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# RECENT TRENDS IN COMMERCE & MANAGEMENT

*Innovations & Updates*

**Edited By**

Dr. Rajesh Gupta  
Dr. Prashant Tripathi  
Dr. Alok Baran

**AGPH Books**



# Recent Trends In Commerce & Management : Innovations & Updates

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## ***PREFACE***

*We are delighted to publish our book entitled "Recent Trends In Commerce & Management : Innovations & Updates". This book is the compilation of esteemed articles of acknowledged experts in the fields of Commerce and Management.*

*This book is published in the hopes of sharing the excitement found in the study of Commerce and Management. Commerce and Management can help us unlock the mysteries of our accounting and allied sectors, but beyond that, conquering it can be personally satisfying. We developed this digital book with the goal of helping people achieve that feeling of accomplishment.*

*The articles in the book have been contributed by eminent scientists, academicians. Our special thanks and appreciation goes to experts and research workers whose contributions have enriched this book. We thank our publisher AGPH BOOKS (Academic Guru Publishing House), India for taking pains in bringing out the book.*

*Finally, we will always remain a debtor to all our well-wishers for their blessings, without which this book would not have come into existence.*

**- Editorial Team**

**Recent Trends In Commerce & Management : Innovations & Updates**

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## IMPORTANCE OF STOCK MARKET IN INDIA: A REVIEW

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### Abstract

Volatility in the stock market refers to the fluctuation of stock prices over time. Mergers and acquisitions are often used by Indian firms to broaden their worldwide reach. Shareholders benefited from the growth of businesses by receiving excellent dividends and seeing their investment increase in value. As more initial public offerings (IPOs) enter the market, the number of businesses that are listed on the stock exchanges (BSE and NSE) grows. The Indian stock market is a diverse marketplace where investors may find many opportunities to make money. The focus of this article is on what makes the Indian stock market so significant. Many additional aspects are also included in this study.

**Keywords:** Stock market, trading, financial integration, IPOs, stock exchange

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### 1. Introduction

As a result of globalisation, deregulation, and improvements in information technology, national stock markets have become the primary route for financial incorporation of developing market economies. Because of the desire of investors to diversify their holdings and earn higher rates of return, private capital movements across borders are increasing, which puts more dependence on the savings of other nations and causes companies to choose equity financing over debt financing. Financial integration is widely believed to have many advantages, including the formation of markets and institutions and the effective discovery of prices, resulting in more savings, investment, and advancement in the economic realm. [1]

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### *Recent Trends In Commerce & Management : Innovations & Updates*

Investing in the stock market may be risky because of the volatility, but it also contributes to economic growth and a healthy balance sheet. It is possible to trade securities or engage in transactions that are linked to securities on the securities market. The stock market's function is critical in driving a country's economic development. For investors, the Indian stock market offers a helping hand in mobilising their modest savings. [2] These resources may then be used to meet the varied requirements in different sectors of the country's economy. Investors purchase securities or stocks in the stock market from businesses that have issued them as initial public offerings (IPOs), where the company first offers the shares known as first public offer. The shares are then traded on the secondary market amongst the investors. The secondary market transaction causes price variations in the company's shares, causing the stock exchange indexes to fluctuate. [3] Vulnerability refers to how much the price of a stock fluctuates over time. Today, the NSE handles 66% of equities spot trading and 100% of equity derivatives transaction. Buyers and sellers may meet at the stock exchange to trade in securities. There are more stock exchanges in India besides BSE and NSE. There are 23 stock exchanges in India now, not counting the “Bombay Stock Exchange (BSE)”. [4]



Figure 1: Stock exchange

#### *1.1. History of Stock Market*

“A location where stocks, bonds, or other securities are purchased and sold” is the definition of a stock market. The term “stock” refers to ownership in a company, whereas “stock” is a more formal term. Owners of common stock have voting rights on the company's board of directors. If a company is financially successful and there is a high demand for its shares, the price of its stock will rise or fall. As a result of investing in a bond, you are making a commitment to the issuer that you will return the principal as well as accrued interest on the bond's principal amount. [5]

The “New York Stock Exchange (NYSE)” was the country's first stock exchange when it opened in 1792. Aside from its market capitalization, the NYSE is the largest stock exchange in the world. As of

May 2009, the total market capitalization of all NYSE-listed firms was \$10.4 trillion. Every year, more than 419 billion shares are exchanged at an average price of \$24.87 per share. American financial health is often assessed by looking at the performance of the “New York Stock Exchange”. [6]

Because of their importance in early Indian industrialisation, the “Indian stock markets” played a major role in the 19th century and early 20th centuries. The stock market financed the first textile factories and steel mills. While the financial industry has grown much since those days, some of these capital raising initiatives were massive. [7]

Beginning in the late 1950s, the nation adopted an inward-looking socialist development strategy that aimed to give the government control over the economy. Since nationalization of banks and insurance firms, the government has taken control of economic resource allocation, and development financial institutions have grown in significance. The stock market went into decline as a result of the establishment of a financial repression system. [8]



Figure 2: Factors affecting Stock market

“Indian capital markets” reached their zenith between 1984 and 1992, when they were at their most prosperous. During the mid-1980s and 1991's big reform effort, the stock market surged to new heights as investors reacted enthusiastically. The stock market index increased tenfold between October 1984 and September 1992, a compound yearly return of 34%. [9]

## **2. Literature Review**

(Shah et al., 2019) [1] Many analysts and scholars have long been interested in stock market forecasting. According to widely held beliefs, stock markets are basically a game of chance, and attempting to forecast them is a waste of time. Predicting stock prices is a difficult task in and of itself due to the many factors at play. As a voting machine works in the short term, so does the market; but, as a weighing machine operates over the long term, it is feasible to predict market changes. There is a lot of potential in using machine learning and other algorithms to analyse and predict stock prices. Prior to delving into the methodology, we provide a brief overview of stock markets and techniques of stock market forecasting. On to some of the latest developments in stock analysis and forecasting research are discussed. It also discusses about how to analyse stocks using technical, structural, short-term, and long-term methods. Eventually, researchers discuss some of the field's difficulties and untapped research potential.

(Rawal, 2018) [2] According to the findings of this study, individuals in the city of Faridabad have mixed feelings about the Indian Stock Exchange's online trading system. The Indian stock market is a diverse marketplace where investors may find many opportunities to make money. There were no high-profile scandals that tarnished society's trust in the electronic commerce in the past. As technology improves, it contributes to more recognition and treasonous actions. A questionnaire was used to gather data from a sample of 300 retail investors in Faridabad for this study. The researcher looked at the connection between stock market growth as well as the availability of online trading facilities using the correlation method and also the Anova technique to identify significant differences in respondents' demographic profiles such as age, gender, profession, and yearly income.

(Yadav, 2017) [3] Economic growth depends on the Stock Market, one of the financial system's most flexible areas. When it comes to investing, the stock market is a central hub where investors may buy and sell stocks, bonds, and other financial instruments. To put it another way, the Stock Market is a place where investors and traders may freely trade a wide range of assets and derivatives. Public issues are used to list different businesses on the stock market for their varied commercial ventures. "Long-term investors" are now investing in businesses on the stock market in order to make money. The "Bombay Stock Exchange (BSE), the National Stock Exchange (NSE), and the Calcutta Stock Exchange" are the three primary stock exchanges in India with publicly traded stocks. India's stock market has three major indices. For a particular investment or Market Index, volatility serves as a statistical measure of how widely returns vary. As a general rule, more volatile stocks have higher associated risks. Volatility estimate is critical for a variety of reasons involving many market participants. High-return markets with minimal volatility continue to offer stable returns for a long time. In comparison to industrialised nations, the Indian market has begun to become more informational efficient in the recent years. The research will help the reader comprehend the Indian stock market's history, present, as well as future.

(Drakopoulou, 2016) [4] With this technical paper, everyday equity traders will be able to learn about the top fundamental research and stock valuation methods utilised by active equities portfolio managers when making stock selections. In order to identify patterns that may promote future activity without

evaluating the fundamental worth of a company, daily equity traders mainly utilise technical charts and other tools. With the use of chart analysis, traders may identify trades with high chance of success by establishing precise price objectives. This technical paper's goal is to show how important fundamental analysis is to day traders' investing choices. It is based on comparing the “intrinsic value of a stock” to the current market price that fundamental analysis is performed. For a fundamental investor/trader, buying a stock when its intrinsic value surpasses the market price makes sense. This study backs up the notion that stock traders may make better investment choices by combining both investment methods.

(Tanty & Patjoshi, 2016) [5] Volatility in the stock market relates to the fluctuation of stock prices over time. From 2015-16 to 2019-20, this study looks at how volatility clustering and degree of volatility relate in India's stock markets, namely “National Stock Exchange (NSE)” and the “Bombay Stock Exchange (BSE)”. “The GARCH model is used to look for volatility clustering,” and it's discovered that both stock exchange indices and sectoral indexes have clustering. Because of this, investors investing via BSE listings face more risk than those investing through NSE listings, even though both stock exchanges have similar trends in volatility. Overall, the research compares the “Bombay Stock Exchange with the National Stock Exchange” at each stage.

(Ayoyi, 2016) [6] For the purposes of this study, financial markets will be scrutinised for their ability to affect both the size and the direction of economic development in East Africa. The results of previous studies show that the development of the economy is strongly influenced by financial market performance. Researchers look at how the money markets, corporations and governments bond markets, as well as the stock markets in East Africa affect economic development. In order to show how financial market activities, capital flows from other countries, and local market capital structures affect economic development across East Africa, we model our issue to include all of these factors. In order to draw conclusions and provide suggestions, a systematic study of financial markets literature articles was conducted using content analysis. “Foreign direct investment” can only be fully realized if governments, particularly in developing countries, strengthen and create sound financial markets. The financial markets serve as a conduit connecting the economy with the rest of the world's financial markets. If financial markets are effectively handled, the spillover effects of direct foreign investment may have a substantial influence on the economic growth of host nations.

