affect buying behaviour. Characteristics of individual consumers such as demographics, personality lifestyles and behavioural variables such as usage rates, usage

occasion, loyalty, brand advocacy, willingness to provide referrals, in an attempt to understand people's wants and consumption, all comes under consumer behaviour.

### **1.1.3 Consumer Buying Decision Process**

The **buying decision process** is the decision-making process used by consumers regarding the market transaction before, during and after the purchase of goods or services. It can be seen as a particular form of a cost-benefits analysis in the presence of multiple alternatives.

Common examples, include buying of goods or services and deciding what to eat. Decision-making is a psychological construct. This means that although a decision cannot be "seen", we can infer from observable behaviour that a decision has been made. Therefore, we conclude that a psychological "decision-making" event has occurred. It is construction that imputes a commitment to action. That is, based on observable actions, we assume that people have made a commitment to affect the action.

Nobel laureate Herbert a. Simon sees economic decision-making as a vain attempt to be rational. He claims (in 1947 and 1957) that if a complete analysis is to be done, a decision will be immensely complex. He also says that people's information processing ability is limited.

**Consumer Decision Making Process** involves the consumers to identify their needs, gather information, evaluate alternatives and then makes their buying decision. The consumer behaviour may be determined by economical and psychological factors and are influenced by environmental factors like social and cultural values. The consumer decision making behaviour is a complex procedure and involves everything starting from problem recognition to post-purchase activities. Every consumer has different needs in their daily lives and these are those needs which influences them to make different decisions. Decisions can be complex, comparing, evaluating, selecting as well as purchasing from a variety of products depending upon the opinion of a consumer over a particular product. This renders understanding and realizing the basic problem of the consumer decision making process for marketers to make their products and services different from others in the marketplace.



**1.1.4 Smartphone** is a wireless handheld device that allows users to make and receive calls. While the earliest generation of mobile phones could only make and receive calls, today's mobile phones do a lot more, accommodating web browsers, games, cameras, video players and navigational systems.

Also, while mobile phones used to be mainly known as "cell phones" or cellular phones, today's mobile phones are more commonly called "smartphones" because of all of the extra voice and data services that they offer.

The first mobile phones, as mentioned, were only used to make and receive calls, and they were so bulky it was impossible to carry them in a pocket. These phones used primitive RFID and wireless systems to carry signals from a cabled endpoint. Later, mobile phones belonging to the global system for mobile communications (gsm) network became capable of sending and receiving text messages. As these devices evolved, they became smaller and more features were added, such as multimedia messaging service (mms), which allowed users to send and receive images. Most of these MMS-capable devices were also equipped with cameras, which allowed users to capture photos, add captions, and send them to friends and relatives who also had mms-capable phones.

## **OBJECTIVES OF THE STUDY**

- 1 To understand the concept of brand awareness and consumer decision making process.
- 2 To evaluate the impact of brand awareness on consumer purchase decision making process.
- 3 To analyse the impact of brand awareness on various factor affecting of brand awareness with respect to purchase of smartphones.

## **RESEARCH METHODOLOGY**

Present study depends on primary as well as secondary data. Secondary data has been collected with books, journals, websites, research articles and even from newspaper articles. A structured questionnaire was prepared by the researchers to collect the data. This questionnaire is administered to respondents to collect reliable data. Open ended as well as close ended questions

were developed for collection of relevant data. Data is analysed with the help of descriptive frequency analysis.

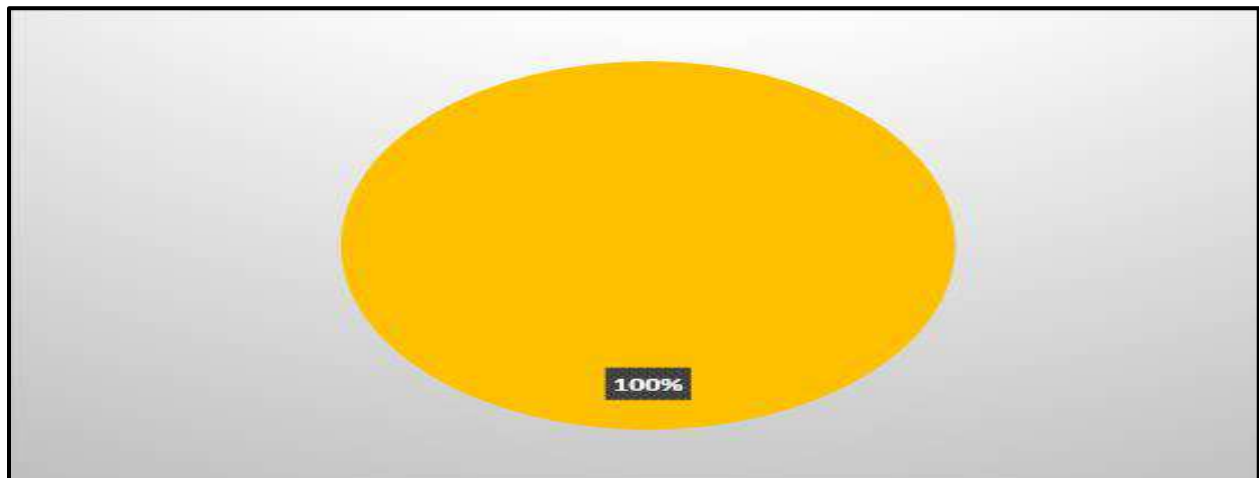
## LITERATURE REVIEW

**Keller**<sup>25</sup> in his journal has made a study to determine whether or not the effectiveness of brand awareness is determined by examining the strength of the brand in the mind of consumers, an effort has been made to understand how easily a consumer can recall and identify the brand in different situations and circumstances.

**Moon**<sup>26</sup> in his research paper mentions brand awareness as one of the fundamental issues in consumer behavior that is the way consumers develop, adapt and use decision-making strategies. Consumer decision making could be defined as the “behavior patterns of consumers that precede, determine and follow the decision process for the acquisition of need-satisfying products, ideas or services”.

## DISCUSSION

**Chart 1.1**  
**Smartphone owned by respondents**



---

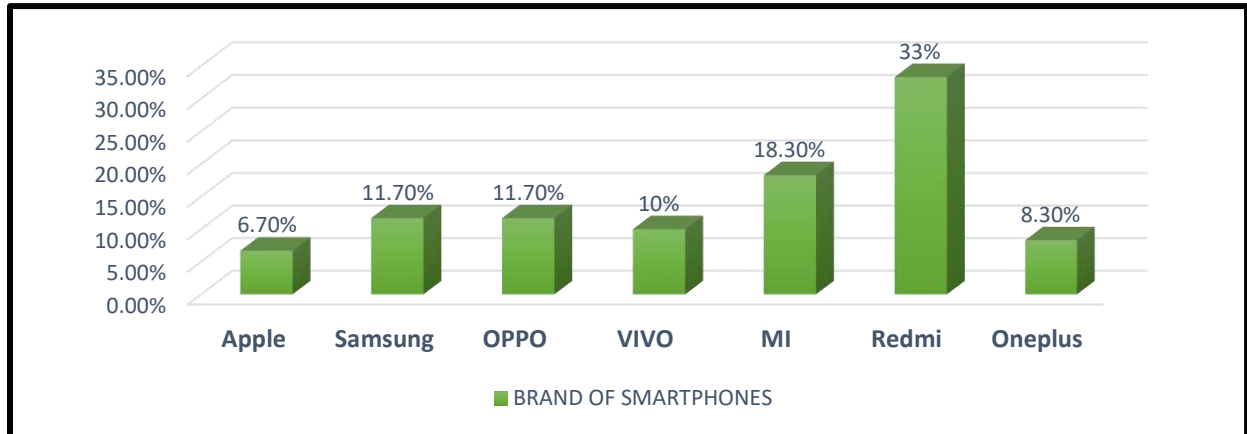
<sup>25</sup> Keller (2016), Impact of Brand Equity on Consumer Purchase Decision of Smartphones, European Journal of Business and innovations research, Volume 4, Issue 4.

<sup>26</sup> Moon (2016), A Study On Consumer Buying Behaviour Of Smartphones, Journal Of Management In Practice, Volume 1, Issue 1.

Smartphones have become part and parcel of our life these days. Same has been concluded through the study. All the respondents of the study own a smartphone.

**Chart 1.2**

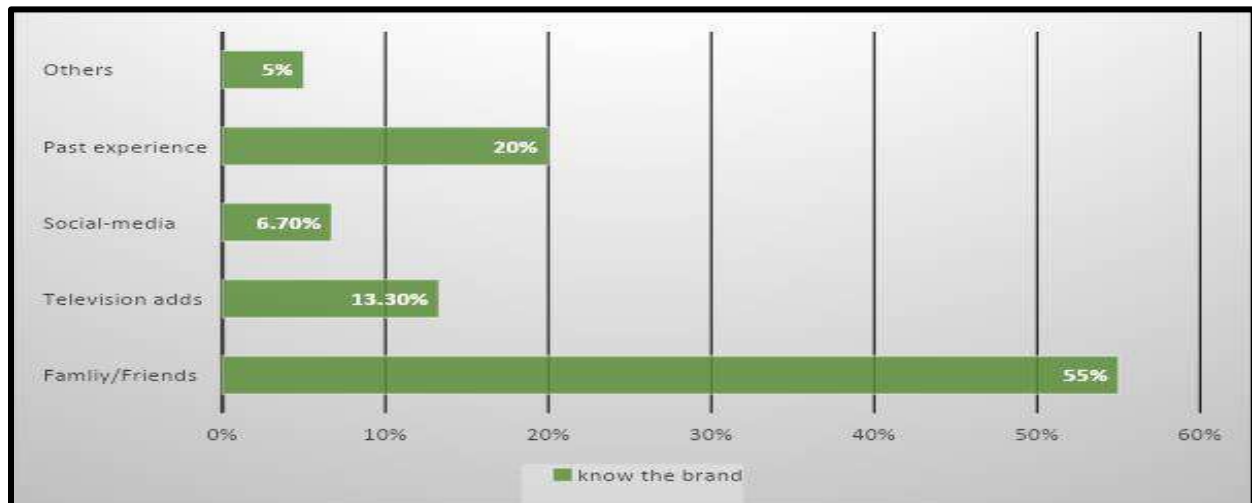
**Brand of a smartphone owned by the respondents**



From the above chart 1.2, it is understood that 33 percent of the respondents are having Redmi brand of the smartphone, while 18.30 percent of the respondents are having MI brand of smartphone, an equal number of the respondents are having OPPO and Samsung brand of smartphones i.e. 11.70 per cent. While 10 per cent of the respondents are having Vivo brand, 8.30 per cent of the respondents are having one-plus and only 6.70 per cent of the respondents are having Apple brand of smartphone.

**Chart 1.3**

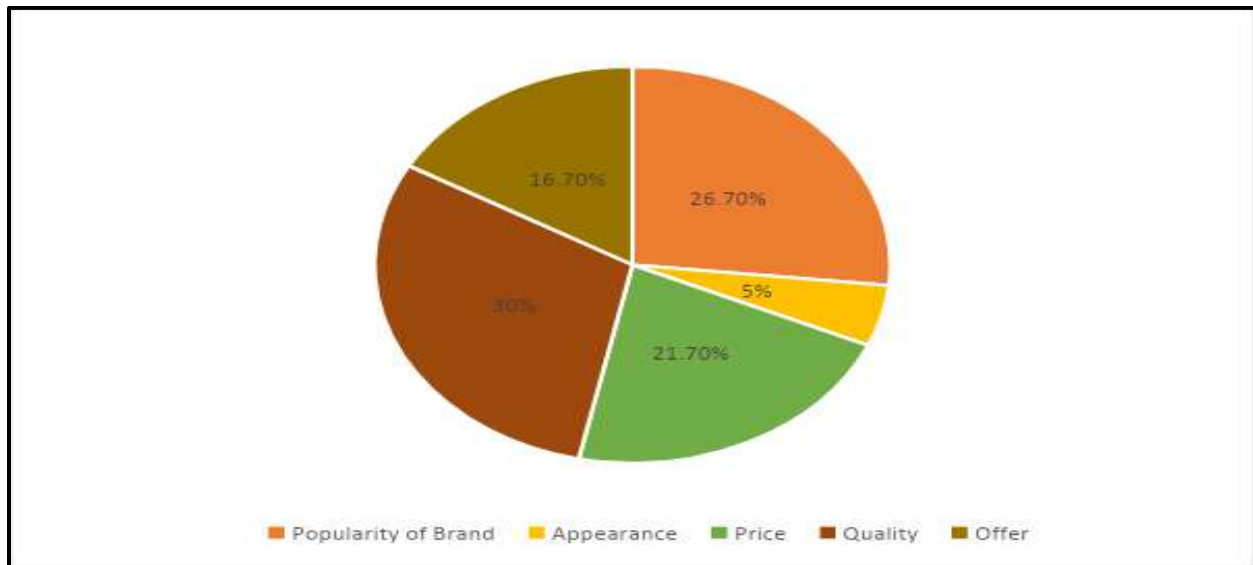
**Awareness about brand of a smartphone**



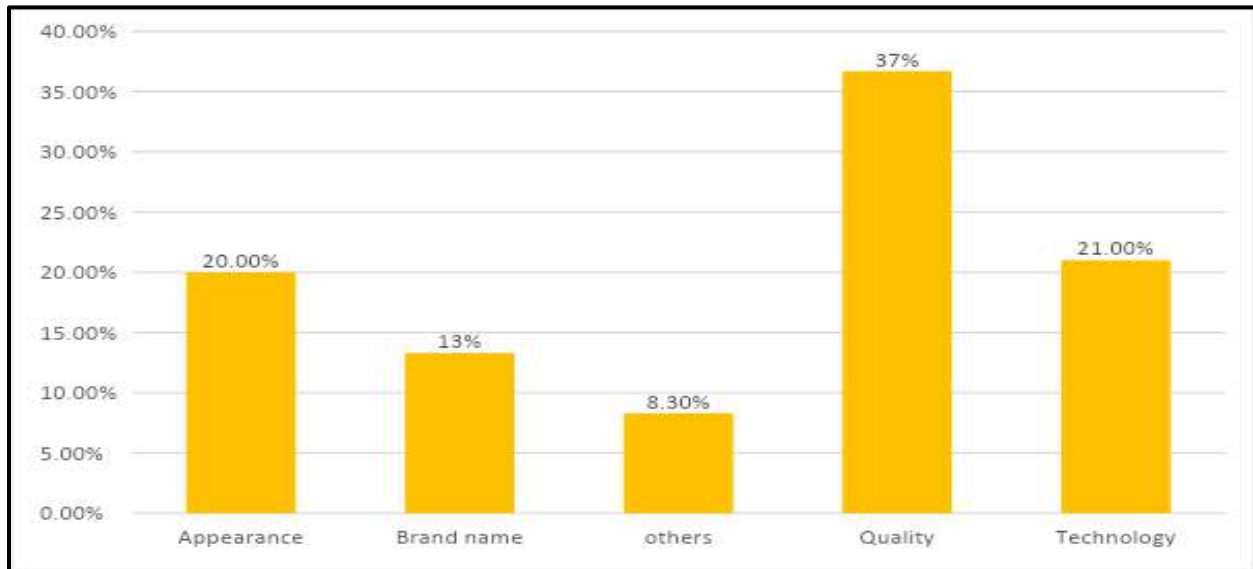
From the above chart 1.3 researcher has observed that 55 per cent of the respondents know about the brand of a smartphone from their family members and friends. While 13.30 per cent of respondents know from the Television advertisements and 6.70 per cent of respondents know about the brand of smartphone through the social-media. 20 per cent of the respondents get information through their past experience. Only 5 per cent of the respondents know the brand by other sources.

**Chart 1.4**

**Factors encouraging towards a brand of a smartphone**



According to chart 1.5 the researcher has concluded that 30 percent of the respondents are encouraged by the quality of the smartphone, while 26 per cent of the respondents are encouraged by the popularity of the brand of a smartphone. From the total 21.7 per cent of the respondents are encouraged due to price and 16.7 per cent of the respondents are encouraged by the offers given, Only 5 per cent of the respondents are encouraged by the appearance of a smartphone.

**Chart 1.6****Respondents' opinion on one exclusive feature of a brand of a smartphone used by them**

In the above chart 1.6, it can be concluded that 37 per cent of the respondents mentioned quality as one of the exclusive feature, whereas 21 per cent of the respondents believed that technology is an important feature, while 20 per cent of the respondents go for appearance. From the total 13 per cent of the respondents selected the brand name of the smartphone as an exclusive feature and Only 8.3 per cent of the respondents opined that there are other different features that encouraged respondents towards a brand of a smartphone.

## CONCLUSION

From the study, it is observed that great numbers of respondents are students by profession whereas moderate numbers of the respondents are professionals. Small numbers of respondents are doing service and business while few of them are home-makers. Very few of the respondents are unemployed. It has been observed that majority of the respondents are having Redmi brand of smartphone, and moderate number of respondents are having Mi brand of smartphone, while small number of respondents are having Oppo and Samsung brand of smartphone, and few of them are having Vivo, One-plus brand of smartphone, and a very few of them are having Apple brand of smartphone.

## **SUGGESTIONS**

1. Firstly the presence of brand awareness should be evaluated and the marketing mix strategies should be able to answer what the brand is and how it is different from others by highlighting points of differentiation.
2. Marketers should focus on brand performance and brand association where meaning of the brand should be communicated to the target market so they can better evaluate, judge and form positive feelings regarding the brand.
3. To achieve brand loyalty, marketers should work on nurturing and fostering the relationship consumers have with their smartphone brand.
4. The features of stimuli like size, color, intensity etc. should be given the prime importance. The companies should make sure that they come up with something which the consumer is expecting.
5. Companies should make sure that they give detailed information about the product, with comparison with other products in the other category also.
6. They should not focus so much on detailing about the features in TV advertisements.
7. Companies should focus more on the looks, and should try to add new innovative applications in their smartphones and highlight the same in television advertisements also.
8. The information should be minimal but adequate to attract the consumers.

## **REFERENCES**

- <https://Www.Scielo.Br/J/Bbr/A/3fcsfvn3bx7xdzc6xjk89zq/?Format=Pdf&Lang=En>
- <https://www.investopedia.com/terms/s/smartphone.asp>
- <https://www.lenovo.com/in/en/faqs/pc-life-faqs/what-is-a-smartphone/>
- <https://www.techopedia.com/definition/2977/smartphone>

## **A STUDY ON AWARENESS ABOUT CYBER SECURITY WITH REFERENCE TO SOCIAL MEDIA AMONG TODAY'S YOUTH**

**Ms. Pooja Doliya**

PG Sachlar, PG Dept. of Commerce,  
Smt.MMP Shah Women's College of  
Arts and Commerce, Mumbai  
Poojadoliya01@gmail.com

**Mrs. Sapna Shah**

Assistant Professor, PG Dept. of Commerce,  
Smt. MMP Shah Women's College of Arts  
and Commerce  
Shahsapna8280@gmail.com

---

### **ABSTRACT**

Internet has gradually become the most important part of our lives in the 21<sup>st</sup> century. Most people surf the internet for a living no matter it is commercial or entertainment oriented; some even log in for developing interpersonal relationships. As a result, the prevailing Internet provides users with the latest information, a quick access to send and receive E-mail, or occasions to trade on internet. No matter it's for living or commercial needs, online service has become the most important issue in societies around the world. Cyber security is nothing but the human security while using the internet and most of the people who are connected to these networks are students. Most of the time students are not aware of the implications of cybercrime. Because of the higher frequency of hacking attacks on the institutions of higher education, the need for cyber awareness has been increased.

**KEYWORDS:** Interpersonal, Cyber security, Cyber-crime, Hacking.

---

## INTRODUCTION

Social Media is a platform that is used to build social relation among people who are linked to each other in some way like having common interest, likes for similar activities, similar backgrounds or real-life connections. In a typical Social Network Service, each user has a profile, social links and various additional services.

Users of Social Networking sites create their public profiles, add list of other users with whom they want to interact and view and share information with these set of users. These users can also interact with each other through instant messaging, e-mail, etc. Because of its ease to use and availability of cheap technology, social media has become a popular medium of finding and interacting with new and old friends, for this purpose, many users of these social networking sites tend to disclose their personal information. What they do not realize is that providing personal information on the public platform will not only put them in danger of opening up to total stranger who can misuse their personal information for purposes like identity thefts, applying for credit cards etc. Many of them post their real-life pictures, addresses, mobile numbers, name of their school and other confidential information without adequate security settings. Computers, smartphones, and other devices are invaluable resources that provide individuals of all ages interact with the rest of the world. Courtesy of social media, individuals can share thoughts, images, activities, or any aspect of their lives. In addition, they can take an anonymous peek into the lives of others, whether they live next door or across the globe. Unfortunately, these networks also pose a threat to one's computer, privacy, and even their personal security. Because of social media's widespread popularity, it is often used for nefarious purposes that include cyberbullying, harassment, or stalking.

Often, people online share links to images or pages with the promise of an interesting news article or some other valuable information. These links can be a serious cyber security threat if people aren't sure whether the site that they are visiting is one that they can trust. This is because some websites contain malware that can infect computers and compromise a user's security, leaving them at risk of violations of their privacy or even significant financial damage. As in emails, people should never click on links or attachments sent through social media that they do not recognize, as they may contain harmful viruses that can infect their computer or device and destroy sensitive information. Depending on the type of virus, it can even allow hackers or other parties to gain control of one's device and copy information from the hard drive, including



passwords and bank account numbers. In some instances, hackers have even been able to seize control of computers using a virus.

In addition to not opening unrecognized or shortened links, it is crucial that people install effective anti-virus software. Because viruses are always evolving, this software must be regularly updated to ensure that it is effective against the latest threats. People should also protect their social media accounts by using a complicated password. It can also be helpful to update passwords regularly and never use the same password on different platforms. Most social media accounts give users the option to make their messages or accounts private, which is another good option to protect a user's information. In these cases, only people who are personally approved can read updates, view images, and post comments.

## OBJECTIVES OF THE STUDY

1. To identify the concept of cyber security.
2. The study the awareness of cyber security among youth.
3. To know the purpose of use of social media by the youth.
4. To find out the problems faced by the youth while using social media.

## METHODOLOGY

The present paper is an outcome of extensive reading of various books, journals and internet websites in the subject of **social media, its awareness and cyber security**. It was attempted to conduct a survey of 60 respondents which includes young population between the age group of 14 years to 25 years which is further classifies gender wise, male and female. A structured questionnaire was prepared and designed to collect the information. After a proper evaluation, the data has been analyzed with simple percentage method and is further interpreted.

## LITERATURE REVIEW

<sup>27</sup>**Narula and Jindal**, conducted a study on "Social media India Youth and cyber Terrorism Awareness: A comparative Analysis." Cyber Terrorism is one of the most ignored and under estimated activities in India. Indian Youth which is the third highest number of Internet and

---

<sup>27</sup> Narula and Jindal (2015) , Social media India Youth and cyber Terrorism Awareness: A Comparative Analysis., Journal of Mass Communication & Journalism, Vol.5, issue 2.

social media users after china and the U.S. with an estimated over 381 million mobile phone subscriptions with internet connectivity. Cyber terrorism has now become a gruesome activity, it leads to killing someone financially and India is becoming its latest victim. Everyday various newspapers are filed with the stories of cybercrimes. It is not a future threat or a prospective threat; it is an ongoing, current threat. With increasing dependence on cyber space and the internet, vulnerability to aggressors\_\_ whether it is terrorism, criminals or hostile countries, is also increasing. In this study, the habits of teenagers all around India shows the compulsive type of behavior of text messages but very less knowledge and awareness about the threat of cyber terrorism. These facts not only outline in clear terms the immense popularity of the internet and the use of social media but are also indicative of the fact that Indian youth is very less concerned about the threat of cyber terrorism.

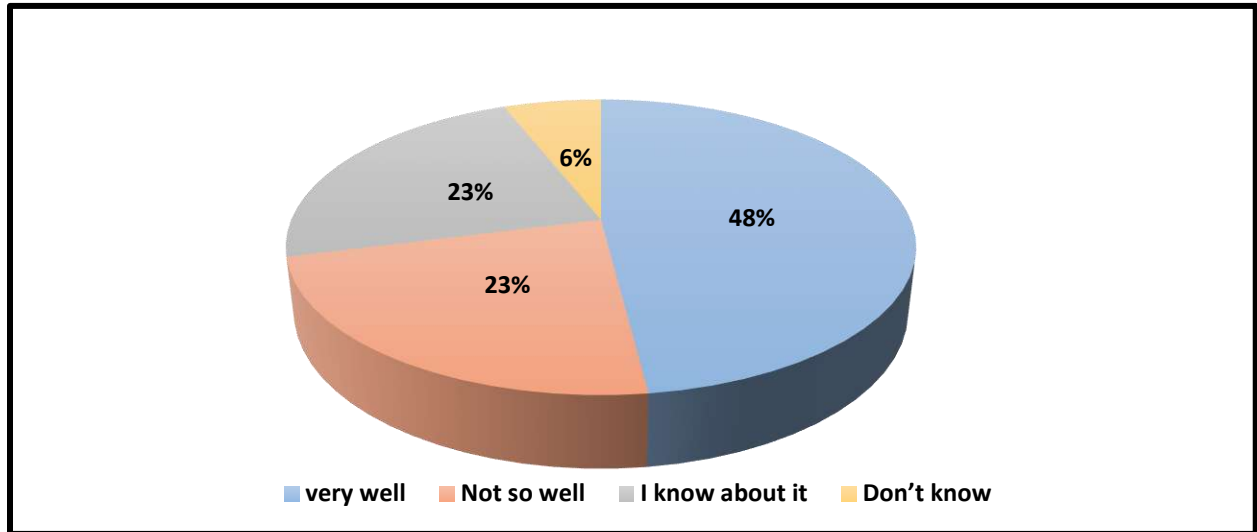
<sup>28</sup>**Suman Dhull**, Minakshi Bhardwaj, explained about “social networking security: Awareness among Indian Users”. Social networking has become a very popular activity these days among all categories of people. Billions of people use it to meet old friends, make new friends, share and view information and fulfill their social needs to internet with people. But with these attractions, come the risks of exposing personal information to unknown people. This paper aims at studying the awareness about the importance and ways of having security and privacy checks while on these social networking sites. Respondent to this study belonged to different educational background, age gender. Data was collected and then analyzed based on the category of the questions related to basic awareness, technical awareness Advocacy and responsiveness towards the proper of social networking site.

---

<sup>28</sup> Dhull, Suman &Bhardwaj, Minakshi (2014), Social networking security awareness among Indian users, International journal of engineering research and application.