### **3. IMPORTANCE OF STOCK MARKET**

While it's important for transport and electricity networks to operate effectively, it's also critical for capital to be saved and channeled to the “most profitable investment projects” and for both households and businesses to receive assistance in dealing with financial risks and uncertainty, and also the ability to spread consumption over time. Every civilization that has progressed beyond the era of mainly domestic economies includes financial markets as an essential component of its infrastructure. The financial markets, including the stock market, serve the following purposes in a country's economy. [10]

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- Raising Capital for Businesses: Companies may obtain money for growth by selling shares to the investing public on the stock market.
- Mobilizing savings for Investment: Instead of being utilised for consumption or idle bank deposits, the money is mobilised and redirected to encourage commercial activity, which helps a range of economic sectors including agriculture, trade, and industry, resulting to greater productivity and better economic development.
- Facilitate Company Growth: Many companies see acquisitions as a way to grow their company by adding new products, increasing distribution channels, reducing volatility, and gaining market share. The easiest and most frequent method for a business to expand via acquisition or fusion would be through a takeover offer or merger agreement on the stock market. [11]
- Redistribution of Wealth: When the stock market allows a wide range of people to buy shares and become part owners of successful companies, it reduces substantial wealth inequalities. Increasing stock prices and dividends give both casual & professional stock investors a stake in other people's future profits.
- Creates Investment Opportunities for Small Investors: Investment in shares, in contrast to other companies, does not need a significant initial capital investment, thus it is accessible to both large and small stock investors alike. Consequently, the stock market offers small investors with an additional revenue stream.

Government Raise Capital for Development Projects: To fund large infrastructure projects like sewage as well as water treatment plants or housing estates, the government or even local governments may opt to issue bonds, a different kind of security. Members of the general public may purchase these bonds when they are listed on the stock market and raised in this manner. Instead of raising taxes on citizens to pay for infrastructure improvements, the government or local council may use this new source of funding. [12]

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## GREEN MARKETING AND SUSTAINABLE DEVELOPMENT: A REVIEW

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### Abstract

Thirty years ago, environmental issues appeared to affect every global citizen, business, and organisation. According to studies conducted across the world, consumers are becoming more concerned about the environment, and as a result, their behaviour is changing. When we talk about “green marketing”, we're talking about strategies for creating, developing, and disseminating goods and services that meet the requirements of customers while also being environmentally friendly in terms of raw material usage, energy use, and so on. A literature review on “green marketing” intervention methods and sustainable development is conducted in this article, with a focus on green marketing intervention strategies to environmental issues now confronting the global community. A new study shows that green marketing methods help both people and businesses while also protecting the environment for long-term growth. Green marketing's shortcomings and prospects as a field, as well as research directions in the future, are also examined.

*Keywords:* Green Marketing, Ecological Marketing, Environmental Marketing, Sustainable Marketing and Sustainable Development

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### 1. Introduction

A company's efforts to develop, promote, price and distribute goods that don't damage the environment are referred to as “green marketing”, also known as Environmental marketing or Sustainable marketing. The business world is now confronted with a significant issue: how to maintain

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ecological equilibrium. The environmental damage we've done has already surpassed any reasonable expectations and now stands at really shocking levels. Natural resources that cannot be replenished are running low. [1] The amount of trash being generated, including biodegradable contaminants, is skyrocketing. All of these unfavourable developments have compelled people to reassess their stance on environmental preservation. Popular environmental-protection initiatives like Green Marketing are on the rise. Three views have been developed by the “American Marketing Association” to describe green marketing Green marketing is what you do when you: [2]

*Retailing Definition:* the promotion of ecologically friendly goods

*Social Marketing Definition:* Product design and marketing with the goal of reducing negative environmental impacts or improving environmental quality.

*Environmental Definition:* Efforts made by organisations in a way that is sensitive or responsive to ecological issues in terms of production, promotion, packaging and reclaiming of goods.

There are many actions that make up green marketing, such as altering the product or changing manufacturing processes. It also includes changing packaging and altering advertising to be more effective. A shift to greener goods and services is becoming more important for businesses as well as consumers. Going green allows businesses to have a positive impact on “Sustainable Development”. It was mandated that businesses use Green Marketing as a result of competitive pressures from the government and “Corporate Social Responsibility (CSR)”. The most environmentally friendly choices are recycling and using renewable biodegradable energy sources. [3]

### *1.1. Green Marketing*

Environmental marketing, ecological marketing, and green marketing are other terms for the same concept. As defined by the “American Marketing Association”, Green Marketing is the promotion of ecologically friendly goods. Many actions are included under the umbrella term of “green marketing”, which covers anything from changing products and packaging to making alterations to the manufacturing process. [4] There are more environmental problems now than ever before, therefore businesses must develop and sell products as environmentally friendly as possible. Due to growing consumer knowledge and concerns, green marketing is becoming a popular promotional approach. [5]

Consumer attitudes and preferences drive product development, thus green marketing is an effective instrument for preserving the environment and human health. This situation necessitates that real marketers recognise and react positively to societal trends as they evolve if they are to remain competitive. [6]

Many businesses use green marketing as a strategy to preserve the environment while still providing their customers with high-quality products. Products and services may be ecologically friendly in their use or production, as well as their packaging.[7]





Figure 1: Green Marketing

As of now, green marketing is still a developing field. Some businesses are attempting to make use of the green marketing strategy. Because of this, customers need to understand the advantages of eco-friendly goods. Customers must be eager to purchase eco-friendly goods as part of their value proposition and the idea must be internationalized by the business, not only in advertising. [8]

### *1.2. Sustainable Development*

Human-centered design is an approach to resource usage that seeks to satisfy human needs while simultaneously protecting the environment for the benefit of upcoming generations. “Sustainable development” is defined as development that “meets the demands of present without compromising the capacity of future generations to fulfil their own needs”, as articulated by the “Brundtland Commission”.

The concept of sustainable development has been marketed as one that protects the world's resources, while its real goal is to exert control over those same resources for other purposes. Recognizing the significance of this, Green Marketing has emerged as a major corporate strategy for guaranteeing sustainable growth. Societal marketing gives rise to the green marketing idea. An effort at green marketing aims to portray a product as being environmentally friendly in order to attract customers. According to this school of thought, corporate marketing must please consumers while simultaneously considering the broader interests of society as a whole. All people who are impacted by a company's actions should be considered when determining an organization's goals and rules. As a result, the current trend of businesses “becoming green” has accelerated. [9]

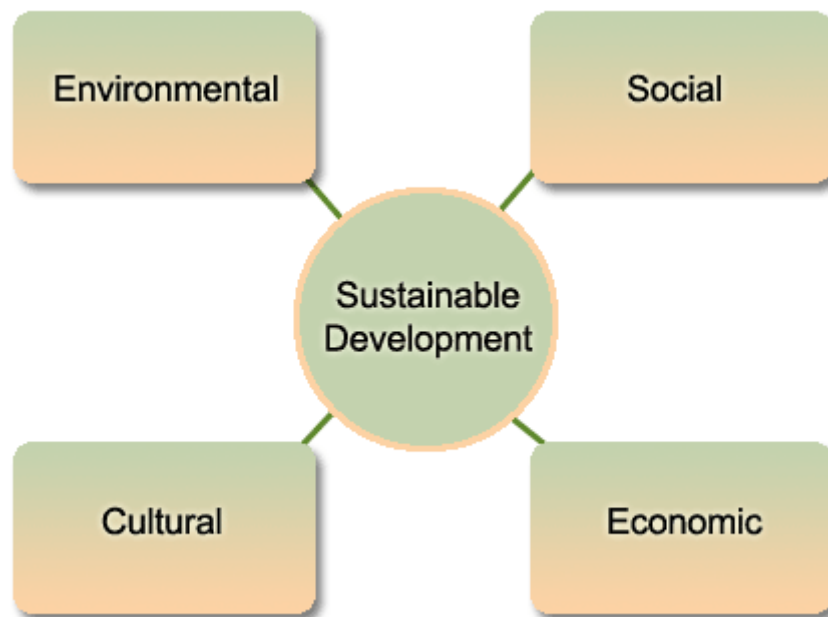


Figure 2: Factors of sustainable development

### 1.3. Green Marketing and Sustainable Development

For the most part, consumers think that green marketing just relates to promoting or advertising environmentally friendly goods. Green marketing is frequently associated with terms such as phosphate-free, recyclable, refillable, as well as Ozone-friendly and environmentally friendly. As a general rule, these words refer to “green marketing” promises, although the idea encompasses both consumer and industrial products and services.

Marketing activities must be both commercially and environmentally sustainable if sustainable development is to occur. This is known as "sustainable marketing." Marketing does play an important part in product creation, as is widely known. Marketers provide and encourage consumption to meet human needs and desires, which in turn triggers a lot of economic activity. Marketers will only be recognised for their crucial role in development when they can satisfy current demands while not jeopardizing future generations' capacity to meet the needs. [10]

Green marketing aims to preserve the environment while doing all marketing operations. “Sustainable development”, on the other hand, calls for future generations to receive the natural environment in a condition equal to or better than that which was given to the preceding ones. To do this, environmental preservation and enhancement are required. As a result, green marketing and other variables have an impact on “sustainable development”.

## **2. Literature Review**

(Shabbir et al., 2020) [1] The study's goal was to examine the most effective green marketing strategies and the way they affect UAE consumers' attitudes about the environment. Using a questionnaire, researchers analysed current green product use trends. A total of 359 shoppers from different malls in the “United Arab Emirates” were surveyed for this research. Confirmatory factor analysis and structural equation modelling methods were used to analyse questionnaire answers for patterns.

(Jain, 2019) [2] A hot subject these days is environmental problems, with almost every country's government and society beginning to take notice. The word "green" here denotes purity, with green denoting high quality and fair or just dealing. As soon as green marketing strategies such as manufacturing and consumption of eco-friendly goods, disposal of environmentally friendly items, reduction of energy and material waste in production are used, the sector will profit. Customers now favour green goods, but their purchasing decisions may be influenced by a lack of understanding about green marketing problems and eco-friendly labelling, which both affect customer behaviour and assist spread awareness about green manufacturing. The current study will examine customer perceptions of green production process efforts and examine the environmental effect of production operations.

(Bahadur & Manjunath, 2019) [3] Growing public knowledge of environmental issues has influenced consumer behaviour. Consumers' views about living a greener lifestyle have shifted. A lot of effort is being put out by individuals and organisations to lessen their environmental effect. This, however, is a rare occurrence, and there is still room for improvement. In spite of this shift in consumer views, organisations and businesses are attempting to gain an advantage in a competitive market by tapping into opportunities in the environmentally friendly market sector. As a result of today's globalisation, it's become more difficult to keep customers happy while also protecting the environment. As in other developing and developed countries, green marketing has evolved as a significant idea in India and is regarded as a key approach for supporting long-term growth. “Green marketing is a phenomenon which has developed particular importance in the modern market and has emerged as an important concept in India as in other parts of the developing and developed world, and is seen as an important strategy of facilitating sustainable development”. There has been a lot of focus on the idea, need, and significance of green marketing in this study. In addition to books, journals, websites, and newspapers, data has been gathered from various sources. It looks at the major problems that come up while using green marketing techniques. According to the research, there are many difficulties associated with green marketing in India.