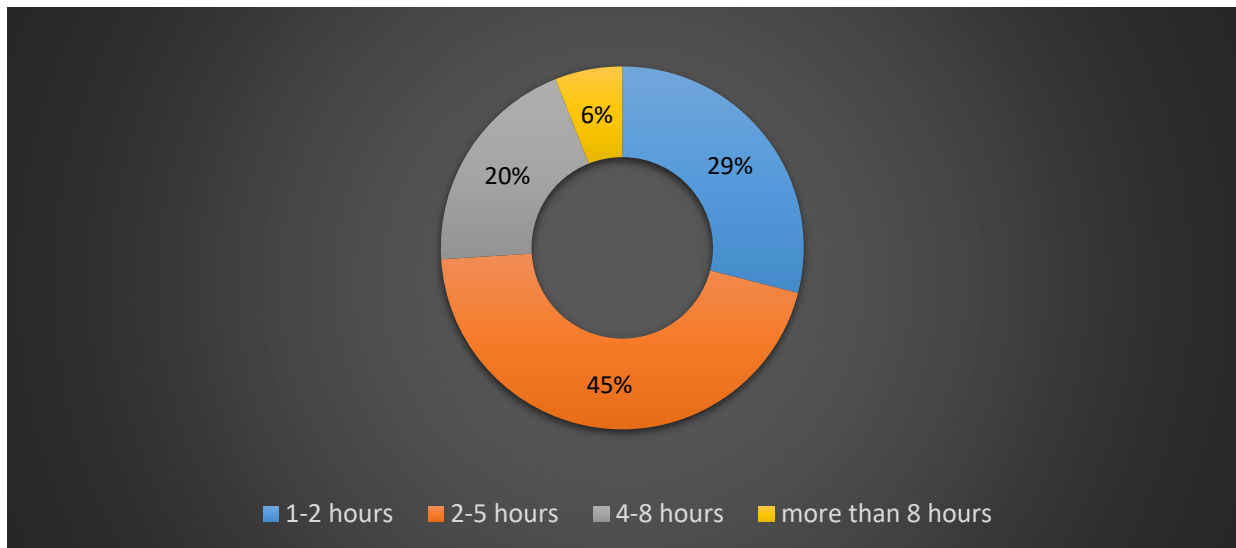
## DISCUSSION

**Chart 1.1**  
**Awareness about cyber crime**



The above chart 1.1, shows that 48 per cent respondents said that they very well know about cyber- crime, 23 per cent respondents not so very well aware cyber-crime is followed by 23 per cent respondents that they know about cyber-crime and remaining 6 per cent respondents do not know anything about cyber-crime. Many respondents have heard about the term cyber crime but do not the context of it in specific.

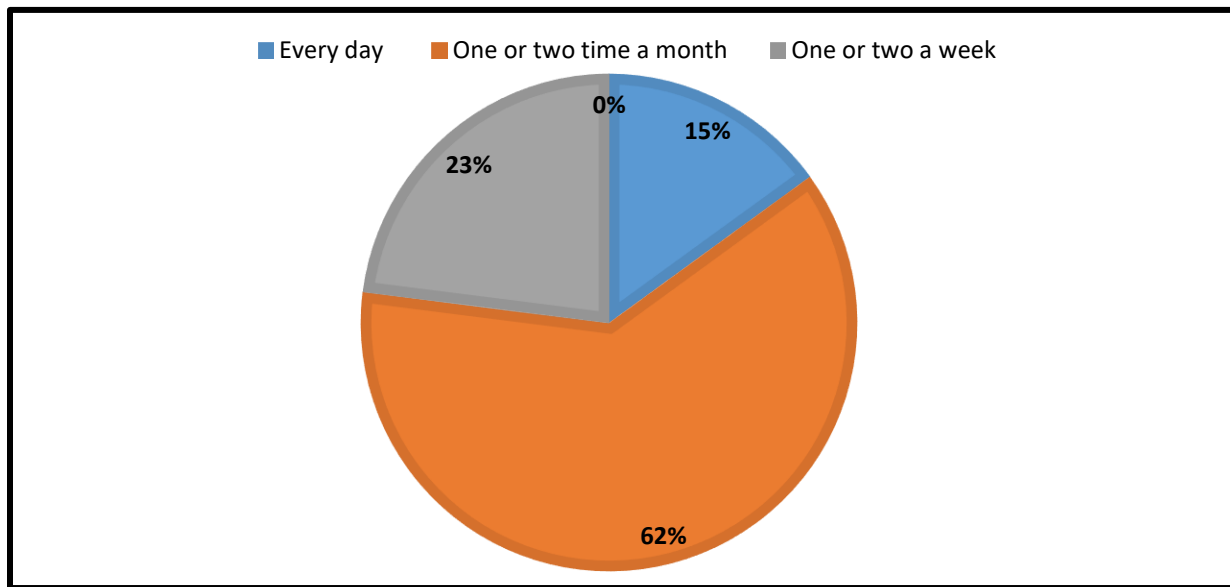
**Chart 1.2**  
**Time spent on social media**



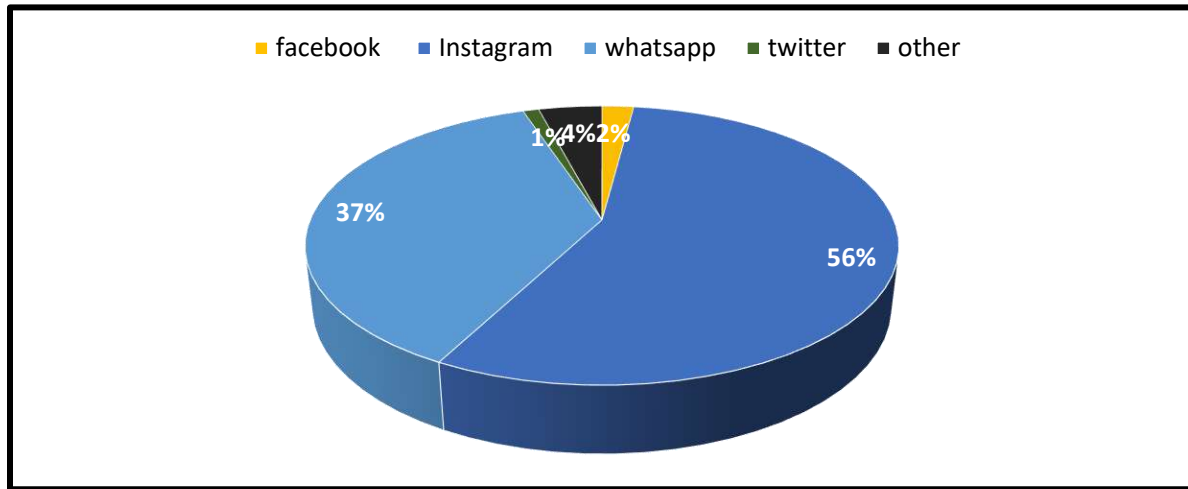
From the above chart 1.2 it can be mentioned that 45 per cent respondents spend 2-5 hours on social media 29 per cent respondents spend 1-2 hours, 20 per cent respondents spend 4-8 hours and 6 per cent respondents spend more than 8 hours in social media. Increasing number of social networking sites is increasing the users and their interest in them. From the study we can see that a lot of users spend a very good time of the day on the social media.

**Chart 1.3**

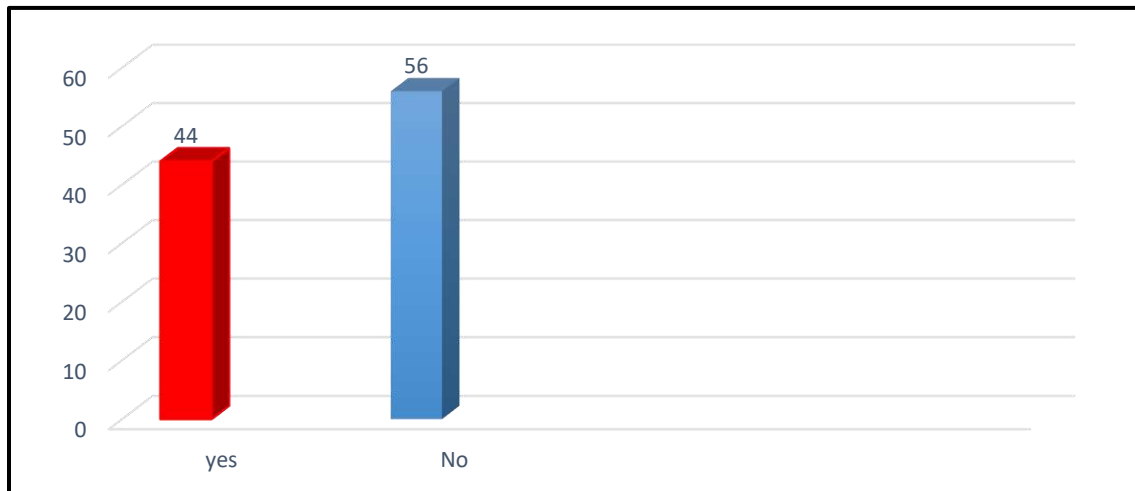
**Frequency of post picture updates status, comment etc.**



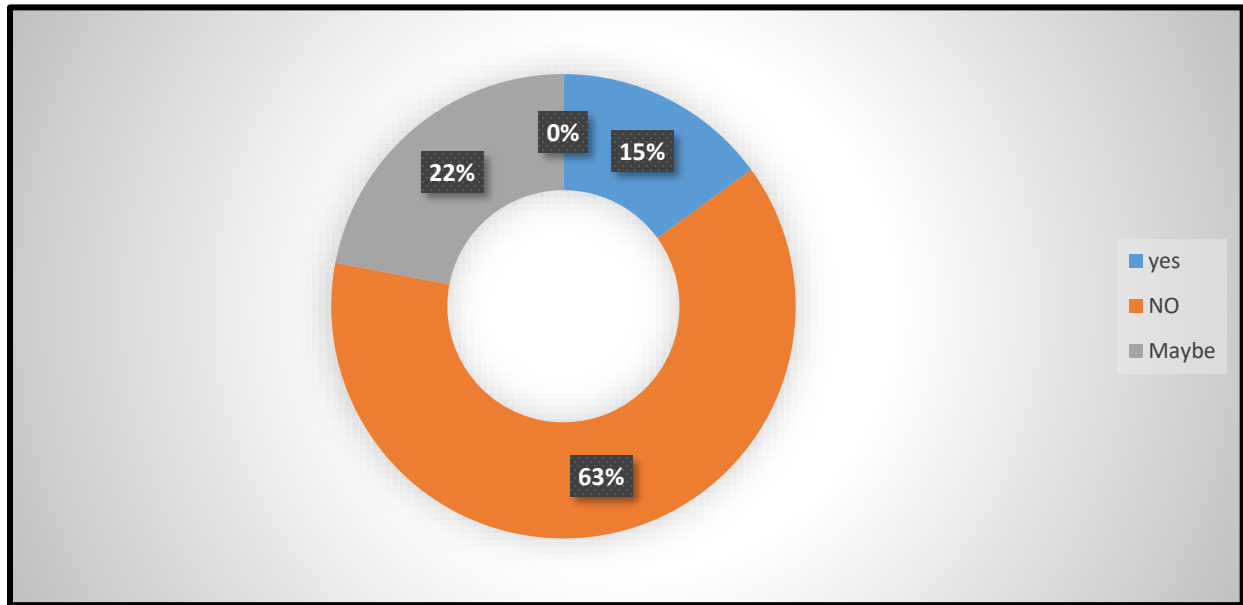
From the above chart 1.3 it can be mentioned that 62 per cent respondents post their pictures, status or comment one or two times a month, 23 per cent respondents post pictures, updates status once or twice a week and 15 per cent respondents post picture updates status, comment every day. With more and more usage of facebook, twitter, Instagram, we have lot of people posting their picture, status and comments most of the times. This has become a favourite past time of the people.

**Chart 1.4****Social media channels respondents are most active on**

From the above chart 1.4, 56 per cent respondent that they are most active on instagram, 37 per cent respondents are mostly active on Whatsapp , 4 per cent respondents said that they are active on other social media channels followed by only 2 per cent respondents mentioning that they are most active on Facebook, remaining only 1 per cent respondents use twitter the most.

**Chart 1.5****Respondents' opinion on addiction of social media**

According to the above chart 1.5, it can be said that the 56 per cent respondents are not addicted to social media, and remaining 44 per cent respondents agreed that they are addicted to social media. Social media addiction has become a serious concern in today's times. Newer media emerging in the market is increasing the addiction to a great level.

**Chart 1.6****Usage of same password for work accounts**

The above chart 1.6, shows that 63 per cent respondents said they do not use the same password for their work accounts, 22 per cent respondents said that they sometimes use same password for their work accounts and 15 per cent respondents agreed that they use the same password for their work account as well as social media account.

**CONCULSION**

Cyber security is nothing but the human security. Because of the higher frequency of hacking attacks on the institutions of higher education, the need for cyber awareness has increased.

Researcher hereby concludes that cyber security awareness is important because large numbers of respondents are not aware about cyber security. The research shows that most users are just aware about cyber-crime. It is clear that the ratio of awareness among the respondents regarding cyber-crime is high for hacking when compared to other types. However, it also shows that most of these respondents are not properly aware of the cyber-crime laws. Maximum respondents stated that they have no idea about the safety of their information while being online. It is clear from this that the respondents do not know the proper steps of ensuring that they keep their data safe. It was also found that a very few respondents have lost data during online work. Also, a large percentage of the respondents rarely change their password for accounts which is also a

safety threat. It is also clear that the respondents even though they are aware about cyber-crime, download various e-content such as movies, games etc. which may encourage cyber-crime. The study also found out that most of the respondents occasionally receive spam messages and spam calls but hardly any of these respondents report it to the cyber-crime police in order to prevent it from occurring again.

## **SUGGESTIONS**

1. There should be more strict cyber laws to prevent backing virus etc.
2. The internet usage is increasing day by day and the number of people shopping online, sharing content, photographs, videos and links is rising too, which should be reduced by putting some governing rules by the government regulated cyber departments.
3. A social networking site which has privacy settings becomes a tool to make the account more secure. This can be used to make your accounts secure.
4. Social media websites can be used to bring more awareness regarding the crimes such as identifying theft and fake user profiles.
5. Rules and regulations that deal with cyber-criminals should be strengthened so as to bring a sense of safety among the internet users.
6. It is recommended that people install intrusion detection software so as to provide a warning to the user regarding any breach.

## **REFERENCES**

1. <https://www.researchgate.net/publication/342744596> Social Media Usage and Awareness of Cyber Security Issues among Youths.
  2. <https://www.researchgate.net/publication/324011479> A Study on Awareness of Cyber Crime and Security.
  3. <https://www.researchgate.net/publication/260126665> A Study of Cyber Security Challenges And Its Emerging Trends On Latest Technologies.
  4. <https://www.researchgate.net/publication/347437746> Impact of Social Media on Youth.
-

## समय सरगम उपन्यास में चित्रित वृद्ध जीवन

आयशा शमशेर, शोध विद्यार्थी,  
स्नातकोत्तर हिंदी विभाग

डॉ. उषा मिश्रा, एसोसिएट प्रोफेसर, हिंदी विभाग,  
श्रीमती मणिबेन एम्.पी. शाह विमेंस कॉलेज ऑफ  
आर्ट्स एंड कॉमर्स, माटुंगा, मुंबई  
dr.ushadmishra@gmail.com

---

### शोध सारांश:

कृष्णा सोबती हिंदी कथा साहित्य के क्षेत्र में अपने प्रभावी व्यक्तित्व और विशिष्ट रचनाओं के कारण कारण जानी जाती हैं। संख्या की दृष्टि से कृष्णा सोबती की रचनाएँ भले ही कम हैं पर महत्व की दृष्टि से हिंदी साहित्य में सोबती जी की प्रत्येक रचना दीर्घ साधना का परिणाम माना जा सकता है। इसलिए उनका कम लिखना वास्तव में विशिष्ट लिखना ही है। उन्होंने अपनी रचनाओं द्वारा अपने बुद्धिजीवी व्यक्तित्व का परिचय दिया है। हिंदी साहित्य क्षेत्र में सोबती जी की एक अलग पहचान है। उनका जीवन बचपन से गाँव और शहर दोनों से संबद्ध रहा है।

कृष्णा सोबती जी ने अपने आस-पास के परिवेश में फैली समस्याओं को अपनी रचनाओं के माध्यम से अभिव्यक्त किया। उनकी रचनाओं में नारी मुख्य पात्र है और प्रत्येक रचना का विषय नया है। नारी जीवन से जुड़ी विभिन्न समस्याओं को उन्होंने अपनी रचनाओं में चित्रित किया है। उनकी रचनाओं में नैतिक-सामाजिक बहसें, बौद्धिक उत्तेजना और विचार विश्लेषण की एक नई जमीन होती है। उनका चर्चित उपन्यास 'समय सरगम' इन्हीं विशेषताओं की एक कड़ी है। इस उपन्यास के केंद्र में वृद्ध वर्ग की समस्याओं को रखा गया है। उनके जीवन से जुड़े विभिन्न पक्षों को लेखिका ने शब्द दिए हैं। वृद्धों के जीवन की सबसे महत्वपूर्ण समस्या अकेलेपन की पीड़ा है। इस उपन्यास में उन्होंने वृद्धों की इस समस्या के साथ-साथ परिवार और समाज में हो रही वृद्धों की उपेक्षा का भी मार्मिक चित्रण किया है। वृद्धों की आर्थिक समस्याओं के साथ विभिन्न समसामायिक समस्याओं को भी अभिव्यक्ति दी है।

कृष्णा सोबती शिल्प के स्तर पर एक सिद्धहस्त कलाकार हैं। शिल्प रचनाकार की प्रतिभा, सृजनात्मक क्षमता, कल्पना और अविराम साधना का परिणाम होता है जिसके द्वारा वह अपने रचनात्मक लक्ष्य को प्राप्त करता है। इस उपन्यास का शिल्प पक्ष विषय को सक्षमता के साथ प्रस्तुत करता है। लेखिका ने बहुत ही सुंदर ढंग से कथानक गढ़ा है और चरित्रों का विश्लेषण किया है। भाषा के स्तर भी उपन्यास सशक्त है। उपन्यास की भाषा सहज एवं सरल है। आवश्यकता के अनुसार लोक शब्दों का तथा अंग्रेजी



शब्दों का प्रयोग लेखिका ने किया है। विभिन्न शैलियों का औचित्यपूर्ण प्रयोग किया गया है। निश्चित रूप से यह उपन्यास अपने कथ को पाठकों के सम्मुख रखने में सफल हुआ है।

बीज शब्द: वृद्धों के अकेलपन की पीड़ा, समसामायिक समस्याएँ, परिवार तथा समाज में वृद्धों की उपेक्षा

---

#### उद्देश्य:

किसी भी रचनाकार की रचना का अध्ययन करने के लिए उनके व्यक्तित्व एवं कृतित्व का अध्ययन करना आवश्यक है। उनके जीवन के विभिन्न अनुभव ही उनकी रचनाओं में हमें दिखाई देते हैं इसलिए मेरे इस शोध कार्य का उद्देश्य कृष्णा सोबती के व्यक्तित्व एवं कृतित्व को जानना रहा है। कृष्णा सोबती के महत्वपूर्ण उपन्यास 'समय सरगम' में चित्रित वृद्धों के जीवन यथार्थ को जानना और इस संदर्भ में लेखिका की भूमिका का अध्ययन करना भी इस शोध का उद्देश्य रहा है। आलोच्य उपन्यास का विषय जितना सशक्त है उतना ही इस उपन्यास का शिल्प पक्ष भी बेजोड़ है। प्रस्तुत शोध कार्य का उद्देश्य इस उपन्यास का शिल्प की दृष्टि से अध्ययन करना भी है।

#### प्रस्तावना:

साहित्य समाज का दर्पण होता है। साहित्यकारों ने हमेशा ही समकालीन जीवन के यथार्थ को अपने साहित्य के माध्यम से अभिव्यक्ति दी है। अपने युग की समस्याओं को साहित्य के माध्यम से समाज के सामने रखा है। उपन्यास साहित्य एक ऐसी विधा है जिसके माध्यम से आज के जटिल जीवन यथार्थ को अपनी सम्पूर्ण संभावनाओं के साथ सार्थक अभिव्यक्ति दी जा सकती है। इसलिए समकालीन लेखकों ने उपन्यास विधा में अधिकांश मात्रा में लेखन किया है।

स्वतन्त्रता के बाद हिंदी उपन्यासकारों ने विभिन्न वर्गों की समस्याओं को समाज के सामने रखा। लेकिन हमारे समाज में एक वर्ग ऐसा है जिनकी ओर न परिवार का ध्यान है न ही समाज का, वह है वृद्ध वर्ग। प्रत्येक मनुष्य की यही इच्छा होती है कि वह जीवन भर संघर्ष करने के बाद अपने अवकाश प्राप्ति के बाद के दिन अपने परिवार के साथ आराम से बिताए। लेकिन क्या यह आनंद सबके नसीब में होता है ? यही एक बड़ा सवाल खड़ा होता है। आज की भागदौड़ भरे जीवन में परिवार के सभी सदस्य नौकरी कर रहे हैं या अपने जीवन में व्यस्त हैं। जहाँ समय ही उनके जीवन की प्रत्येक गतिविधि तय करता है। इतना ही नहीं शहरों में तो पति, पत्नी दोनों नौकरी करते हैं। ऐसे माहौल में परिवार के वृद्धों के साथ समय बिताने में ना ही किसी को समय है ना ही किसी को दिलचस्पी। इसलिए जिन्दगी भर संघर्ष करके बनाए हुए अपने ही

बड़े-बड़े मकानों में किसी कोने में बैठे हुए वृद्ध अपने जीवन का उत्तरार्ध अकेलेपन में व्यतीत करते हुए हमें दिखाई देते हैं।

मैंने अपने आस-पास ऐसे वृद्धों को देखा है जिनकी अपनी कई समस्याएँ हैं। इसलिए मैं वृद्धों की समस्याओं पर केन्द्रित उपन्यास पर शोध करना चाहती थी। हालांकि हिंदी साहित्य के क्षेत्र में वृद्ध विमर्श अपनी जमीन खड़ा नहीं कर पाया है लेकिन फिर भी समय सरगम (कृष्णा सोबती), गिलिगडु (चित्रा मुद्गल), अंतिम अरण्य (निर्मल वर्मा) जैसे महत्वपूर्ण उपन्यास इस विषय पर लिखे गए हैं। इन उपन्यासों में मुझे 'समय सरगम' उपन्यास ने सर्वाधिक प्रभावित किया। वृद्धों की जीवन स्थितियों को बहुत सार्थकता के साथ कृष्णा सोबती ने चित्रित किया है। आलोच्य उपन्यास में चित्रित महत्वपूर्ण मुद्दों को निम्नलिखित रूप में स्पष्ट किया जा सकता है :

#### अकेलेपन की पीड़ा:

अकेलापन एक ऐसा दुःख है जो व्यक्ति को पूरी तरह तोड़ देता है। बूढ़े व्यक्ति हमेशा चाहते हैं कि परिवार के लोग उनके साथ रहे लेकिन ऐसा नहीं होता। 'समय सरगम' उपन्यास में मुख्य पात्र ईशान और अरण्या दोनों अकेले रहते हैं। ईशान के पास तो परिवार था पर पत्नी और बेटे की मृत्यु होने के बाद वह अकेला जीवन जीने के लिए अभिशप्त है। अरण्या तो अकेले रहने का निर्णय खुद लेती है। अपने अकेलेपन की पीड़ा को काटने के लिए ही ईशान और अरण्या एक साथ समय बिताते हैं। दिन में एक-दो बार एक-दूसरे से मिलते रहते हैं।

इस उपन्यास में कामिनी, दमयंती और प्रभुदयाल जैसे लोग भी हैं जिनके पास परिवार के सभी सदस्य हैं फिर भी वे अपने अकेलेपन को दूर नहीं कर पाते। उपन्यास में लेखिका ने चित्रित किया है कि किस प्रकार सभी बूढ़े लोग पार्क में आकर अपना समय काटते हैं और अपने-अपने घर की बात करते हैं। किसी न किसी के माध्यम से अपना अकेलेपन को दूर करने का प्रयास करते हैं।

#### समाज द्वारा वृद्धों की उपेक्षा:

आज के समाज की सच्चाई यह है कि परिवार में एकता नहीं रही है। सभी को स्वतन्त्रता चाहिए इसलिए एकल परिवार में बच्चे बड़े होने के बाद विशेष रूप से विवाह होने बाद अलग-अलग रहते हैं। इन संयुक्त परिवार में वृद्ध सबको अपना बोझ लगने लगते हैं। वे अब अपने ही परिवार में और समाज में सम्मान के पात्र नहीं रहते ना ही ज्ञान और अनुभव के प्रतीक। बढ़ती उम्र के साथ उनके अधिकार भी छीन

लिए जाते हैं। 'समय सरगम' उपन्यास की नारी पात्र दमयंती के माध्यम से इस समस्या को लेखिका ने चित्रित किया है। दमयंती ईशान की दोस्त है। उनके परिवार में तीन बेटे, बहू है और घर-पैसा भी बहुत है, लेकिन उनके जीवन में मानसिक शांति नहीं है। दमयंती वृद्ध है इसलिए परिवार और समाज में उसकी उपेक्षा की जाती है। इसी प्रकार की स्थिति उपन्यास के एक अन्य नारी पात्र कामिनी की भी है। कामिनी लन्दन में काम करती है। उसने विवाह नहीं किया था। जीवन में पैसा बहुत कमाया लेकिन अब बुढ़ापे में वह समाज की उपेक्षा झेल रही है। उसके ही परिवार में भाई उसका पैसा लूटते हैं। उपन्यास में ईशान और अरण्या जब कामिनी से मिलने जाते हैं तब अपनी पीड़ा कामिनी उन्हें बताती है। उपन्यास में प्रभुदयाल की स्थिति भी कुछ अलग नहीं है। वे बहुत बड़े व्यापारी थे। पत्नी की मृत्यु के बाद वे अकेले रहते हैं। परिवार में बेटे उनसे नहीं उनकी सम्पत्ति से प्रेम करते हैं। उनके अपने बेटे ही पैसों के लिए उनको अपमानित करते हैं। इस प्रकार इस उपन्यास में लेखिका कृष्णा सोबती ने दमयंती, कामिनी, प्रभुदयाल जैसे पात्रों के माध्यम से समाज तथा परिवार में हो रही वृद्धों की उपेक्षा का यथार्थ चित्रण किया है।