(Nagarkar et al., 2019) [4] According to the findings of this study, several Indian businesses have implemented green marketing strategies and efforts. Due to the changing global environmental situation and the need for sustainable growth, the idea of “green marketing” has acquired special traction in India and today's contemporary world. Because of growing public knowledge of environmental problems, consumers' attitudes toward green living have shifted significantly. There are several actions involved in Green Marketing, including product modification, manufacturing process adjustments, packaging

modifications, and altering advertising based on the benefits gained. This study identifies Indian businesses that have made significant contributions to the growth of green marketing in the country.

(Rhea et al., 2018) [5] The research helps us understand how car manufacturers' green marketing strategies affect customers. For the researcher, knowing how "Green" the customers are in terms of knowledge, attitudes, and behaviour is critical. An individual's attitude toward environmental preservation and promotion is referred to as their environmental attitude or green attitude. Consumer behaviour experts have long held that a person's views may predict their actions or behaviour. Consumer knowledge, attitude, and behaviour in relation to the environment, particularly in the automotive industries, have been the subject of research and in-depth investigation.

(Siva Prasad & Susmitha, 2018) [6] A company's goal and purpose can only be achieved with sustainability if it uses green marketing. Environmentalism is causing individuals to alter their behaviour, according to a number of studies conducted by environmentalists. For their own safety and sustainability, most customers — individual and business — are growing more concerned about green goods and green product lines for their futures. Recyclable, non-toxic, and environmentally friendly products are becoming the norm. Marketers' new motto is to fulfil customers' demands while also generating greater profits while also providing a social benefit. The research will assist in addressing the issues and difficulties connected with engaging environmentally conscious consumers, thus offering possibilities for green product producers and merchants. Many businesses will be successful in the green market only if they have a clear knowledge of the people who will be filling it. This research will assist marketers of green goods understand what their customers truly want from them and whether or not they are ready to embrace items that are environmentally friendly and reduce environmental damage in the future.

(Gusai, 2018) [7] Modern company relies heavily on ethical marketing practises. Today's corporate climate is preoccupied with environmental contamination. Green marketing is a global phenomenon that has emerged to aid in long-term economic growth. A shift in consumer attitudes toward environmentally friendly lifestyles has taken place in recent years. The focus of this article is on the idea of green marketing, the need for it, the significance of it, and the golden principles that differentiate it from conventional marketing. An examination of Indian green marketing's current state and future prospects is presented in this article.

(Vashisth & Rojhe, 2016) [8] Consumers' "Green Purchase Intentions and Buying Behavior" in Urban Punjab, India are examined in this research to see how Green Marketing Tools influence such intentions and behaviour. To verify the theoretically stated assumptions, this study used a survey-based methodology. A systematic questionnaire was utilised to collect data from 538 people in Punjab, India, who were randomly chosen from various cities within the state. To produce the findings, SPSS 21.0 was used to analyse the main data and use a statistical measure called regression. Consumer green purchasing intentions and green buying behaviour (i.e. green purchase behaviour) were shown to be influenced directly by the use of "Green Marketing Tools", according to this study's findings. "Green Purchase Intentions" are found to fully mediate the relationship between green advertising and green price, respectively, with green purchase behaviour; as well as partially mediate for availability of green products, green product and brand, and eco-labels. This is a novel finding in the field of green purchasing.

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Business organisations and marketers may utilise the results to create marketing strategies to instill positive buy intentions among customers for relevant green purchase behaviour.

### **3. Environmental Impact of Green Marketing**

Innovation and competitiveness are the emerging challenges of global competition as environmental development necessitates it. [11]

- Green goods require the use of expensive renewable and recyclable materials, as well as
- Specialized technology that necessitates significant R&D expenditures.
- Customers must be able to tell the difference between environmentally friendly goods and those that aren't.

### **4. Challenges Ahead**

- Renewable and recyclable materials are required for green goods, yet these materials are expensive.
- Requires a technology that will cost a lot of money to develop via R&D.
- Expensive water treatment technology.
- The vast majority of people are ignorant of the existence of green goods or of how they could be put to use.
- The vast majority of customers are unwilling to pay a premium for environmentally friendly goods.

### **5. Suggestions**

In order to conserve and balance the environment, green marketing plays a critical role. It also helps people realise the need of reusing goods. However, manufacturers fail to publicise or promote their goods on an appropriate platform, and as a result, they charge a premium for them. As the marketing and use of the product expands, it's important that the quality and price remain competitive. As a result, manufacturers are being urged to make public the amount they divide up for the goods they create in order to ensure public transparency. [12]

The firm's operations are strongly influenced by market competition. Due to new concepts such as green marketing, businesses are increasingly under competitive pressure to embrace greenness at every step of the product life cycle, from the selection of raw materials to the end. Companies get a competitive edge by improving their economic standards, which helps them establish a strong market position and encourages customers to choose healthier options. [13]

## 6. Conclusion

Given how much human activity continues to be impacted by environmental problems, society today takes them very seriously. The majority of companies have adopted a framework for sustainable development, known as green marketing, and the majority of organisations have recognised ecologically favourable green goods. Green marketing may be used by marketing managers to make money. Green marketing also helps to protect the environment while still meeting the requirements of consumers. In light of people's current preoccupation with environmental problems, many businesses are turning to green marketing as a competitive advantage strategy. When it comes to using green marketing, businesses must keep in mind what their customers want and need. Customers want to be associated with businesses that practise environmentally friendly business practises, and they are ready to pay a premium to live a more environmentally friendly lifestyle. As a result, green marketing serves as both a tool for environmental conservation and a marketing strategy.

When it comes to green marketing, businesses are constantly restructuring their goods and assessing their environmental effect. Green marketing is a well-documented trend in both academic circles and the corporate world, thanks to its focus on environmental stewardship. Companies, governments, environmental organisations, and the media all have a role to play in helping to spread the word about the benefits of green goods. As a result, businesses will have a better reputation among customers as well as a stronger favourable image.

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## IMPACT OF MODERN MARKETING STRATEGIES OVER HOTEL INDUSTRY

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### Abstract

To get more reservations and make more money, you'll need hotel marketing on your side. Customers will learn about the hotel along with its values as well “unique selling proposition” mostly via your marketing communications. Of course, keeping up with current trends is essential if you want to maximise your marketing efforts. The emergence of covid, on the other hand, has altered hotel marketing patterns. New marketing strategies were present from pre-covid era but its integration and implementation after covid impact became an essential approach. This research aimed to understand the modern marketing strategies over hotel industry and its business, especially after covid. A survey has been conducted with the help of which 104 responses were gathered. It is concluded that covid-19 significantly impacted the business strategies and also, new marketing strategies have significantly impacted.

*Keywords:* Marketing strategies, Hotel industry, covid, business, market

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### 1. Introduction

Hospitality marketing refers to all of the many tactics and approaches hotels use in order to advertise their company while also making a good first impression on their clients. There are a lot of factors to consider when it comes to making a hotel more attractive to potential visitors. (Fu, 2020)

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As a result, hotel brands must use a range of digital platforms to increase website traffic, social media engagement, email opens, and other metrics. As a hotelier, one need to be aware of, and also understand, a wide range of subjects, skills and tactics associated with hotel marketing in order to maximize the hotel's success and attract as many guests as possible. (Pereira, 2017)

Effective hotel marketing implies that your brand will have an effect on both prospective visitors and customers, no matter where or how they decide to study, plan, and book their vacation. Due to the wide range of options available to travellers nowadays, you must concentrate much more on who you are attempting to capture in your net.

If you're in the business of running a hotel, developing a hotel marketing strategy is essential to your success. This can help you discover high-value visitors, explain why your resort is the ideal location for their next vacation, and prioritise the best ways to contact them.

### *1.1. Important of hotel marketing*

When creating a hotel marketing strategy, there are many factors to take into account. As things are, the possibilities are limitless. What options do one have for accessing content that was previously unavailable? What are the most important internet outlets for business? What techniques to use to make the most of the instruments at disposal? Exactly what metrics to use to monitor and modify the results? With whom to collaborate in order to reach your full potential?

All of these points are well taken into consideration. Though, one must make two more crucial choices before getting to this stage. One must take proper decision in relation to:

1. Brand message
2. Key target market

Without a clear voice or audience in mind, it's doubtful that your company will succeed. Hotel marketing strategy will be shaped by these two key emphasis areas, which are interconnected. The kind of visitors you attract will be influenced by the brand messaging you use.

If you want your hotel to be hip and cutting-edge, for example, you should target young singles and couples while promoting your resort. Other elements will come into play, such as the hotel's location, size, and price range, as well as the number of people travelling and the purpose of their trip. (Salman et al., 2017)

It's critical to understand your target market before developing a marketing plan and crafting messages that are specifically targeted to them.

Consider these traveller categories, and see which one/s align with your hotel:

1. Value Seekers

To make the most of their vacation, they want to maximise their experience. They have a medium income and are mostly between the ages of 25 and 34, therefore they often travel with young children. Most of their research is done on a smartphone and is strongly influenced by reviews. A beach vacation is preferred.

2. Luxury Travellers

Focus on having fun and are ready to pay extra for it. They often travel in a group of two people between the ages of 25 and 49. They search for cities on the coast that are hot, and they read a lot of internet evaluations before deciding where to go.

### 3. Social Travellers

Traveling with friends or family is a great way to bond and share experiences. Because their gatherings often involve children, babysitting and other kid services are in high demand. On spite of their high to medium income, people place their trust in recommendations and word of mouth. They're often between the ages of 25 and 49, with a few exceptions.

### 4. Independent Travellers

Like to be in complete control of their itinerary, therefore they like to travel alone in search of new adventures and cultural experiences in any environment. Most of these people are middle-class or upper-middle-class, and they tend to be active on social media.

### 5. Researchers

They plan their travels in a very specific way. They are concerned about the quality of their experience. They do extensive research on everything from the location to the lodging to the restaurants and activities available. As a result, many people use laptops to do their work. They're often 25-49-year-old couples with better incomes that travel together. On TripAdvisor and other review sites, customers may hear what others have to say about their travel experiences.

### 6. Habitual Travellers

Traveling to the same places over and over again may help you find simplicity and ease. They value leisure above activities and are often between the ages of 35 and 64. They're mostly male and of modest means.

No matter what kind of hotel you operate (cheap or boutique), how you advertise your hotel and who you market to will be greatly influenced by your kind of establishment.

Once you've determined your brand and target audience, you can focus on the details of marketing your hotel and making it a visible and feasible booking choice for travellers....

## *1.2. Moderns Strategies of hotel marketing*

The hotel sector can no longer ignore some important and vital marketing trends and tactics. In order to remain afloat and attract new consumers in today's competitive market, companies must equip themselves with cutting-edge marketing techniques to stay afloat and attract new customers.

As a result, developing tactics that are successful in the hotel business is critical.

In the year 2021, technology will play an important role in many hotel marketing tactics. Before we even begin to explore the best hotel and resort marketing tactics, it's critical to realise that the following items are now requirements. This page goes into more depth about each of them.

- It's not enough to have a website by itself. It's important that the website be visually appealing, functional, and engaging.
- Take your business on the go. Future years will see an even greater emphasis on speed, clarity, and usability.

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- It's important to keep in touch with friends and family through different mediums, including social media.
- Create films that help your customers remember your brand.
- Despite the fact that apps will still be important in coming years, users' expectations for their performance have risen.
- The king is still content. In coming year, organic search will be increasingly important, and advertising will continue to be an effective and relevant marketing approach for hotels.

Technology is increasingly ubiquitous and essential in the travel business due to the fast and non-stop pace of new advancements. (Sangkaworn, 2010)

Owners of hotels must now take measures to maximise their marketing efforts in order to keep up with changing customer demands and effectively compete with other industry participants.

- i. Digital Presence holds the key – You need a great website
- ii. Customer Insights are everything for Customer Acquisition and Retention
- iii. Content is the King
- iv. Direct marketing
- v. SEO, Social Media Marketing & E-mail marketing
- vi. TV and Newspaper Advertisement
- vii. Social Media Promotion is still crucial
- viii. Go Fast, Add Tech and Go Mobile

#### *1.3. Importance of modern marketing strategies of hotel industry*

A sound marketing plan is essential for any company looking to establish a name, attract new clients, and keep existing ones happy. It's the same in the hotel business. Due to the importance of retaining customers, marketing directors and executives spend a great deal of time and money on promoting their brands and developing long-term initiatives. (Ayyıldız Yazıcı, 2020). Print and digital material are often used in these marketing initiatives, which aim to re-engage previous visitors while also enticing new ones. The difficulties in this particular sector, on the other hand, are quite specific. Being aware of the significance of marketing in the hospitality sector may help you stand out from the crowd in today's competitive employment market.

#### *1.4. Changes in marketing strategies because of covid-19*

It is very clear that the approach of marketing has fully changed and it is possible that it is never going to be the same as it used to be. However, the marketing objectives are still the same.

When targeting individual customers or large companies, our marketing tactics must change, but our ultimate objective remains the same: to raise brand recognition, boost leads, build customer loyalty and expand our company.

In a constantly changing world, staying ahead of the curve is critical to your success. The worldwide coronavirus epidemic has hastened a trend toward a more digital society that was already well underway. (World Health Organization, 2020)

Without understanding how marketing has evolved, what this shift implies for marketers, and how to adjust both short- and long-term, laggards will find it difficult to succeed.

## **2. Literature reviews**

(Singh & Kaushik, 2020) While hotels are putting new strategies in place to help them recover faster, it's hardly 'business as usual.' From the lockout phase to the unlock phase, they shape their company and marketing strategies around the theme to convey new actions and objectives. From going into the food distribution area to offering work-and-stay packages and disclosing concessional offers to arranging simulated events, hotels make care to strike the proper chord with the audience. The five-star hotels in Delhi are using different marketing tactics to attract tourists during COVID-19, thus there was plenty of room for research into these strategies. A survey of five-star hotel marketing directors revealed the recovery strategy and reopening marketing plan once it was completed. Recent research focuses on the different marketing tactics and cutting-edge methods used throughout the crisis.

(Jiang & Wen, 2020) An analysis of the “impacts of COVID-19 on hotel marketing and management practices” is presented in this paper, along with a three-pronged research plan for promoting hotel knowledge development.

(Parvez et al., 2018) Promoting goods or brands online is known as digital marketing. Digital marketing in hotels has become increasingly popular in recent times, with strategies like Social Media Marketing (SMM), which utilises social networking sites like Facebook and Twitter, and Search Engine Optimization (SEO), which boosts a website's visibility in search results by placing advertisements on Google and in online publications like blogs and magazines. The current trend in digital marketing is to search for hotels online via computers and mobile devices with hotel websites, and this opens up opportunities to improve local search on hotels by providing necessary information, User profiles, and managing citations. The purpose of this research is to examine the function that digital marketing plays in the hotel sector. Digital marketing for hotels is a topic that will be addressed in this essay.

(Toubes et al., 2021) There has been an extraordinary global health crisis caused by the COVID-19 pandemic, affecting many different areas of the economy. There have been substantial effects on the number of cancelled bookings, decreased foreign travel, and shifts in consumer behaviour in the tourism industry, making it one of the most vulnerable sectors. The goal of this research is to examine how tourist promotion and marketing in Spain have changed since the epidemic. To this aim, 65 marketing, consumer behaviour, and tourism professionals were surveyed using a questionnaire-based interviewing method.

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Online information sources have gained importance over consulting friends and family, according to the study's key findings. Digitalization is expected to advance rapidly to the point where physical travel agencies are displaced by online platforms, with the exception of specialized and advisory service offerings. Technologies like virtual reality (VR) and AI, on the other hand, may become more significant in the medium future.

(Rendón et al., 2014) The goal is to come up with marketing techniques that will help the hotel sector in Morelia expand internationally. It contains a review of the most important works from the theoretical or empirical perspective on the strategies and internationalisation, with a focus on the connection between the two phenomena. Analyzes how marketing has affected tourism activities The subject of research focuses on academic and industrial currents for their examination. They'll also have to present findings from fieldwork done as part of the research to see how effectively internationalisation is working for the Morelia hotel sector, and what marketing tactics they'll need to use to make it really international in Morelia.

### **3. Methodology**

This research work is based on a survey methodology and comprises of survey based on relevant hypothesis to achieve the objectives of the study. A questionnaire is made which is distributed among numerous individuals. A total of 104 responses were received which were sampled and then tested on with ANOVA. The collection of data is made from Jhansi, Madhya Pradesh, India.

### **4. Data analysis and interpretation**

This section presents the responses of the respondents along with the hypothesis testing and further discusses it.

#### **Demographic information:**

<b>Gender</b>	<b>Count</b>	<b>Percentage</b>
<b>Female</b>	50	48.08%
<b>Male</b>	54	51.92%
<b>Total</b>	104	100.00

Based on the above-mentioned responses, there are a total of 106 respondents comprising of 50 females and 54 males.

<b>AGE GROUP</b>	<b>Count</b>	<b>Percentage</b>
<b>18-25 years</b>	28	26.92%
<b>26-35 years</b>	36	34.62%

<b>35- 45 years</b>	32	30.77%
<b>46 and above</b>	8	7.69%
<b>Total</b>	104	100.00

Based on the above-mentioned responses, most of the respondents are from the age group of 26-35 years and from age group of 46 and above, only 8 respondents are there.

<b>EDUCATION</b>	<b>Count</b>	<b>Percentage</b>
<b>10<sup>TH</sup> PASSED</b>	8	7.69%
<b>12<sup>TH</sup> PASSED</b>	7	6.73%
<b>GRADUATION</b>	51	49.04%
<b>PG and above</b>	38	36.54%
<b>Total</b>	104	100.00

Based on the above-mentioned responses, maximum of 51 respondents are graduate followed by 38 respondents who are post-graduated or above.

**Responses:**

<b>Do you think covid-19 has provoked hotel industry to opt for new marketing strategies</b>		
	<b>Count</b>	<b>Percentage</b>
<b>Yes</b>	90	86.54%
<b>No</b>	14	13.46%
<b>Total</b>	104	100.00

It can be clearly understood from the above responses that covid-19 has provoked hotel industry to opt for new marketing strategies.

<b>Do you think new marketing strategies will benefit the hotel industry</b>		
	<b>Count</b>	<b>Percentage</b>
<b>Yes</b>	42	40.38%
<b>No</b>	32	30.77%
<b>Maybe</b>	30	28.85%
<b>Total</b>	104	100.00

As it can be seen from the above-mentioned table, most of the respondents stated new marketing strategies beneficial for the hotel industry.

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<b>QUESTIONS/RESPONSES</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
<b>Covid-19 have introduced many new effective marketing strategies</b>	23	38	6	14	23
<b>The new marketing strategies are cost-efficient benefitting the financial aspects of hotel industry</b>	21	28	16	17	22
<b>Using the new strategies helps extending the reach of marketing which is very important after the covid-19 attack.</b>	48	26	1	1	28
<b>Covid-19 had a very negative impact on hotel industry and modern marketing strategies are the best approach towards a new beginning.</b>	18	31	12	18	25
<b>The adoption of modern marketing strategies has gathered more business for the hotel industry in comparison to the convention way of marketing.</b>	35	41	2	11	15
<b>Business of hotel industry regained the market because of the online marketing and it has established its place as an approach for future marketing</b>	23	28	18	30	5

<b>With the help of the modern marketing strategies, the sales chart of the hotel industry has gained a huge hike and more such benefits are expected in future</b>	28	28	29	10	9
<b>It is important for hotel industry to make new improvement in this marketing strategies in order to gain more from this potential approach</b>	37	29	10	8	20
<b>The implementation of modern strategies has provided the costumers with option and hence, inspired the hotel industry towards betterment.</b>	19	32	27	22	4

The responses of the respondents mention in the above table exhibits that new marketing strategies are not only beneficial for the hotel industry but it is also essential for it as it helps in extending the reach of the hotel which will ultimately benefit the business by boosting the sales.

#### 4.1. Hypotheses testing

##### **Hypothesis 1**

H<sub>01</sub>: There is no significant impact of covid-19 in changing the business strategies

H<sub>a1</sub>: There is a significant impact of covid-19 in changing the business strategies

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	4263.133	4	1065.783	4.536278	0.006823	2.75871
Within Groups	5873.667	25	234.9467			
Total	10136.8	29				



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The above table shows the result obtained from hypothesis testing. The value of  $p < 0.05$  which states that there is a significant impact of covid-19 in changing the business strategies.

#### **Hypothesis 2**

H<sub>02</sub>: There is no significant impact of modern marketing strategies on business of hotel industry

H<sub>a2</sub>: There is a significant impact of modern marketing strategies on business of hotel industry

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1562.8	4	390.7	5.513689	0.003695	2.866081
Within Groups	1417.2	20	70.86			
Total	2980	24				

The above table shows the result obtained from hypothesis testing. The value of  $p < 0.05$  which states that there is a significant impact of modern marketing strategies on business of hotel industry.

## **5. CONCLUSION**

Numerous changes can be observed since last decade in the marketing strategies of hotel industry. With time, many strategies changed and many evolved, making the marketing strategy of hotel industry into what it is today. The biggest change in these marketing strategies occurred after the impact of covid, which completely shut down the hotel industry for a good amount of time. To overcome such further issues, hotel industry decided to perform all types of marketing online which has till date proved to very effective and is predicted to be very much beneficial in future also. The survey of this study clears the perception of individuals toward these strategies which seems to be evidently positive.