#### 'समय सरगम' उपन्यास में चित्रित समसामयिक समस्याएँ:

'समय सरगम' उपन्यास में कृष्णा सोबती ने वृद्धों के जीवन की कहानी चित्रित की है, लेकिन उन्होंने इस मुख्य समस्या के साथ विभिन्न समसामयिक समस्याओं पर भी प्रकाश डाला है। झुगियों में रहने वाले लोगों की समस्याओं को चित्रित किया है। उपन्यास की पात्र अरण्या बारिश में मौसम का आनंद लेने के लिए जब सड़क पर निकलती है तो वह झुगियों में रहने वाले लोगों की समस्या को देखती है। वह देखती है कि बारिश के कारण पानी झुगियों के अंदर आ रहा है और बच्चे भी रो रहे हैं। उनके आर्थिक अभावग्रस्त जीवन को लेखिका ने चित्रित किया है। लेखिका ने प्रदूषण की समस्या को भी चित्रित किया है। लेखिका ने दिखाने की कोशिश की है कि बढ़ते हुए प्रदूषण का सबसे अधिक परिणाम वृद्धों के ही स्वास्थ्य पर होता है। इसके साथ ही आज समाज में प्रभावी बनती जा रही जाति-व्यवस्था के बारे में भी चर्चा उपन्यास में की गई है।

#### शोध प्रविधि:

प्रस्तुत शोध के लिए मैंने कृष्णा सोबती के व्यक्तित्व एवं कृतित्व का अध्ययन करने के लिए विवेचनात्मक शोध प्रविधि का प्रयोग किया है साथ ही 'समय सरगम' उपन्यास में चित्रित वृद्धों की समस्याओं का अध्ययन करने के लिए आवश्यकता के अनुसार विश्लेषणात्मक, व्याख्यात्मक एवं तुलनात्मक शोध प्रविधि का प्रयोग किया है।

निष्कर्ष:

निष्कर्ष के रूप में यह कहा जा सकता है कि आज हम एक ऐसे समाज में जी रहे हैं जहाँ नई पीढ़ी और पुरानी पीढ़ी के बीच संवाद समाप्त हो रहा है। इसलिए वृद्धों की समस्याएँ दिनों दिन बढ़ रही हैं। आज की व्यस्त जीवन शैली के कारण सभी आत्मकेंद्रित बनते जा रहे हैं। इसमें भी समाज की विभिन्न समस्याओं पर बहसे सामाजिक एवं साहित्यिक मंचों पर होती रही है लेकिन समाज में तथा परिवार में वृद्धों की समस्याओं पर पर्याप्त ध्यान नहीं दिया जाता। साहित्यकारों ने अपने उपन्यासों में वृद्धों की समस्याओं को संवेदनशील अभिव्यक्ति दी है। ऐसे उपन्यासों में 'समय सरगम' उपन्यास का महत्वपूर्ण स्थान है। विभिन्न विषयों पर कृष्णा जी ने लेखन किया है। उनका लेखन समकालीन जीवन के यथार्थ को सशक्तता के साथ चित्रित करता है। समय 'सरगम उपन्यास' में वृद्धों के अकेलेपन की पीड़ा, समाज तथा परिवार में हो रही उनकी उपेक्षा और विभिन्न समसामायिक समस्याओं को पाठकों के सामने रखता है।

उपन्यास के कथ्य के समान ही उपन्यास का शिल्प-पक्ष भी महत्वपूर्ण है। कथानक, चरित्र चित्रण, संवाद, भाषा-शैली आदि में कृष्णा जी को सफलता मिली है।

संदर्भ एवं सहायक ग्रन्थ तथा पत्र-पत्रिकाएँ :

- 1) समय सरगम – कृष्णा सोबती, राजकमल प्रकाशन, नई दिल्ली, संस्करण – 2000
- 2) कृष्णा सोबती का कथा सहित्य एवं नारी समस्याएँ – डॉ. शहेनाज जाफर बासमेह, अभय प्रकाशन, कानपुर, संस्करण – 2009
- 3) लमही पत्रिका - अंक – जनवरी-मार्च- 2014

## पोस्ट बॉक्स नं. 203 नालासोपारा' में तृतीय लिंगी विमर्श

धनकुमारी विजयकुमार, शोध विद्यार्थी,  
स्नातकोत्तर हिंदी विभाग  
dkumari1296@gmail.com

डॉ.किरण सिंह, हिंदी विभागाध्यक्ष,  
श्रीमती मणिबेन एम्.पी शाह विमेंस कॉलेज ऑफ  
आर्ट्स एंड कॉमर्स, माटुंगा, मुंबई  
hindi@mmpshahcollege.in

---

### शोध सारांश :

हिंदी साहित्य के क्षेत्र में चित्रा मुद्गल का महत्वपूर्ण स्थान है। समकालीन जीवन से जुड़े विभिन्न विषयों को उन्होंने अपने कथा साहित्य का विषय बनाया। अलग-अलग देशों में रहकर उन्होंने जो अनुभव प्राप्त किए उसकी सार्थक अभिव्यक्ति उनके साहित्य में दिखाई देती है। देश के अलग-अलग भागों में रहने वाले लोगों की जिंदगी और उनकी समस्याओं को उन्होंने ने नजदीक से देखा है। उनकी रचनाओं में मध्यमवर्गीय परिवार, मानवीय संवेदना, गरीबी, अशिक्षा, शोषण, अंधविश्वास, किसान, मजदूर, नौकरीपेशा नारी और महानगरीय – ग्रामीण एहसासों का यथार्थ चित्रण मिलता है इसलिए उनका साहित्य सजीव बन गया है। उनके इस साहित्यिक योगदान के लिए चित्रा जी को विभिन्न पुरस्कारों से नवाजा गया है।

चित्रा मुद्गल द्वारा लिखित 'पोस्ट बॉक्स नं. 203 नालासोपारा' एक महत्वपूर्ण उपन्यास है। यह उपन्यास किन्नरों के जीवन पर आधारित है। इस उपन्यास के माध्यम से लेखिका ने किन्नरों के जीवन से जुड़े विभिन्न सवालों को प्रस्तुत किया है साथ ही उनके उत्तर भी खोजने का सार्थक प्रयास किया है। किन्नरों के पारिवारिक जीवन से जुड़े प्रश्न उपस्थित किए हैं। विनोद इस उपन्यास का केन्द्रीय पात्र तथा उपन्यास का नायक है। तृतीय लिंगी होने के कारण उसको अपने ही परिवार से बहिष्कृत होना पड़ता है। उनके भाइयों की तरह उसके साथ व्यवहार नहीं किया जाता। सामाजिक प्रतिष्ठा के कारण परिवार इस विनोद के बारे में समाज में कुछ बताना नहीं चाहते। इसी प्रकार समाज में भी किन्नरों को कैसे अपनी जमीन तैयार करने के लिए किस तरह संघर्ष करना पड़ता है, इस पर भी गहरा विचार-विमर्श लेखिका ने किया है।

आलोच्य उपन्यास पत्रात्मक शैली में होने के कारण पाठकों की रोचकता को बढ़ाता है। इसके साथ ही उसका शीर्षक 'पोस्ट बॉक्स नं. 203 नालासोपारा' भी रोचकता पैदा करता है। इस उपन्यास में किन्नरों का पारिवारिक, सामाजिक जीवन से जुड़े विभिन्न मुद्दों के साथ उनके राजनीतिक एवं आर्थिक पहलुओं पर भी गहराई से विमर्श किया गया है। परिवार तथा समाज द्वारा किन्नरों को शिक्षा के पर्याप्त अवसर प्रदान नहीं

किए जाते इसलिए भी उस वर्ग की उन्नति नहीं होती। इस उपन्यास के कथानक को पत्रों के माध्यम से एकदम सरलता के साथ लेखिका ने प्रस्तुत किया है। रोचकता और कलात्मकता का निर्वाह प्रारंभ से लेकर अंत तक दिखाई देता है।

लेखिका चित्रा मुद्गल ने किन्नरों के जीवन के विभिन्न मुद्दों को ऐतिहासिक सन्दर्भों में नहीं बल्कि समकालीन जीवन की पृष्ठभूमि में देखा है। इस उपन्यास में न केवल किन्नर विमर्श प्रस्तुत किया गया है अपितु प्रत्येक घटना को मानवीय संवेदना और सामाजिक मूल्यों से ओत-प्रोत होकर प्रस्तुत किया है। मेरा मानना है कि किन्नर जीवन पर विमर्श जैसा चित्रा जी ने किया है वैसा मैंने अभी तक अन्यत्र नहीं देखा। लेखिका ने इस उपन्यास में घर वापसी का नया विमर्श समाज के सामने रखा है। इसके बारे में लेखिका इस विषय पर सभी को सोचने के लिए विवश करती है।

**बीज शब्द :** किन्नर विमर्श, मानवीय संवेदना, सामाजिक असमानता

---

### **उद्देश्य:**

मेरे इस शोध का उद्देश्य चित्रा मुद्गल के उपन्यास 'पोस्ट बॉक्स नं. 203 नालासोपारा' के माध्यम से किन्नरों की समस्याओं का अध्ययन करना है। लेखिका ने इस उपन्यास में किन्नरों की पारिवारिक, सामाजिक, राजनीतिक एवं शैक्षणिक समस्याओं को विभिन्न घटनाओं के माध्यम से चित्रित किया है। इसमें किन्नरों के जीवन संघर्ष को संवेदनशील अभिव्यक्ति लेखिका ने दी है। इन समस्याओं को लेखिका ने केवल चर्चा ही नहीं की है बल्कि अपनी भूमिका भी स्पष्ट की है। उसको समझना भी इस शोध का उद्देश्य रहा है।

### **प्रस्तावना :**

उत्तर आधुनिक दौर में हाशिए का समाज केंद्र में आना शुरू हुआ। दलित वर्ग, स्त्री वर्ग एवं आदिवासी वर्ग की समस्याओं को लेकर समाज में जागृति उत्पन्न हुई। देश स्वतन्त्रता के बाद इन वर्गों के विकास के लिए सरकार द्वारा विभिन्न विकास योजनाएँ पारित हुई। इन वर्गों को लेकर विभिन्न सामाजिक आंदोलन भी हुए। जिसके परिणामस्वरूप यह वर्ग समाज की मुख्यधारा में आने लगा। इसके बीच कतिपय साहित्यकारों ने तृतीय लिंगी वर्ग की समस्याओं को भी अपने साहित्य के माध्यम से अभिव्यक्ति देना शुरू किया। लेकिन तृतीय लिंगी विमर्श की चर्चा साहित्यिक गलियारों में कुछ कम दिखाई देती है। विगत कुछ वर्षों में इस वर्ग की ओर समाज का विशेष ध्यान गया हुआ दिखाई देता है। विशेष रूप से इक्कीसवीं सदी में दलित, स्त्री, आदिवासी वर्ग के समानांतर रूप में तृतीय लिंगी विमर्श साहित्यिक चर्चाओं का विषय बन गया है।

मैंने शोध कार्य के लिए तृतीय लिंगी वर्ग की समस्या को केंद्र में रखकर लिखित उपन्यास को ही लेना चाहती थी। तब मैंने चित्रा मुद्गल का उपन्यास 'पोस्ट बॉक्स नं. 203 नालासोपारा' पढ़ा और उनकी लेखनी से मैं प्रभावित हुई। इस उपन्यास में लेखिका ने किन्नरों के जीवन का यथार्थ पाठकों के सामने रखा है। इस उपन्यास के माध्यम से मुझे तृतीय लिंगी वर्ग की समस्याओं को समझने का मौका मिला। उनकी पीड़ा, समाज का उनके प्रति देखने का दृष्टिकोण, समाज में उनका हो रहा शोषण, उनकी आर्थिक एवं शैक्षणिक समस्याएँ, उनके साथ हो रही राजनीति आदि विभिन्न पहलुओं का यथार्थ चित्रण लेखिका ने किया है।

### **‘पोस्ट बॉक्स नं. 203 नालासोपारा’ उपन्यास में चित्रित किन्नर विमर्श के विभिन्न पहलू :**

आलोच्य उपन्यास में लेखिका चित्रा मुद्गल ने किन्नर जीवन से जुड़े विभिन्न पहलुओं को उजागर किया है। जिन्हें निम्नलिखित मुद्दों के आधार पर देख सकते हैं :

#### **पारिवारिक जीवन :**

किन्नरों का भी अपना परिवार होता है, लेकिन उन्हें अपने ही परिवार से बेदखल होना पड़ता है। यही समकालीन यथार्थ है जिसको लेखिका ने उपन्यास के मुख्य पात्र विनोद के माध्यम से सामने रखा है। उपन्यास में विनोद का भी परिवार है। विनोद के परिवार में उनके पिता हरिद्र, माँ वंदना, दो भाई सिद्धार्थ और मंजूल और सिद्धार्थ की पत्नी है। परिवार में विनोद अपनी माँ का लाडला है। वह अपने जीवन के प्रारंभिक चौदह वर्ष अपने परिवार के साथ रहता है। विनोद को भी पता नहीं था कि वह किन्नर है। लेकिन उसके किन्नर होने की बात जब परिवार के समाने आती है तो उसे परिवार से बाहर कर दिया जाता है। परिवार का हिस्सा होने के बावजूद वह अपने माँ से नहीं मिल पाता और पत्रों के माध्यम से माँ से बात करता है। उसकी इस पीड़ा को बहुत आसुओं में डूबकर चित्रा जी ने लिखा है।

#### **सामाजिक जीवन :**

किन्नरों को जब अपने ही परिवार में सम्मान नहीं दिया जाता तो समाज में उनकी क्या स्थिति होगी उसका अंदाजा लगाया जा सकता है। इस उपन्यास में विनोद को जब घर से बेदखल किया जाता है तो उसको सामाजिक प्रताड़ना का शिकार होना पड़ता है। हमारा समाज मानने के लिए तैयार ही नहीं है कि किन्नर भी इस समाज का हिस्सा है। समाज में इस वर्ग को घृणा की दृष्टि से देखा जाता है। उनको हिजड़ा, नामर्द कहकर मजाक उड़ाया जाता है। समाज में उनकी पुरानी पहचान मिटा दी जाती है। उपन्यास में भी विनोद का नाम बिमली रखा जाता है। इतना ही नहीं परिवार के लोग सामाजिक प्रतिष्ठा के लिए विनोद के

मृत्यु की झूठी खबर सबको देते हैं। किन्नरों के प्रति सामाजिक सोच को लेखिका ने बखूबी प्रस्तुत किया है। सामाजिक प्रतिष्ठा के कारण ही विनोद का परिवार कालबा देवी से नालासोपारा रहने के लिए आता है क्योंकि वह विनोद से किसी प्रकार का संबंध नहीं रखना चाहता। इसी उपन्यास में एक अन्य पात्र पूनम जोशी के माध्यम से भी समाज में हो रहे तृतीय लिंगी वर्ग के शोषण को लेखिका ने दिखाया है। पूनम जोशी विनोद की दोस्त है। विधायक का भतीजा बिल्लू और उसके दोस्त पूनम का सामूहिक बलात्कार करते हैं। समाज में किन्नरों के साथ हो रहे इस प्रकार के अमानवीय व्यवहार को चित्रा जी ने यथार्थता के साथ चित्रित किया है।

### **राजनीतिक जीवन :**

यह स्पष्ट है कि किन्नरों को अपने परिवार और समाज में हाशिए पर धकेला जाता ही है लेकिन इस लोकतांत्रिक देश में राजनीतिज्ञ भी केवल वोट बैंक के रूप में उन्हें देखते हैं। उपन्यास के मुख्य पात्र विनोद को विधायक जी नौकरी पर तो रखते हैं लेकिन उनका उद्देश्य अपना राजनीतिक फायदा करवाना है। उपन्यास में विधायक और एक अन्य पात्र तिवारी दोनों मिलकर विनोद के माध्यम से तृतीय लिंगी वर्ग की राजनीति करना चाहते हैं। उनको तृतीय लिंगी वर्ग की समस्याओं से कोई लेना-देना नहीं होता।

### **शैक्षणिक एवं आर्थिक जीवन :**

शिक्षा प्राप्त न होने के कारण किन्नरों को नौकरी के विभिन्न अवसरों से भी वंचित रहना पड़ता है। उनके रोजगार की उचित व्यवस्था नहीं की जाती। उपन्यास में विनोद एक योग्य और प्रतिभाशाली विद्यार्थी है। वह डॉक्टर बनना चाहता है लेकिन परिवार से निकाल देने के कारण वह उचित शिक्षा प्राप्त नहीं कर पाया। परिवार से बेदखल होने के बाद उसको उमंग सोसायटी में गाड़ियाँ धोने का काम करना पड़ता है। वह एक होनहार व्यक्ति है और आत्मसम्मान को महत्व देता है इसलिए अन्य किन्नरों के समान वह रास्ते पर पैसे नहीं माँगता बल्कि योग्यता प्राप्त करके नौकरी हासिल करता है।

### **घर वापसी :**

आलोच्य उपन्यास में लेखिका ने घर वापसी का नया विमर्श सामने रखा है। इस उपन्यास में लेखिका ने अपने परिवार और समाज से बेदखल हुए किन्नरों को अपना लिंग स्वयं चुनने की स्वतंत्रता का आवाहन किया है। उपन्यास में माँ विनोद को अपनाती है जिसके माध्यम से लेखिका ने समाज से यह अपील की है कि वे तृतीय लिंगी वर्ग को अपनाए तभी सामाजिक समानता स्थापित हो सकती है। उनसे घृणा और



तिरस्कार न करके शिक्षा के अवसर प्रदान करें। तब कहीं जाकर यह वर्ग स्वाभिमान के साथ जीवन जी सकता है।

### **शोध प्रविधि :**

चित्रा मुद्गल का 'पोस्ट बॉक्स नं. 203 नालासोपारा' उपन्यास पत्र शैली में लिखा है। इस उपन्यास में तृतीय लिंगी वर्ग के विभिन्न मुद्दों को समझने और प्रस्तुत करने के लिए मैंने प्रस्तुत शोध के लिए विवेचनात्मक शोध प्रविधि का प्रयोग किया है साथ ही विश्लेषणात्मक, व्याख्यात्मक एवं तुलनात्मक शोध प्रविधि का प्रयोग किया है।

### **निष्कर्ष :**

निष्कर्ष के रूप में यह कहा जा सकता है कि चित्रा मुद्गल द्वारा लिखित उपन्यास 'पोस्ट बॉक्स नं. 203 नालासोपारा' तृतीय लिंगी वर्ग का समाजशास्त्र समाज के सामने प्रस्तुत करता है साथ ही मानवीय मूल्यों की स्थापना करता है। मनुष्य ईश्वर की सबसे सुंदर रचना है। लिंगी तृतीय वर्ग भी तो मनुष्य है। उनके साथ मानवीय व्यवहार करना हमारी नैतिक जिम्मेदारी है। उपन्यास हमें इसी संवेदनशील धरातल पर लाकर खड़ा करता है। इस उपन्यास में केवल संवेदना ही नहीं है बल्कि तृतीय लिंगी वर्ग से जुड़े विभिन्न मुद्दों पर गहरा विमर्श भी दिखाई देता है। संवैधानिक स्तर पर उनके हक और अधिकार तो उनको मिल रहे हैं लेकिन जरूरत है अपना समाज उनको कब अपनाएगा। समाज की मानसिकता बदले बिना यह संभव नहीं है। आज लोकतांत्रिक देश में सभी वर्गों के साथ-साथ तृतीय लिंगी वर्ग को भी उनके हक एवं अधिकार मिलने चाहिए। यही अपील लेखिका इस उपन्यास में समाज को करना चाहती है जिसमें चित्रा जी को काफी सफलता मिली है।

### **संदर्भ एवं सहायक ग्रन्थ तथा पत्र-पत्रिकाएँ :**

- 1) पोस्ट बॉक्स नं. 203 नालासोपारा – चित्रा मुद्गल, सामयिक प्रकाशन, नई दिल्ली, प्रकाशन वर्ष – 2016
- 2) चित्रा मुद्गल के कथा साहित्य का अनुशीलन – डॉ. गोरक्ष थोरात, अन्नपूर्णा प्रकाशन, कानपुर, 2018
- 3) थर्ड जेंडर के संघर्ष का यथार्थ – डॉ. शगुप्ता नियाज, विकास प्रकाशन, कानपुर, 2018
- 4) वाङ्मय त्रैमासिक पत्रिका – संपा.- डॉ. एम. फिरोज अहमद, अंक – 2017

## कस्तूरी कुण्डल बसै आत्मकथा में स्त्री संघर्ष

कहार प्रिती नंदलाल, शोध विद्यार्थी,  
स्नातकोत्तर हिंदी विभाग  
preetikahar06@gmail.com

डॉ. उषा मिश्रा, एसोसिएट प्रोफेसर, हिंदी विभाग,  
श्रीमती मणिबेन एम्.पी शाह विमेंस कॉलेज ऑफ  
आर्ट्स एंड कॉमर्स, माटुंगा, मुंबई  
dr.ushadmishra@gmail.com

---

### शोध सारांश

मैत्रेयी पुष्पा द्वारा लिखित साहित्य चाहे वह उपन्यास हो, कहानियाँ या उनकी आत्मकथा, सभी में स्त्री विमर्श से संबंधित स्त्री संघर्ष का, स्त्रियों के अधिकारों और उसके स्वतंत्र मन और विचारों की अभिव्यक्ति सशक्त रूप में हुई है। यही अभिव्यक्ति उनके द्वारा रचित आत्मकथा “कस्तूरी कुण्डल बसै आत्मकथा में स्त्री संघर्ष” में भी देखा जा सकता है। यह मैत्रीय पुष्पा जी की आप बीती कथा उनके जीवन के अनुभव को उजागर करती है। उनकी यह आत्मकथा स्त्री के संघर्षमय जीवन का जीता जागता उदाहरण है जो एक स्त्री जीवन के संघर्षों को बयां करता है।

मैत्रेयी पुष्पा जी ने इस आत्मकथा में ग्रामीण समाज और तत्कालीन समाज में फैले उन सभी कुरीतियों, परिवारिक संघर्षों सामाजिक और आर्थिक संघर्षों के साथ स्त्री शोषण जैसे सभी समस्याओं पर चर्चा की है। लेखिका ने स्वयं के अनुभवों, जिनका उन्होंने सामना किया है या संघर्ष किया है, उसे ही लिखा है।

पुष्पा ने जी बड़ी सहजता से अपने निजी अनुभवों का और अपनी जीवन यात्रा में घटित हुई घटनाओं के साथ नारी संघर्ष का भी चित्रण किया है साथ ही उन्होंने इस आत्मकथा में माँ की प्रेरणा, पंचायत समिति का नेतृत्व और पुरुष प्रधान समाज में स्त्री शोषण और स्त्री के विकास में बाधा बनते उसके परिवार सभी को बखूबी और सहजता से चित्रित किया है। इस आत्मकथा में उन्होंने यह बताया है कि किस तरह एक गरीब परिवार में लड़की के जन्म लेने पर उनका परिवार ही उन्हें बोझ समझने लगता है। ‘लड़की पराया धन’ इस मान्यता से उन्हें किसी भी तरह की स्वतंत्रता नहीं दी जाती जिसके कारण उनका विकास नहीं हो पाता है। और स्त्री होने के कारण उसे कोई अधिकार भी नहीं दिया जाता जिससे वे अपने खुद के लिए कोई निर्णय नहीं ले पाती। सारे अधिकार पुरुषों को दिये जाते हैं। पुरुष प्रधान समाज में स्त्रियों को उनके हर अधिकारों से वंचित रखा जाता है। जिस कारण उनका पूर्ण विकास नहीं हो पाता, इन मान्यताओं और कुरीतियों के खिलाफ आवाज उठाती स्त्री और अपने अधिकारों और स्वयं के विकास का मार्ग खोजती स्त्री को मैत्रेयी पुष्पा ने अपनी आत्मकथा में वर्णित किया है

## बीज शब्द

अंग्रेजों का शासन काल, बाल्यकाल, मातृप्रेम से वंचित, संघर्षमय जीवन, माँ की प्रेरणा, पंचायत समिती का नेतृत्व, पुरुष प्रधान समाज।

---

### उद्देश्य :

साहित्य का उद्देश्य मानव जीवन को संस्कारित करना है और संघर्ष के दिनों में धैर्य के साथ स्वयं पर आत्मविश्वास की भावना से कार्य करना। चाहे जीवन में कितनी ही असफलता क्यों ना मिले परंतु कोशिश करते रहना चाहिए। चाहे वह नारी ही क्यों ना हो। नारी कोई भोग या विलास की वस्तु नहीं है बल्कि उसका भी कोई अस्तित्व है। उसकी भी अपनी पहचान है। उसे भी पुरुषों के समान बराबर का दर्जा और सम्मान अधिकार मिलना चाहिए उसे भी स्वतंत्रता मिलनी चाहिए। इसी उद्देश्य से मैंने मैत्रेयी पुष्पा की आत्मकथा पर अपना शोध किया।

### प्रस्तावना:

मैत्रेयी पुष्पा जी की आत्मकथा आज के समय में प्रासंगिक है। क्योंकि आज भी कई स्त्रियों को उनके अधिकारों विशेषतः शिक्षा के अधिकारों से वंचित रखा जाता है। आज भी उन्हें पूर्णरूप से स्वतंत्रता का अधिकार प्राप्त नहीं है। आज भी स्त्रियाँ पुरुष प्रधान समाज में पुरुषों के भोग विलास का साधन समझी जा रही हैं। मैत्रेयी पुष्पा जी ने स्त्रियों की समस्याएँ और संघर्षमय जीवन को अपनी इस आत्मकथा के माध्यम से बताया है और स्त्री को अपने अधिकारों के प्रति जागृत भी किया है। ताकि वे पुरुष प्रधान समाज, जो स्त्रियों को तुच्छ समझते हैं, उनके प्रति सचेत हो जाएँ। सभी समस्याओं के विरुद्ध आवाज उठाएं और आत्मनिर्भर बन अपने विकास का मार्ग स्वयं चुने।

### कथ के निकष पर 'कस्तूरी कुंडल बसे' :

स्त्रियों का जीवन हमेशा से ही संघर्षमय रहा है। उन्हें हर परिस्थिति में समझौता करना पड़ता है। स्वतंत्रता की बात तो दूर उन पर किसी और का अधिकार बताकर उन्हें मौन कर दिया जाता है। उन्हें हमेशा ही अपने अधिकारों से वंचित रखा जाता है। और वे सब कुछ सहती रहती हैं। परंतु 'कस्तूरी कुण्डल बसे' आत्मकथा में मैत्रेयी पुष्पा जी अपने अधिकारों के प्रति पूर्णतः जागरूक हैं। चूँकि पुष्पा जी की माँ (कस्तूरी देवी) ने संघर्षमय जीवन के साथ अपनी पति की मृत्यु के बाद शिक्षा पूर्ण की। पति की मृत्यु के बाद सारे