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# UNDERSTANDING THE IMPORTANCE OF HOUSEKEEPING DEPARTMENT IN BOOSTING THE SALE AND REPUTATION OF HOTEL INDUSTRY

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## Abstract

This research aimed for attaining a better understanding of the role and importance of housekeeping department. In addition, the role of housekeeping department in boosting the sale of the organization along with enhancing the reputation is also brought under study. To accomplish these objectives, 2 hypotheses were created based on which a questionnaire comprising of 14 questions were distributed among several individuals. 122 responses were received, which were samples and analyzed. The hypotheses were tested using one-way ANOVA and result showed a significant impact of housekeeping in boosting the sale and reputation of hotel industry.

*Keywords:* Housekeeping department, hotel, sale, organization, brand, reputation

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## 1. Introduction

Hospitality is the connection between a guest and a host, whereby the host welcomes the guest with some degree of kindness, inclusive of the receptions as well as guests' entertainment. The business of hospitality is operated by group of professionals and deals with services like tourism, travelling, theme

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parks, event organizing and handling, food and accommodations. It comprises of nearly everything that a traveler needs.

The department of housekeeping has a very wide range of roles such as cleaning of hotel, keeping it pleasant for the customers with the aim of providing them with a “Home away from home”. The main aim of the housekeeping department is to keep the customers satisfied by providing them with aesthetic and soothing environment and prompt services. When a customer enters a hotel, the first that impact them is the cleanliness, decoration, view of the hotel along with the behaviour of the staff. All these factors are the responsibility of the housekeeping staff. The housekeeping staff usually don’t get proper and sufficient time to rest as they are called by the customers at anytime and for any reason. Sometimes the housekeeping staff get treated rudely by rude customers even when they are not at fault and they have to handle it politely or else it will badly impact the brand name of the hotel and bad review from the customer might impact the sale of the hotel. (Mchigani et al., 2019)

The department of housekeeping can be defined as the provider of a safe, hygienic, clean and pleasant environment for the customers along with maintaining the proper supply of the amenities. In addition, they are also responsible for informing the management of the hotel about the requirements of the customers as to improve the quality of service.

### *1.1. Operations of housekeeping*

Every organization generally comprises of 3 departments specifically for accommodations:

- i. Receptions: the work of this department is to make the sale and assign the rooms.
- ii. The department of housekeeping: the work of this department is to plan, provide as well as service the rooms.
- iii. The department of maintenance: the work of this department is to arrange “adequate hot and cold water, sanitation, heating, lighting and ventilation as well as maintaining and repairing individual articles and area within the rooms operation”.

The business of any hotel depends upon the provision of food and accommodations along with other services. However, accommodation provides the most of the profit for the hotel as the organization have to invest just once for building the infrastructure and rents it on daily basis. The amount of effort that a housekeeping staff provides in completion his/her work decides the satisfaction level of the customers. But the job of a housekeeping staff does not end here, they maintain the freshness and beauty of the property too. Housekeeping, therefore, is an auxiliary department that contributes in a significant manner towards the overall reputation of a property. (Management, 2013)

There are various important jobs that are handled by the hospitality industry, such as:

- i. To achieve the greatest feasible efficiency in guaranteeing the care and comfort of visitors and in the smooth functioning of the department.
- ii. To create a pleasant environment and guarantee polite, dependable service from all employees of the department.
- iii. To maintain a high standard of cleanliness and general maintenance.

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- iv. To maintain the supply in restaurants, rooms, conference venues, banquet hall, health clubs, etc., along with keeping an inventory for the same.
- v. To supply uniforms for all the employees and keep sufficient supplies for the same.
- vi. To cater to the washing needs of the hotel linen, uniform of staff members and guest's clothes.
- vii. To maintain the decoration along with the landscaping areas of the hotel.
- viii. To organise restoration and refurnishing of the property.
- ix. To handle the "lost and found" items.
- x. To guarantee training, management and supervision of all employees connected to the departments.
- xi. To develop a strong working connection with other departments.
- xii. To guarantee that security and safety requirements are made known to all employees of the department.

The department of housekeeping is the primary support of the hotel. Every approach which is brought in use by the hotel organization for maximizing the revenues targets at boosting occupancy as well as ADR. It is well-known that to attain a larger size of profit, it is important to reduce the expenses to their minimum and maximize the occupancies. Both of these factors can be attained when the activities of housekeeping are optimized. Few of the such most important approaches are mentioned below (A. Singh, 2019):

1. **"Reducing Marginal Costs":** Major income share for a hotel comes from Rooms segment. Rooms are a very perishable commodity and the maintenance is of great importance. Housekeeping comprises approximately 20 to 25 percent of cost for rooms division. If operations are optimised expenses like unused inventory, guest & cleaning supplies, washing & linen, flowers, etc. may be decreased by 5 to 7 percent which would result in an increase in Gross profit.
2. **"Guest Satisfaction Index":** This is the main instrument for evaluating the performance of the service industry. It is the wonderfully constructed comfy bed, beautifully equipped bath and indigenously kept decor which would make the visitor experience unforgettable. This will lead to favourable comments and excellent ratings, reducing complaints and understays, guaranteeing repeat customers and eventually higher profits.
3. **Creating Brand Value:** Besides adding to the Net Profit after Tax, efficient housekeeping operations will contribute to setting a benchmark for the discriminating visitor. Thus, a Brand value will be established for the product/service. This excellent service by housekeeping will further advertise the property and minimise the expenditure on advertising, and marketing thereby boosting revenues.
4. **"Tapping Human Resource Potential":** The quick service and a minimal "Minutes Per Room (MPR)" should be maintained, which will allow the front desk for dealing efficiently at the time of rush and overload. It helps in making sure that the "Standard Operating Procedures (SOPs)" are properly followed. If the shift of rooms from filthy to empty is quick, the check-ins will be speedier, resulting to smoother operations. Therefore, it will maximize the sales of the rooms.

5. **“Curtailling CTC”**: A fleet of happy workers who are giving their best, who are driven and feel pleased will remain longer with any company, which will decrease the cost of recruiting new staff. If the attrition rate is low, the cost of recruiting and further sustaining HR staff will also further decrease.
6. **“Increasing Point of Sale Income”**: Housekeeping department may offer fresh and creative ways to boost the sale of Guest Laundry by providing that little additional value to the service. For eg: the clean Laundry may be packed in beautiful boxes depending on the concept of the hotel and returned quickly in minimum time.
7. **“Using Technology”**: there are numerous optimum outcomes which are brought in use by the hotels globally. From booking a room to checking out and payments, everything has now upgraded with the help of modern technology. There are systems which records the preference of the customers which helps in modifying the menu, infrastructure, view, etc. of the hotels.
8. **“Optimising Resources & Conserving Environment”**: Hotels can fulfil both corporate responsibility and sustainability by complying to worldwide conservation, solid waste management, preservation, and energy efficiency standards. The hotel will be able to reduce HLP expenses by implementing “Reduce Recycle and Reuse”, and therefore increase income, as a result of these green practises.
9. **“Enhancing Longevity”**: Preventive and planned maintenance on daily, weekly as well as linen, fixtures, timely upkeep of furniture, upholstery, monthly cleaning schedules, etc., along with effective housekeeping is capable of increasing the assets’ life span which proportionally increases the value and reduces its cost.
10. **“Using Guest Intelligence”**: This is an in-depth look into visitor feedback, including online reviews and questionnaires. It's possible that information is readily accessible, yet putting it to good use may be difficult. It is possible to improve customer satisfaction by utilising GI to educate and motivate employees, deal with complaints, and create customer-centric culture. As a result, there will be an increase in profits.

## **2. Literature review**

(R. Singh & Nika, 2019) Specifically, this research examines the link between service quality components like customer satisfaction and brand image, as well as customer retention. The present study was qualitative in nature, thus content analysis was used to examine relevant literature while also analysing the impact of service quality and brand image on repeat business in the hotel sector. According to the study's findings, there was enough research to establish the link between hotel service quality characteristics and customer satisfaction, brand image, and repeat business. Both service quality and satisfaction have been shown to be intertwined since high quality also boosts customer satisfaction. Hotels are better equipped to please customers now that service quality has improved. According to research, visitors who are more satisfied/delighted tend to be more loyal to a hotel. When guests are

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happy with their hotel experience, they become repeat customers, which influences their buying decisions. A hotel's brand image is closely linked to customer loyalty and service quality, according to the research. The loyalty of hotel customers improves the hotel's brand image in their minds. Service interactions at hotels should prioritise the pleasure of their customers. To promote repeat business, hotels must improve their image in the eyes of their customers by improving their comfort levels. The hotels will benefit from this by being more profitable and having a greater overall beneficial effect on the economy. Future research should experimentally examine the link between service quality characteristics and repeat patronage, according to the findings.

(Bhatnagar & Nim, 2019) When it comes to running a hotel, the cleaning staff is essential. It's not only responsible for keeping the hotel clean; it also helps fund a wide range of other hotel activities. Keeping track of and maintaining all of a hotel's accommodations and public spaces is a difficult task in and of itself, therefore it's an important department to have. The cleaning staff's efforts have a significant impact on the hotel guests' overall experience. The research looked at how customer satisfaction and repeat business are affected by housekeeping services and procedures. Hotel guests from the Chandigarh Tri-city area stayed at the study's sample hotels, all of which were rated five stars or above. The hotels gathered 150 completed surveys from visitors. A number of categories were examined, including: Laundry Services; Decor; Room Amenities; Cleanliness; Guest Satisfaction; and Repeat Business. All statements based on the aforementioned dimensions were scored on a Likert scale of 1 to 5 out of 10 possible. Convergent and discriminant validity were found along with high levels of internal consistency. Four hypotheses were found to be true based on the data. Guest Satisfaction was shown to be positively correlated with both decor and cleanliness, while repeat business was positively correlated with laundry services. Repeat Business has a favourable connection with Guest Satisfaction.

(A. Singh, 2019) Today's hotel housekeeping goes much beyond just cleaning and maintaining the hotel's different surfaces. It is the purpose of this article to examine current hotel housekeeping problems, best practises, and future trends in order to help the hotel business develop and become a more cost-effective tool. Hotel housekeeping patterns have been examined in this study, as well as academic research. In order to remain competitive, hotel housekeeping must address today's most pressing issues, including eco-friendly practises, outsourcing, IT-savvy housekeeping, staff retention, payroll performance, and ergonomics. Hotel development and long-term profitability are possible if these trends are implemented properly by the establishments. New trends in hotel cleaning are urgently needed for a variety of reasons, as discussed in this article.