समाज से यहाँ तक कि अपने मायके वालों के द्वारा भी उन्हें ताने सुनने पड़े। इन सारी समस्याओं और परिवार, समाज के खिलाफ होकर कस्तूरी देवी ने शिक्षा पूर्ण की। क्योंकि वे शिक्षा का महत्व जानती थीं। इसीलिए उन्होंने पुष्पा जी को भी शिक्षित कराने की ठानी परंतु 'कस्तूरी देवी' अपने कार्य के चलते पुष्पा जी को समय नहीं दे पाती थी जिस कारण मैत्रेयी पुष्पा जी अपनी माँ के प्रेम से सदैव वंचित रही और यही कारण था कि जहाँ उन्हें अपनी माँ की अधिक आवश्यकता थी वहाँ वे खुद को अकेला पाती थी और कई मुसीबतों और संघर्षों का सामना अकेले ही करती रही। माँ कस्तूरी देवी की तरह मैत्रेयी पुष्पा जी का भी जीवन संघर्षमय और समस्याओं से भरा पड़ा था।

**संघर्षमय जीवन :** मैत्रेयी पुष्पा का संघर्षमय बचपन ही सृजन का प्रेरक बिंदु है। आर्थिक परिस्थिति की वजह से माँ और पिता दोनों ही परेशान रहते थे। जो कुछ जमीन- घर उनके पास था वह भी जमींदार ने लगान के रूप में जबरन ले लिया था। फिर भी जमींदार ने हीरालाल (लेखिका) के पिता को कोड़े से मारा। उन संघर्षमय घटनाओं का मैत्रीय पुष्पा के बाल मन पर गहरा असर पड़ा और मन ही मन उन्होंने ठान लिया कि जमींदारी प्रथा के खिलाफ लड़ने के लिए समाज को जागृत करेंगी।

**माँ की प्रेरणा:** मैत्रेयी पुष्पा की माँ उनकी प्रेरणा स्रोत हैं। मैत्रेयी पुष्पा के अनुसार अपनी माँ के पुरोगामी सोच-विचारों से उन्हें प्रेरणा मिली। माँ ने आत्मविश्वास एवं स्वाभिमान का पाठ पढ़ाया। उस युग में बेटियों को पढ़ाना फालतू खर्च माना जाता था। अर्थात् मैत्रीय पुष्पा की माँ ने उन्हें आत्मनिर्भर बनाने के लिए उनकी शिक्षा की ओर विशेष ध्यान दिया। रूढ़िवादी समाज में भी।

**अंग्रेजों का शासनकाल:** उस युग में अंग्रेजों की गुलामी में किसान जी रहा था। जमींदार प्रथा, अन्याय, अत्याचार से जनता पीड़ित थी। स्त्रियों को उस समय गाय की तरह समझा जाता था। जो एक खूँटे से बंधे अपने पर होने वाले अत्याचारों को सहती थीं। इस संघर्षमय परिस्थिति में समस्या को वाणी देने का प्रयास मैत्रेयी पुष्पा ने अपनी इस आत्मकथा में किया है।

**पंचायत समिति का नेतृत्व:** मैत्रेयी पुष्पा की माँ (कस्तूरी देवी) ने अन्याय, अंध श्रद्धा और अज्ञान के खिलाफ संघर्ष किया है। उन्होंने गाँव की महिलाओं को परिस्थिति से लड़ना सिखाया। स्त्री को निडरता से पंचायत समिति के सदस्यों के समक्ष समस्याओं को प्रस्तुत करने के लिए प्रेरित किया। यह सब देखकर

मैत्रेयी पुष्पा ने पंचायत समिति का नेतृत्व करने का फैसला किया। पंचायत समिति के अनुभवों से प्रेरित होकर महिलाओं की समस्याओं का समाधान करने का प्रयास भी किया।

**निष्कर्ष :** मैत्रेयी पुष्पा ने अपने सभी रचनाओं में स्त्री समस्याओं को समाधान के साथ प्रस्तुत करने का प्रयास किया है। उनकी आत्मकथा में स्त्री संघर्ष के साथ अंग्रेजों के शासन काल में अंग्रेजों द्वारा हो रहे निर्दोष पर आत्याचार और संघर्षमय जीवन का भी बखूबी चित्रण है। इतना ही नहीं पुरुष समाज द्वारा स्त्रियों पर हो रहे शोषण को भी दिखाया गया है। कहा जा सकता है कि स्त्री संघर्ष की गाथा प्रस्तुत करना, स्त्री को आत्मनिर्भर बनाना और स्वतंत्र व्यक्तित्व के रूप में रखना ही इस आत्मकथा का वर्ण्य-विषय है। मैत्रेयी पुष्पा को बुंदेलखंड से विशेष लगाव था। इसलिए बुंदेलखंडी भाषा की सशक्त अभिव्यक्ति उनकी रचनाओं में मिलती है।

### संदर्भ एवं सहायक-ग्रंथ :

1. कस्तूरी कुण्डल बसै                      मैत्रेयी पुष्पा
  2. [www.maitriya Pushpa Wikipedia.com](http://www.maitriya Pushpa Wikipedia.com)
  3. <https://www.pravakta.com>
  4. स्त्रीवादी साहित्य विमर्श              जगदीश्वर चतुर्वेदी
  5. नए आयामों को तलाशती नारी      दिनेश नंदिनी डालमिया
-

## साम्प्रदायिकता के निकष पर – कितने पाकिस्तान

हिना शेख, शोध विद्यार्थी,  
स्नातकोत्तर हिंदी विभाग

डॉ. उषा मिश्रा, एसोसिएट प्रोफेसर, हिंदी विभाग,  
श्रीमती मणिबेन एम्.पी. शाह विमेंस कॉलेज ऑफ  
आर्ट्स एंड कॉमर्स, माटुंगा, मुंबई  
dr.ushadmishra@gmail.com

---

### शोध सारांश :

स्वतन्त्रता के पूर्व एवं पश्चात् साम्प्रदायिक समस्या देश की एक बड़ी समस्या के रूप में रही है। इस समस्या को केंद्र में रखकर कमलेश्वर जी ने 'कितने पाकिस्तान' उपन्यास लिखा है। यह उपन्यास सन 2000 में प्रकाशित हुआ था।

'कितने पाकिस्तान' उपन्यास में रचनाकार कमलेश्वर जी ने धर्मांध नफरत की भाव-भूमि को विषय बनाने के लिए बाबर को उनकी कब्र से उपस्थित किया है। इस उपन्यास में उन्होंने बाबरी मस्जिद के विध्वंस के प्रसंग को चित्रित करते हुए ऐतिहासिक परिप्रेक्ष्य में इस घटना का मूल्यांकन किया है। जिसका मुख्य उद्देश्य हिन्दू एवं मुस्लिम धर्मियों में निर्मित वैमनस्य को रेखांकित करना है।

स्वतन्त्रता के बाद भारत-पाकिस्तान विभाजन एक बहुत बड़ी त्रासदी रही है। विभाजन के पूर्व अंग्रेजों ने और बाद में राजनीतिज्ञों ने दोनों मजहबों में दरारे उत्पन्न करने का कार्य किया। तब से लेकर आज तक हिन्दूओं और मुस्लिमों ने मजहबों में आक्रमक साम्प्रदायिकता के भाव फैले हुए हैं। इस देश में हुए धार्मिक दंगे-फसाद, आगजनी, मार-काट आदि घटनाओं का व्यापक प्रभाव भारतीय जनमानस पर हुआ है। अपनी राजनीतिक रोटियाँ सेंकने के लिए राजनीतिज्ञों द्वारा साम्प्रदायिकता से जुड़ी हुई आशंकाएँ, अफवाहें हवा की तरह फैलाई जाती हैं, मानो देश में धार्मिक नफरत की बाढ़-सी आ गयी हो। इस तरह का दो मजहबों का टकरावट भरा विध्वंसक रूप का यथार्थ वर्णन हिंदी के कई उपन्यासकारों ने किया है। जिनका विवेचन मैंने अपने लघुतर शोध प्रबन्ध में किया है।

बीसवीं सदी के अंतिम दशक में घटित बाबरी विध्वंस की महत्वपूर्ण घटना इस बात की साक्षी है कि किस प्रकार भारत में जरा से उकसावे पर दोनों कौमों में अत्यंत तीव्र नफरत की भावना उत्पन्न की जा सकती है। ये मुद्दे समाज में अत्यंत संवेदनशील होते हैं। कोई भी धर्म से जुड़ी हुई घटना से दोनों धर्मियों के आस्था और विश्वास को ठेंस पहुँचती है। 'कितने पाकिस्तान' उपन्यास के लेखक कमलेश्वर जी कहते हैं कि

“साम्प्रदायिक जड़ों में ही ऐसी साम्प्रदायिकता छिपी हुई है जो आज कई-कई पाकिस्तानों के निर्माण के कगार पर खड़ी है और मनुष्य-मनुष्य के नफरत भावों को सींचती रही है। यह नफरत मनुष्य जाति के हनन का कारण बनती जा रही है।” कमलेश्वर जी के इस कथन से ही उनके ‘कितने पाकिस्तान’ उपन्यास के शीर्षक की सार्थकता स्पष्ट हो जाती है।

आज भी देश में साम्प्रदायिकता का जहर फैलता जा रहा है। देश में समय-समय पर हुए साम्प्रदायिक दंगे-फसादों की घटनाओं से आज भी आम जनता में दहशत बढ़ती जा रही है। इस समस्या से आम आदमी प्रत्यक्ष-अप्रत्यक्ष रूप से आज भी त्रस्त है। आज भी साम्प्रदायिकता अपने अनेक रूपों में समाज में फैल रही है या असामाजिक तत्वों द्वारा फैलाई जाती है। जिसके कारण देश में पुनः दरारे उत्पन्न होने का संकट उत्पन्न होने की आशंका मन में उत्पन्न हो जाती है। यही कारण है कि लेखक ने पाकिस्तान को प्रतीकात्मक रूप में प्रस्तुत करते हुए उसका अर्थ विस्तार किया। यहाँ पाकिस्तान शब्द किसी भौगोलिक अर्थ में न आकर व्यक्ति-व्यक्ति के बीच में बढ़ते हुए दरारों के रूप में आया है।

**बीज शब्द :** देश विभाजन की त्रासदी, साम्प्रदायिकता के ऐतिहासिक एवं वैश्विक संदर्भ

---

## उद्देश्य :

मेरे इस शोध कार्य का उद्देश्य कमलेश्वर के कालजयी उपन्यास ‘कितने पाकिस्तान’ में चित्रित साम्प्रदायिकता की समस्या का अध्ययन करना था। इसके माध्यम से देश विभाजन की त्रासदी और उसके भारतीय समाज पर हुए व्यापक प्रभाव को रेखांकित करना रहा है। इसके साथ ही कमलेश्वर की रचनाधर्मिता पर प्रकाश डालते हुए उनके व्यक्तित्व एवं कृतित्व का अध्ययन करना था। स्वतंत्रता के बाद कमलेश्वर जी के समान अधिकांश हिंदी उपन्यासकारों ने भी साम्प्रदायिकता को केंद्र में रखकर उपन्यासों का सृजन किया है, ऐसे उपन्यासकार और उनके उपन्यासों को समझना भी इस शोधकार्य का उद्देश्य था।

## प्रस्तावना :

आज हमारा देश कई समस्याओं से जूझ रहा है। जिसमें साम्प्रदायिकता एक ऐसी समस्या है जो भारतीय समाज की उन्नति में रूकावट बन रही है। देश आजादी के बाद साम्प्रदायिकता का जहर भारतीय समाज को धीरे-धीरे ग्रसता जा रहा है। यह जहर अलग-अलग रूपों में न केवल हमारे देश में बल्कि समूचे विश्व में फैलता जा रहा है।

समाज को प्रभावित करनेवाली प्रत्येक घटना पर साहित्यकारों की अपनी भूमिका होती है। साहित्य समाज का ही दर्पण होता है। देश विभाजन के बाद हिन्दू-मुस्लिम समाज साम्प्रदायिकता के आग में झुलस रहा था जिसकी लपटों को आज भी हम महसूस कर सकते हैं। एक गाँव या शहर ही नहीं बल्कि सम्पूर्ण देश को यह विभाजन मज़बूरी से स्वीकारना पड़ा। हिंदी के अधिकांश साहित्यकारों ने इस समस्या को केंद्र में रखकर उपन्यासों का सृजन किया है। इन उपन्यासों की जानकारी मैंने विभिन्न आलोचनात्मक ग्रन्थों एवं पत्र-पत्रिकाओं में प्राप्त की। इन उपन्यासों में से मुझे कमलेश्वर और उनके 'कितने पाकिस्तान' उपन्यास ने सर्वाधिक प्रभावित किया है। यह उपन्यास साम्प्रदायिकता का मूल्यांकन ऐतिहासिक संदर्भ में और वैश्विक स्तर पर करता है। आज भी वैश्विक स्तर पर ऐसी कई विचारधाराएँ कार्य कर रही हैं जो घृणा से संचालित होती हैं और विश्व को बाँटती हैं।

'कितने पाकिस्तान' उपन्यास की कथा मेरे दिल को इसलिए छू गई क्योंकि किसी भी उपन्यास का नायक कोई पुरुष या कोई स्त्री होती है। लेकिन कमलेश्वर जी ने इस उपन्यास में समय को ही एक नायक के रूप में प्रस्तुत किया है। यह समय ही इतिहास की नदी में बहते पात्रों और घटनाओं को डूबते और उतरते हुए देखता है। इस उपन्यास में इतिहास का घेराव भी है। छोटी-छोटी कथाओं, उपकथाओं, छोटी और बड़ी घटनाओं का विधिवत चित्रण करते हुए कमलेश्वर जी ने कथा को बहुत औचित्यपूर्ण ढंग से बुना है।

मुझे कमलेश्वर जी की यह बात भी अच्छी लगी कि उन्होंने समय को सिर्फ दिखाया नहीं है बल्कि उसे आगे बढ़ाया है। उन्होंने विस्तृत कथा क्रम में चलते हुए पाठकों की जानकारी के लिए उनसे और काल्पनिक घटनाओं और पात्रों से सवाल-जवाब भी करते हैं। अनजाने घटना क्रम भी खोलते हैं। हर घटना के पीछे के अन्याय और घृणा के कारणों का तार्किक विश्लेषण करते हैं और प्रक्रिया में स्थापित मान्यताओं पर भी प्रश्न उठाते हैं।

कितने पाकिस्तान उपन्यास में एक फैंटसी है जिसमें इतिहास और अपने वर्तमान के चेहरे की गहरी शिनाख्त की गयी है। यह उपन्यास निश्चय ही उन थोड़े से हिंदी उपन्यासों में होगा जिसमें विवेचन, शोध, विवेक और पठनीयता का अच्छा समागम है। साथ ही इतिहास के पन्नों पर जमी काई को साफ़ करके हमें हमारे इतिहास के संदर्भ में सोचने की नई दृष्टि प्रदान करता है।



## कमलेश्वर की रचनाधर्मिता :

कमलेश्वर सक्सेना हिंदी साहित्य के एक महत्वपूर्ण हस्ताक्षर और बहुमुखी प्रतिभा के धनी हैं। उन्होंने अपनी सशक्त लेखनी द्वारा सामान्य जन-मानस की वेदना एवं त्रासदी को प्रखरता एवं बखूबी से अपने साहित्य में उकेरा है। आम आदमी के जीवन संघर्ष के विभिन्न पहलुओं को अपने साहित्य के माध्यम से समाज के सामने रखा। यही नहीं आवश्यकता के अनुसार इतिहास की परतों को खोलकर सच्चाई की जड़ को खोजने का यथा संभव प्रयास किया है। समाज की वस्तुस्थिति एवं भाव-भूमि को अपने साहित्य में समाविष्ट कर उसे एक नयी दिशा प्रदान करने का एक विशिष्ट एवं मौलिक कार्य किया।

कमलेश्वर जी ने अपने बाल्यकाल और युवावस्था में अनेक उतार-चढ़ाव देखे। प्रतिकूल परिस्थिति में शिक्षा प्राप्त की। शील, विनम्रता, संवेदनशीलता, विलक्षण प्रतिभा, भावप्रवणता, सरलता एवं गंभीरता आदि कमलेश्वर के व्यक्तित्व की विशेषताएँ हैं।

कमलेश्वर जी ने साहित्य की लगभग सभी विधाओं में अपनी लेखनी चलाई है। कहानीकार, उपन्यासकार, फिल्म एवं पटकथा लेखक, संपादक आदि के रूप में वे प्रख्यात रहे हैं। डाक बंगला, लौटे हुए मुसाफिर, तीसरा आदमी, समुद्र में खोया हुआ आदमी, काली आँधी आदि उनके चर्चित उपन्यास रहे हैं साथ ही राजा निरबंसिया, कस्बे का आदमी, खोई हुई दिशाएँ, जिन्दा मुर्दा, कोहरा, परिक्रमा आदि चर्चित कहानी संग्रह रहे हैं। 'अधूरी आवाज' और 'रेगिस्तान' इन दो नाटकों के माध्यम से उन्होंने नाटक के क्षेत्र में अपनी लेखनी चलाई। साथ ही नई कहानी की भूमिका, नई कहानी के बाद, मेरा पन्ना : समांतर सोच आदि आलोचनात्मक ग्रन्थों से कमलेश्वर जी की आलोचकीय दृष्टि का परिचय मिलता है। सारिका जैसी चर्चित पत्रिका का भी संपादन कार्य उन्होंने किया। उनके साहित्यिक योगदान के कारण उन्हें विभिन्न पुरस्कारों से सम्मानित किया गया। 'कितने पाकिस्तान' उपन्यास को 2003 का साहित्य आकादमी पुरस्कार प्राप्त हुआ। यही उनके साहित्यिक योग्यता का परिचायक है।

## हिंदी उपन्यासों में चित्रित साम्प्रदायिकता :

हिंदी उपन्यासों में झूठा सच (यशपाल), उपयात्रा (मोहम्मद आरिफ), आखिरी कलाम (दूधनाथ सिंह), उन्माद (भगवान सिंह), आधा गाँव (राही मासूम रजा), तमस (भीष्म साहनी), सूखा बरगद (मंजूर एहतेशाह), काला पहाड़ (भगवानदास मोरवाल) आदि महत्वपूर्ण उपन्यास हैं जिनमें उपन्यासकारों ने साम्प्रदायिकता की समस्या को यथार्थता के साथ चित्रित किया है।

## कितने पाकिस्तान उपन्यास का कथ्य :

कमलेश्वर ने कितने पाकिस्तान उपन्यास में साम्प्रदायिकता की समस्या का विवेचन – विश्लेषण तथा विश्व स्तर पर हो रहे अन्याय-अत्याचार की त्रासदी को स्पष्ट किया है। यह उपन्यास साम्प्रदायिकता, धर्मांधता और रूढ़िवादिता के खिलाफ एक जाहीरनामा भी है। जिसमें बहस के जरिए इतिहास और वर्तमान के लम्बे घमासान को फैंटसी और यथार्थ के माध्यम से जोड़ने का सार्थक प्रयत्न किया है।

भारत-पाकिस्तान विभाजन की समस्या को चित्रित करते समय कमलेश्वर जी ने विभाजन से पहले की कई घटनाओं पर प्रकाश डाला है। अंग्रेज ही पाकिस्तान बनने का मुख्य कारण तो थे ही लेकिन देश आजादी और विभाजन के बाद भी स्वार्थी राजनीतिज्ञों ने इस समस्या को और बढ़ावा दिया। इन लोगों को किसी धर्म से कोई लेना-देना नहीं था। वे केवल अपनी राजनीति के लिए धर्म का इस्तेमाल करना चाहते थे। इस उपन्यास में विभाजन की समस्या पर लम्बी बहस मिलती है। एक पात्र सलमा के माध्यम से लेखक ने इतिहास के ठोस सत्य को सामने लाने का प्रयास किया है।

आलोच्य उपन्यास में कमलेश्वर जी ने पाकिस्तान बनाने के ऐतिहासिक कारणों की समीक्षा की है। अतीत में गोते लगाकर स्थापित किया है कि देश बँटवारे की नींव मुगलों द्वारा नहीं डाली गई थी। देश स्वतंत्रता के बाद विभाजन के परिणामों की पड़ताल लेखक करते हैं। इस घटना को वर्तमान के साथ जोड़कर देखते हैं और स्पष्ट करते हैं कि साम्प्रदायिक विभाजनकारी प्रवृत्तियाँ आज भी हमें समाज में दिखाई देती हैं और समय रहते हुए इनको नहीं रोका गया गया तो फिर से कितने सारे पाकिस्तान बनते रहेंगे जिससे कारण केवल जमीन का बँटवारा ही नहीं होगा बल्कि समूची मानव सभ्यता भी टूटकर बिखर जाएगी।

## कितने पाकिस्तान उपन्यास में वैश्विक साम्प्रदायिकता :

आलोच्य उपन्यास में कमलेश्वर ने साम्प्रदायिकता की समस्या को केवल भारत-पाकिस्तान के साथ ही नहीं जोड़ा है उनकी दृष्टि व्यापक है। उन्होंने स्पष्ट किया है कि साम्प्रदायिकता का जहर केवल भारत में ही नहीं बल्कि समूचे विश्व में फैल चुका है। लेखक ने इस उपन्यास में अदीब की अदालत में विश्व में फैली साम्प्रदायिकता का चित्रण किया है। उन्होंने युगोस्लाविया, इंडोनेशिया, हिरोशिमा-नागासाकी में फैली साम्प्रदायिकता आदि के साथ-साथ बलूचिस्तान, चंगाई में फैली साम्प्रदायिकता का भी वर्णन किया है। लेखक स्पष्ट करते हैं कि भारत की तरह अन्य राष्ट्रों में भी साम्प्रदायिकता अन्याय-अत्याचार और व्यभिचार की लम्बी दास्तान है, जो विश्व में व्यापक रूप में फैली हुई है। इन सबकी अदीब की अदालत में खुलकर चर्चा

हुई है। इस प्रकार न केवल भारत बल्कि विश्व मानव जाति की करुण कहानी भी कमलेश्वर ने इस उपन्यास में उकेरी है।

‘कितने पाकिस्तान’ उपन्यास में चित्रित घटनाओं या प्रसंगों के संदर्भ में यह कहा जा सकता है कि उपन्यास में स्थानीय सांप्रदायिक घटनाओं या प्रसंगों को ही नहीं प्रस्तुत किया है बल्कि वैश्विक घटनाओं के भी विभिन्न संदर्भ चित्रित हुए हैं। लेखक ने भारतीय एवं वैश्विक इतिहास का गहरा अध्ययन करके अतीत की घटनाएं भी प्रस्तुत की हैं और उसको वर्तमान परिप्रेक्ष में जोड़ने की कोशिश की है।

### **निष्कर्ष :**

निष्कर्ष के रूप में यह कहा जा सकता है कि कमलेश्वर का स्थान हिंदी ही नहीं बल्कि समूचे भारतीय साहित्य में महत्वपूर्ण है। उनके साहित्य के माध्यम से प्रतिपादित चिंताएँ किसी क्षेत्र विशेष से जुड़ी न होकर वैश्विक स्तर की हैं। उपन्यास, कहानी, आलोचना के क्षेत्र में उनका बहुत बड़ा योगदान रहा है।

साम्प्रदायिकता को केंद्र में रखकर लिखित हिंदी उपन्यासों एक परम्परा ही देश विभाजन के बाद हमें दिखाई देती है। हिंदी उपन्यासकारों ने इस साम्प्रदायिकता की समस्या को पूरी संभावनाओं के साथ चित्रित किया। साम्प्रदायिकता के कारणों एवं परिणामों को विभिन्न घटनाओं के माध्यम से हिंदी के साहित्यकारों ने चित्रित किया है।

इन सभी उपन्यासों में कितने पाकिस्तान उपन्यास मिल का पत्थर माना जाता है क्योंकि कमलेश्वर ने साम्प्रदायिकता की समस्या को वैश्विक परिप्रेक्ष में देखने का प्रयास किया है। साथ ही शिल्प के स्तर पर भी परम्परागत उपन्यास के शिल्पगत ढाँचे को छोड़कर नये प्रयोग हमें दिखाई देते हैं।

### **संदर्भ एवं सहायक ग्रन्थ तथा पत्र-पत्रिकाएँ :**

- 1) कितने पाकिस्तान – कमलेश्वर, राजपाल एंड सन्स, संस्करण – 2013
- 2) सांप्रदायिक उपन्यास और कितने पाकिस्तान – डॉ. लक्ष्मण तुलसीराम काले
- 3) समकालीन हिंदी उपन्यास-डॉ. सूरज पालीवाल, हरियाणा साहित्य अकादमी, पंचकूला, संस्करण 2004
- 4) हिंदी उपन्यास के नये आयाम – डॉ. दिलीप मेहरा, ज्ञान प्रकाशन, संस्करण – 2010
- 5) मुक्तांचल पत्रिका – अंक - 4 अप्रैल-जून, 2015
- 6) लमही पत्रिका – अंक - जनवरी-मार्च, 2014

# Upskilling Courses

	<b>Semester I</b>	<b>Credit</b>	<b>Course</b>	<b>Offering Dept.</b>
1	Universal Human Values Part I	2	SEC	Sociology
2	Video Editing & Sound Recording	2	DSE/SEC	BAMM
3	Banking and Financial Services Part I	2	DSE/SEC	BCom-AFI
	<b>Semester II</b>			
1	Translation Course	2	SEC	Hindi
2	Theatre and Stage Craft	2	DSE/SEC	BAMM
3	Personality Development	2	SEC	BMS
4	Banking and Financial Services Part II	2	DSE/SEC	BCom-AFI
5	Universal Human Values Part II	2	SEC	Sociology
	<b>Semester III</b>			
1	Women and Law Part I	2	GE	Commerce
2	Advance Excel Part I	2	SEC	PG Commerce
3	Digital Marketing	2	SEC	PG Commerce
4	Graphic Designing Part I	2	DSE/SEC	BAMM
	<b>Semester IV</b>			
1	Women and Law Part II	2	GE	Commerce
2	Advance Excel Part II	2	SEC	PG Commerce
3	Essentials of Life Management	2	SEC	PG Commerce and BMS
4	Graphic Designing Part II	2	DSE/SEC	BAMM
	<b>Semester V</b>			
1	Elderly Care	2	DSE/SEC	Sociology
2	Vedic Maths I	2	SEC	In Progress
3	Financial Literacy Part I	2	DSE/SEC	Economics
4	Certified Expert in Stock Market	2	DSE/SEC	In Progress
5	Foreign Language	2	SEC	In Progress
6	Advanced Tally with GST Part I	2	SEC	PG Commerce
	<b>Semester VI</b>			
1	Vedic Maths II	2	SEC	In Progress
2	Financial Literacy Part II	2	DSE/SEC	Economics
3	Certified Expert in Stock Market	2	DSE/SEC	In Progress
4	Foreign Language	2	SEC	In Progress
5	Advanced Tally with GST Part II	2	SEC	PG Commerce

**SEC – Skill Enhancement Course**

**DSE – Discipline Specific Elective**

**GE – Generic Elective**

**2 Credit denotes 30 hours**