(Patil et al., 2020) Changing the housekeeping department from one that just cleans hotel rooms to one that contributes significantly to the overall guest experience is urgently needed today. Housekeeping departments at hotels are seeing innovative trends and practises emerge as a consequence of market competition, varying guest needs and preferences, and technological advancements. There are a number of different types of eco-friendly goods and materials being used. Design, process and amenity trends along with digitization of operations, outsourcing of skilled professions, and total quality management are some of the major creative trends in housekeeping. Innovative methods such as feeling appreciated by the employees, mandated training, checklists and tools, quality control inspections follow these

trends, making a difference to the entire visitor experience. This study reveals the cutting-edge techniques and trends that hotels across the world are using.

(Mchigani et al., 2019) The study's goal was to find out whether the quality of a hotel's cleaning services affects guests' pleasure. The research made use of a cross-sectional survey design. The intended audience consisted of 1298 people, 1033 of whom were hotel guests, 21 of whom were executive housekeepers, and 244 of whom were guestroom attendants. The 149 GRAs and 221 hotel guests were selected using stratified random selection methods. As an alternative, purposive selection was utilised to narrow the study's participants down to 21 executive housekeepers. Data was gathered via the use of questionnaires, interviews, and observation checklists, all of which were combined. Quantitative data was analysed using regression, whereas qualitative data was analysed using thematic analysis. Visitor satisfaction was assessed using regression analysis, which showed that  $R=0.323$  suggested that there was a modest but positive connection between housekeeping service quality and guest contentment. A unit change in decision-making process strongly affects service-delivery quality, according to the study's results about the connection between hotel housekeeping quality and management decision-making. According to the findings, hotels in Nairobi City County should compare their housekeeping quality to that of other nearby properties. Hotels must also create new marketing tactics to keep up with changing visitor needs. Housekeeping quality services may be identified by providing guest cards in bedrooms and asking visitors to identify them.

### **3. Methodology**

To accomplish the objectives of this study, a survey methodology was brought in use. To conduct a survey, a questionnaire was prepared on the basis of the hypotheses. The questionnaire comprised of 14 questions. This questionnaire was sent to several individuals who are related to hotel industry of Gwalior, Madhya Pradesh. A total of 122 responses were received, which were samples and analyzed with the help of ANOVA one way factor.

### **4. Data analysis and interpretation**

This section presents the responses of the respondents along with the hypothesis testing and further discusses it. The collected data was sampled and then analyzed.

#### **Demographic information:**

<b>Gender</b>	<b>Count</b>	<b>Percentage</b>
<b>Female</b>	52	42.62%
<b>Male</b>	70	57.38%
<b>Total</b>	122	100.00



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Based on the above-mentioned responses, there are a total of 122 respondents comprising of 52 females and 70 males.

AGE GROUP	Count	Percentage
18-25 years	27	22.13%
26-35 years	47	38.52%
35- 45 years	39	31.97%
46 and above	9	7.38%
Total	122	100.00

Based on the above-mentioned responses, most of the respondents are from the age group of 26-35 years and from age group of 46 and above, only 9 respondents are there.

EDUCATION	Count	Percentage
10 <sup>TH</sup> PASSED	9	7.38%
12 <sup>TH</sup> PASSED	5	4.10%
GRADUATION	58	47.54%
PG and above	50	40.98%
Total	122	100.00

Based on the above-mentioned responses, maximum of 58 respondents are graduate followed by 50 respondents who are post-graduated or above.

**Responses:**

Do you think housekeeping is the most important department of hotel industry?		
	Count	Percentage
Yes	108	88.52%
No	14	11.48%
Total	122	100.00

It can be clearly understood from the above responses that housekeeping is the most important department of hotel industry.

Do you think housekeeping department has been less valued than they should be?		
	Count	Percentage
Yes	72	59.02%
No	26	21.31%
Maybe	24	19.67%
Total	122	100.00

As it can be seen from the above-mentioned table, most of the respondents stated that housekeeping department has been less valued than they should be.

<b>QUESTIONS/RESPONSES</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Dis agree</b>	<b>Strongly Disagree</b>
<b>Housekeeping can be considered as the backbone of hotel industry</b>	25	46	6	17	28
<b>The performance of housekeeping impacts the reputation of a hotel</b>	21	32	18	24	27
<b>For customers, housekeeping is the face of the hotel.</b>	60	29	1	1	31
<b>For improving the brand image of a hotel, it is important to train the housekeeping and take measures to keep them satisfied from their job</b>	18	36	14	25	29
<b>The re-visit of customers is mostly dependent on the performance and behaviour of the housekeeping staff</b>	41	50	2	11	18
<b>Housekeeping staff builds a relation with the customers, encouraging them to promote and plan for the same place again.</b>	25	32	20	40	5
<b>There are many customers who stay at the same hotel again and again because of the housekeeping staffs.</b>	33	35	35	10	9
<b>Housekeeping staff plays an important role in increasing the sales of the hotel through showing the good side of hotel such as clean environment, hygiene, peace, etc.</b>	46	36	10	8	22
<b>Housekeeping helps in understanding the demands of the customers and hence bringing the required and related changes.</b>	19	36	34	28	5

The responses of the respondents mention in the above table exhibits that housekeeping department is a valuable asset for the hotel industry and acts a back-bone. In addition they helps in promotion and increases the sales for the hotel through direct their direct interaction with the customers.

#### *4.1. Hypotheses testing*

##### **Hypothesis 1**

H<sub>a1</sub>: There is no significant impact of housekeeping over brand image of the hotel industry

H<sub>02</sub>: There is a significant impact of housekeeping over brand image of the hotel industry

ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	6037.2	4	1509.3	4.202773	0.00973	2.75871
Within Groups	8978	25	359.12			
Total	15015.2	29				

The testing of hypothesis clears that there is a significant impact of housekeeping over brand image of the hotel industry, since the value of  $p < 0.05$ .

##### **Hypothesis 2**

H<sub>01</sub>: There is no significant impact of housekeeping over increase in the sales in hotel industry

H<sub>a2</sub>: There is a significant impact of housekeeping over increase in the sales in hotel industry

ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	2257.6	4	564.4	4.401809	0.010282	2.866081
Within Groups	2564.4	20	128.22			
Total	4822	24				

The testing of hypothesis clears that there is a significant impact of housekeeping over increase in the sales in hotel industry, since the value of  $p < 0.05$ .

## **5. CONCLUSION**

Housekeeping department holds the most important liability of hotel industry and yet they are highly undervalued. On the basis of the obtained responses, this research concluded that housekeeping department of hotel industry not only helps in boosting the sales but also creates and boosts the brand name. The housekeeping department interacts with the customers and helps in creating a positive image of the hotel and hence, encourage them to revisit the hotel. This creates a positive image of the brand and increases the sales for the hotel. Housekeeping also helps in understanding the demands of the customers and hence bringing the required and related changes.

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## DEFINING AROMA AND FLAVORS OF OLIVE OIL

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### Abstract

More and more people around the world are using extra virgin olive oil as a cooking oil because of its high nutritional as well as dietetic value, which would be attributed in part to the oil's high smoke point, presence of polyphenol compounds, as well as the optimal lipid profile in regards with saturated fatty acid levels. According to the findings of this research, switching to extra virgin olive oil in place of other fats and oils is beneficial for your health. People may decrease the risk of cancer, stroke, type 2 diabetes and other chronic illnesses by using olive oil in your diet. The health advantages of olive oil are also discussed in this article.

*Keywords:* Phenolic compound, aroma, saturated, antioxidants

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### 1. Introduction

Since ancient times, spices and fragrant herbs have been used to enhance the taste, fragrance, colour, and shelf life of food and drink. Bioactive and functional substances abound in them, and many of their food-related characteristics may be traced back to them. With their broad range of biological properties including antioxidant, antibacterial, anti-inflammatory, anti-nociceptive as well as acaricidal effects among many others, essential oils have attracted special attention among the active components.

The taste and aroma of a plant are imparted by essential oils, which are a complex combination of volatile organic components. Among “essential oil-bearing plants”, there are about 400 different species

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that are treated for their basic materials, with 75 percent of them (or 300 different species) being prospective essential oil producers.

Aroma, cosmetics, pharmaceuticals, food and feed, and home products sectors all utilise essential oils because of their biological characteristics. Due to their antioxidant properties and ability to prevent lipid peroxidation, essential oils are often used in oil flavoring in the food industry. The popularity of flavored oils is on the rise, and they're being used to season seafood, chicken, and salads thanks to their delectable taste and appealing sensory note. Olive oil seems to be a super food with many health benefits, including anti-inflammatory, antioxidant, cardio-protective, neuro-protective, hepato-protective, lipid-regulating, as well as anti-diabetic characteristics. It is a staple in the Mediterranean diet. This is why olive oil is a valuable edible oil, valued for its distinct taste, distinctive fatty acid composition, and phenolic content, as well as its health advantages. It's all because of olive oil. A broad range of flavored olive oils is sold alongside the many other types of olive oil that are commercially accessible. (Cerretani et al., 2005)

The rising use of olive oil throughout the world is due to the oil's well-known distinctive taste and nutritional benefits. Tocopherols, squalene, and other flavor-enhancing compounds in olive oil contribute to its health benefits, as does oleic acid, which is the primary fatty acid in olive oil. Except for sesame oil, olive oil is unique in that it may be eaten in its raw state, retaining all of its beneficial compounds. There are a number of components in olive oil that combine to give it its distinct taste and fragrance. Minor polar components having an anti-oxidative effect are a subset of these constituents. Various researchers have looked at olive oil's taste components. The goal of this project is to examine olive oil's taste components and variables that influence them. (Kanavouras et al., 2004)

### *1.1. Olive Oil Composition*

- Nutritional components of “olive oil (OO)” are divided into two groups based on their soapability: a large saponifiable fraction and a smaller nonsaponifiable fraction.
- Oleic acid, a “monounsaturated fatty acid (MUFA)”, accounts for 55 to 83 percent of total fatty acids, making it the most important component.
- Olive oil's minor constituents, such as triterpenes, sterols and tocopherols, are found in small amounts in “extra-virgin olive oil (EVOO)”, which accounts for less than 2% of the total weight.
- Pro-oxidative circumstances prevalent in southern European latitudes are combated by these minor constituents.
- EVOO's uniformity, consistency, as well as nutritional value are all influenced by the concentration of these small components.
- Recent scientific interest has been sparked by the presence of phenolic components in OO.
- The most common phenolic compounds are “hydroxytyrosol (3, 4- di-hydroxyphenyletherol) and tyrosol (p-4-hydroxyphenyletherol), as well as their derivatives such as the secoiridoids oleuropein (3, 4-dihydroxyphenyletherol elenolic acid), oleocanthal, and oleacein”.

## **2. LITERATURE REVIEW**

(Dini & Laneri, 2021) Spices, condiments, and extra virgin olive oil (EVOO) have all played significant roles in human history and nutrition throughout history. They're flavour enhancers that are tacked on to meals. Some of them are utilised in traditional medicine and cosmetics as well as culinary flavouring. Using them regularly may help avoid chronic degenerative illnesses like cardiomyopathy and cancer because of their strong anti-inflammatory and antibacterial capabilities as well as antiviral and antibiotic characteristics. Natural goods have a strong customer following, therefore this area of research and development has a long history. In order to choose spices, condiments, & extra virgin olive oil related to the impact proven by scientific works rather than the mere illusion that plant products are suitable only because they are natural and not chemicals, this is critical to inform consumers about the potential benefits of daily consumption of these items. For starters, the researchers define spices, sauces, and extra virgin olive oil. There is also information on how a spicy diet may help to avoid disease, as well as the molecules responsible for their health benefits (phytochemicals) and how cooking changes them.

(Benkhoud et al., 2021) Using six different essential oils, this research explores the impact of EVOO's volatile profile; sensory characteristics, oxidative stability, fatty acid content, and nutritional quality after the oils have been added. In this study, researchers found that its aromatizing essential oils in the flavoured EVOO were mostly made up of “carvacrol, 1,8-cineole, -caryophyllene, trans-anethole, -phellandrene, and limonene”, which are all found in the major components of the aromatizing essential oils. Customers prefer EVOO flavoured with fennel, according to sensory analysis. The oxidative stability of EVOO flavoured with thyme, fennel, and Brazilian pepper tree was shown after a 12-month storage period. Additionally, the amount of each individual fatty acid in the flavoured EVOO remained nearly constant, preserving the EVOO's natural nutritional value. The current findings may pave the way for the creation of flavor-enhanced EVOO that has better oxidative stability while maintaining nutritional quality.

(Ciafardini & Zullo, 2018) This article outlines what is known about the yeasts found in virgin olive oil. Yeasts multiply in the vegetal water in the newly generated olive oil, forming the characteristic micro biota of olive oil. More than a dozen yeast species have been found in various kinds of olive oils and byproducts, with six of them being novel to science. While certain yeast species help to improve the new olive oil's sensory qualities, others are regarded detrimental because they may degrade the oil's quality by producing disagreeable odours and hydrolyzing triacylglycerol. Extra virgin olive oil has been shown to have flaws when it has been treated with certain yeast strains such as “Candida diddensis”, whereas other strains of yeast used in the treatment of olive oil were found to be defect-free after four months in storage and therefore classified as extra virgin. “Brettanomyces acidodurans sp. nov.”, a novel acetic acid-producing yeast species discovered from olive oil, may be to blame for the product's wine-vinegary fault. It's also explained how the yeasts that produce lipase and survive in flavoured olive oils interact with one other.

(Khushbu Vaishnav; et al., 2017) Today's competitive climate necessitates a well-designed industrial architecture that maximizes production while minimizing costs. A lot will rely on the production operations, including the volume and diversity of goods produced, when choosing a plan. Generating a plant layout is difficult, particularly if the layout is process-oriented. A well-organized plant structure is now required to make the most of the organization's fundamental resources. This report compares the layout of the old and new plants in great detail. New techniques and technologies are used in plant layout to improve production, and this report offers useful information about the new layout.

(Dahl et al., 2016) There are many health advantages of using extra virgin olive oil. Higher use of olive oil in the diet is linked to a lower overall mortality risk. The 2015–2020 Dietary Guidelines for Americans recommends 5 tablespoons of oil per day for a 2,000-calorie diet as a general rule of thumb (USDHHS and USDA 2015). This is much less than the Mediterranean diets recommended daily intake of up to 4 tablespoons (12 teaspoons) of extra virgin olive oil.

(Caporaso, 2016) Many people across the globe are interested in olive oil because of its distinctive fatty acid composition, phenolic compounds that have health benefits for humans, and a well-liked fragrance. This is important to note that the VOO's composition may shift significantly based on factors such as olive type, field management, and maturity of the olive fruit, harvesting, as well as production, all of which can influence the final flavour. When extracting phenolic and volatile chemicals in the industrial setting, extraction circumstances may have an impact on their concentration and composition, which can lead to undesirable effects such off-flavor development. VOO's flavour may be affected by a number of processes, including crushing, malaxation, centrifugation, filtering, and storing. With an emphasis on fragrance components, biophenols, and the resultant sensory profile, this review article explores the variables that influence virgin olive oil composition. We focused on volatile and phenolic chemicals, and how they affect and are described by our taste buds. Finally, further research is needed to completely grasp this product's complicated composition and interactions. Researchers and industry alike may benefit from this information since it allows manufacturers to alter the final VOO's features.

(Escuderos, 2011) Quality and authenticity were both checked using the virgin olive oil's fragrance assessment. Volatile components of olive oil taste have been identified and quantified using several analytical techniques. Gas chromatography is the most widely used of these techniques. This research does a thorough and comprehensive assessment of all published studies on olive oil aroma analysis that have used gas chromatography technology since the 1980s. Techniques for extracting and concentrating olive oil volatile components, as well as separation & identification procedures, have received particular attention.

(Manai et al., 2008) Using a headspace solid-phase micro extraction technique linked to GC–MS and GC–FID, the volatile content of virgin olive oil (VOO) from six Tunisian novel cultivars was analysed. Aldehydes, alcohols, esters, ketones, terpenes, & carboxylic acids were discovered, among other chemical classes. C6 aldehydes were shown to be the most significant contributors to the olive oil's fragrance. The lipoxygenase pathway converts polyunsaturated fatty acids to these molecules in the body. They also noted that linolenic acid oxidation predominates over linoleic acid oxidation. Many C6 derivatives, such as (E)-hex-2-enal, (E) hex-2-enol, and (E) hex-2-enol, were found in the oil samples.



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The fragrance of the investigated VOOs includes acceptable quantities of different C5 component classes in addition to C6 chemicals. Different volatile profiles were found in the oil samples that were analysed. Components that appear only in certain oil samples may be utilised to demonstrate compositional distinctions in the beginning. All of the findings show that the amount of olive oil fragrance component varies depending on the cultivar.

## **3. HEALTH BENEFITS OF OLIVE OIL**

### *3.1. Cardiovascular Disease (CDV)*

Higher consumption of fruits, vegetables and legumes provides substantial health advantages and protection against cardiovascular disease, but olive oil is also beneficial. The FDA granted olive oil a qualified health claim in 2004 after reviewing the evidence. The “Qualified Health Claim Statement” reads: “Limited and not conclusive scientific evidence suggests that eating about 2 tablespoons (23 grams) of olive oil daily may reduce the risk of coronary heart disease due to the monounsaturated fat in olive oil. To achieve this possible benefit, olive oil is to replace a similar amount of saturated fat and not increase the total number of calories you eat in a day”.

Health claims about the beneficial effects of extra virgin olive oil can only be made for a limited number of specific meals. Some examples are olive oil-based products, salad dressings contains approximately 6 grams of olive oil but no more than 4 grams of saturated fat for each serving, margarine contains approximately 6 grams of olive oil but no more than 10 grams of cholesterol, & foods like sauces and baked goods that contain olive oil. (Ciafardini & Zullo, 2018)

Olive oil might have had a function in hypertension prevention and therapy (high blood pressure). Men with coronary heart disease were given three tablespoons each of virgin as well as refined olive oil to see which was better. Phenolic components in virgin olive oil have antioxidant effects and lower blood pressure in these individuals, research shows.

### *3.2. Diabetes and Metabolic Syndrome*

Type-2 diabetes may be prevented by consuming olive oil (T2D). Adults with a high risk of cardiovascular disease were given extra-virgin olive oil, which decreased their risk of T2D by 40% in only four years. Researchers in Spain found that those who drank olive oil instead of sunflower oil were less likely to have problems with poor glucose control, which may lead to type 2 diabetes. (Khushbu Vaishnav; et al., 2017)

### *3.3. Cancer Prevention*

Some scientific data suggests that consuming olive oil may help prevent cancer. People who consume the most olive oil have a lower chance of developing any form of cancer than those who consume the

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least. In addition to decreasing the risk of colon cancer, olive oil consumption has been linked to a decreased risk of breast cancer and malignancies of the digestive system, including oral, pharyngeal, and esophageal (throat) cancers. Olive oil use does not seem to be associated with an increased risk of prostate, lung, or ovarian cancer, but it may reduce the risk of laryngeal, and stomach cancer.

#### **4. FACTORS AFFECTING THE FORMATION OF FLAVOUR COMPONENTS**

There are many factors that affect the appearance of flavour components in olive oil, among them:

- Distinct cultivars may yield oils with different flavour components and sensory qualities under identical environmental and agricultural circumstances.
- The three cultivars had significant similarities in terms of variability and phenolic component concentrations.
- It was found that the distributions of esters, alcohols, and aldehydes varied similarly among the three cultivars throughout the maturation period
- Climate, cultivation techniques, fruit ripeness, storage conditions, and production procedures all have an impact on the synthesis and inclusion of flavour (volatile and phenolic) components in olive oil.
- Because of this, olive oil's flavour and consistency may vary widely.
- Virgin olive oil's flavour is a source of concern for both producers and consumers today.
- There hasn't been enough study done on these aspects yet.
- It's unclear how much the cultivar, environment, or other factors affect olive oil's flavour and aroma.
- Variety of chemical profiles in olive oil according to cultivars, orchard pedoclimatic conditions, agricultural practises, maturity of olives, and methods of olive oil extraction. (Caporaso, 2016)

#### **5. CONCLUSION**

When it comes to health benefits and distinctive sensory notes, olive oil stands out from other vegetable oils due to its distinct features, such as its unique fragrance and taste.

There should be a better understanding of the agronomic and technological factors that influence the presence and amount of beneficial aroma compounds, as well as the generation of volatile compounds associated with off-flavors, in order to produce Olive Oil with enhanced sensory and nutritional properties. There are a number of variables that may affect the final taste and content of the product. This included the harvest, smashing, malaxation, centrifugation, filtering, as well as storage conditions. All of these important factors have been thoroughly examined in this article in order to get a comprehensive

understanding of the complexities of this product, with a focus on the volatile chemicals associated with the fragrance of Olive Oil.

In order to produce consistently high-quality olive oil, it is necessary to grow olives with exceptional characteristics and to make sure that these good traits are transmitted to the oil itself. To improve the quality of olive oils, it's essential to know how volatile chemicals are produced.

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## VITICULTURE IN MADHYA PRADESH: A REVIEW

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### Abstract

In spite of the fact that grapevine may thrive in a variety of climates, it grows best in areas that satisfy particular climatic criteria. Tropical areas are those latitudes between the Tropics of Cancer and Capricorn where grapes may be found in abundance. In recent years, viticulture operations in tropical areas have grown considerably, and nations like Brazil, Venezuela, India, & Thailand situated in tropical and subtropical climates provide quality table grapes, wine, grape juice, and raisins. Global advances in communications technology, as well as in geography, provide tremendous opportunity for developing better ways to disseminate precise viticultural information. A number of helpful instruments for monitoring and controlling vine growth have been developed thanks to recent technology advancements. Precision viticulture, on the other hand, aims to use as many observations as possible to characterize the vineyard's geographic variability at a high resolution as well as provide management suggestions to increase quality, output, and sustainability. The study provides a short overview of Madhya Pradesh's precision viticulture technology state-of-the-art.

*Keywords:* Viticultural practices; Vitis vinifera; Fermentation; Vine making; Viticulture

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## **1. Introduction**

Vines are grown in many climatic zones throughout the globe, each with its own set of advantages for cultivating high-quality grapes. The temperate climate belt includes most of the world's viticulture areas, which are situated between latitudes of 40° and 50°N in the northern hemisphere and between latitudes of 30° and 40°S in the southern hemisphere. Tropical viticulture has lately attracted a lot of attention, and commercial grape cultivation in tropical areas has been practiced for around 50 years. The intertropical zone includes several grape-growing areas between the Tropics of Capricorn and Cancer.

In India, 78% of grapes are utilised for table uses, 17%–20% are dried for raisin manufacture, and 2% are used for juice and wine production. In 2004–05, India exported 35,936 metric tonnes of fresh grapes worth Rs. 1106.7 million to markets in 23 countries. India imported fresh grapes for Rs 519.86 lakh worth of 1111.27 tonnes that year. Indian grape, raisin, & wine making now meets “international quality standards”, which bodes well for the country's future expansion of the fresh grape, raisin, and wine industries to keep up with domestic demand as well as the growing export market, particularly in the European Union and countries in South Asia.



Figure 1: Vineyard

### *1.1. Viticulture*

In viticulture, grapevines are studied and practised in order to produce fruit that is appropriate for a certain end use. When humans began to realise that “*Vitis vinifera*’s (the Eurasian grapevines)” fruit was tasty yet difficult to get to because of its height, it became popular. Researchers already know about viticulture how to control the vine after it was planted where it was simpler to maintain.

It's not easy to manage grapevines, especially if the product you're producing from the grapes is wine. The winemaking method brings out and enhances characteristics in the fruit that aren't present when consumed fresh. Several variables influence vine quality and yield, include environmental ones (such as

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soil, temperature, as well as sunlight) as well as management-related ones. Additionally, the vines will react differently depending on which of these variables is present.

### *1.2. The Grape Vine*

The grapevine is a “woody climbing vine” known as “a liana” that is supported by other plants or buildings. It began its existence on the forest floor, where there's little light, as well as quickly grew to the summits of the forest canopy as a result of natural selection. It developed blooms and fruit after it reached the tops of the trees and was fully exposed to the light.

Grapevines are referred to by a variety of different names. The dormant cane, which is composed of nodes and internodes, is visible at the commencement of the growth season if we look at it from that point on. This season's growth will be supported by the shoots that emerge from each node's bud. From every node site, leaves will begin to appear as the shoots develop. Nodes 3-4 may contain clusters of flowers, and a branch may have zero to three clusters or more, according to the vine type. A tendril will extend from each leaf opposing the flower clusters. The vine's leaf and tendril growth is indeterminate, so as long as the circumstances are right, it will keep growing.

After summer's hot temperatures, fall brings colder temperatures that halt development and harden the shoot stem, making it more resistant to the freezing temperatures of winter. *Vitis vinifera* can usually tolerate temperatures as low as -20°C, with some newer crosses capable of withstanding temperatures as low as -30°C. An enormous amount of work has gone into creating hardy varieties like the Northern Grapes Project (see related websites) in order to broaden the range of regions where wine may be grown.

## **2. Vine Making Technology**

“Pre-fermentation, fermentation, and post-fermentation activities” make up the bulk of winemaking. Grape wines undergo pre-fermentation during which the fruit is crushed to release juice. While red and white wines have their juice removed from their skins, white wines do not. Sedimentation or centrifugations are the most common methods for clarifying white wine juice. The clarified juice is then mixed with yeast to begin the fermentation process. It is common practice in red winemaking to keep the crushed grapes' pulp, skins, and seeds together throughout the fermentation process. To get to the taste and flavour, this is how it's done. The crushed pulp (must) used in red winemaking is fermented with yeast.

The carbohydrates in the juice are converted to ethanol and carbon dioxide during fermentation. During fermentation, the sugars are used by the yeasts. A stalled fermentation happens when the available sugar is really not fully used by the yeasts, as well as the pace of fermentation slows or stops. Centrifugation, racking, filtration, and/or filtering may all be used to clear the mixture. Non-traditional approaches to winemaking use an anaerobic fermentation method and supply nitrogen needed for yeast development using di-ammonium phosphate (DAP). Post-fermentation procedures are those that are carried out after fermentation has finished or when it has reached the desired stage. In stainless steel

containers or oak barrels, wine is drained off the -yeast lees. The wine may be strained, cold stabilized, fined, or mixed while it's in storage.

Commercially available fining agents, including as enzymes, bentonite, diatomaceous earth, and egg albumen, might help clarify wines when added. During maturity, wine undergoes many changes, and after the wine has reached the proper stage of development, it is filtered and packaged.

### **3. Literature Review**

(Bates, 2021) [1] The agricultural assemblage from the Indus Civilization included grapes (*Vitis vinifera* L. ssp. *vinifera*), which have been recognised as part of the species. This non-native crop's appearance in northern South Asia between 3200 and 1300 bc has been cited as evidence supporting crop diffusion, long-distance commerce, as well as the acceptance of foreign agricultural techniques and foodways since its wild progenitor does not grow in the area. It's difficult to distinguish between wild and cultivated grapes, in particular. Determining the term "grape" in South Asian antiquity may be difficult. The over-reliance on measures of length, width, and thickness, as well as a lack of description and uniformity, are taken into account. It turns out, however, that a study of the region's flora reveals many Vitaceae taxa that might be 'grape' candidates. For the complex societal interpretations of "what grapes signify in the Indus," identification criteria for local Vitaceae must be further established to better comprehend the function of Indus grapes.

(Santos et al., 2020) [2] Various European areas' socioeconomics depend heavily on viticulture and winemaking. When it comes to the characteristics of a particular wine area, climate has a significant impact on canopy microclimate, vine development, vine physiology, yield, and berry composition, all of which work together to define wine qualities and typicity. Grapevine production is highly reliant on weather and climatic conditions, therefore new problems are expected to emerge as a result of climate change. Many wine areas have already seen shifts in viticultural appropriateness during the past few decades, whether in general viticulture or the usage of particular varieties. However, climate change is expected to worsen these current trends in wine production suitability, notwithstanding their geographical heterogeneity. Such changes may alter the geographic distribution of wine-producing areas, and in many instances, wine typicity will be at risk. This will need the adoption of effective risk reduction measures that are well thought out, appropriate to the local climate as well as cost-effective. There is still work to be done to fully understand the potential of the many adaptation alternatives. Nevertheless, their acceptance will be critical to the long-term socioeconomic and environmental sustainability of Europe's hugely valuable viticulture and winemaking industry.

(Mishra & Sajnani, 2020) [3] There is so much for the Indian tourist sector in Madhya Pradesh, which is rightfully regarded as the heart of Incredible India. Aside from the three UNESCO world historic sites located in the state, nine national parks and twenty-five animal sanctuaries dot the landscape. Since the state government began making significant efforts to promote the state's tourist potential and establish its new tourism strategy, which it touts as one of the most progressive in the nation, its full potential has

just recently been apparent. As a vineyard destination, Madhya Pradesh has grown in popularity over the last decade due to the reasons examined in this article. In addition, the case study seeks to examine how the advertising effort has contributed to the expansion of the grape industry in the state.

(Maghradze et al., 2019) [4] The “National Wine Agency of the Republic of Georgia's Research Project for the Study of Georgian Grapes and Wine Culture” produced a multilingual guidebook on contemporary viticulture as one of its outcomes. “Agrometeorological study of environmental resources and limits” was the focus of the initial parts of the handbook, which included an overview of “Georgian climate and agrometeorological characteristics”, followed by regional cards with more specific information. Agrometeorological data gathered by Georgian and international networks was used for the study, which spanned the years 1974-2013. “Multiple agricultural-meteorological indices” were computed to determine the resources and limits of viticulture across Georgia's wine-growing regions, giving essential information for grape-growing and wine-making.

(Photiadou et al., 2017) [5] The production of wine is significantly impacted by climate change and fluctuation. Due to a changing environment, each region's wines will have different characteristics as natural year-to-to-year climatic fluctuations enhance the unpredictability of wine companies' revenue and therefore impact profitability and economic resilience. The challenge for the viticulture industry is to keep an eye on these developments and adjust business methods as necessary. The “European Climate Assessment and Dataset (ECA&D)” and its gridded counterpart, the “European Oceanographic Observing System (E-OBS)”, are instruments for tracking changes in Europe's climatic conditions, with a focus on severe weather. ECA&D and E-OBS for viticulture are discussed in detail in this article. In the last several decades, regions that have been too cold for Chardonnay production have expanded, while those that have been appropriate in the past have shrunk. In the last stages of grape ripening, the diurnal temperature range changes, as does the frequency of heavy precipitation. Finally, the first findings from a new South American dataset are revealed.

(Banjanin et al., 2017) [6] The current status of viticulture development in Bosnia and Herzegovina is discussed in this article. There is a comprehensive review of the literature used in this study. Several secondary data sources were used to supplement the primary data. Small, family-run vineyards predominate in BiH's viticulture (up to 2 ha). In older vineyards, the majority of the cultivars are autochthonous, while in newer vineyards, the cultivar selection is more contemporary. Despite the fact that Bosnia and Herzegovina has great viticultural potential and favourable climatic conditions, wine imports are almost five times higher than exports. Because of this, professional, scientific, and governmental organisations must work together more effectively with grapevine farmers and wineries to improve the production process. In order to organise the production of virus-free propagation material, introduce new cultivars, and preserve indigenous variety in BiH's vineyards, this collaboration is critical.

(Matese & Di Gennaro, 2015) [7] Viticulture with an eye toward precision strives to make the most of a vineyard's oenological potential. For wine areas with high quality requirements, this is particularly true, since site-specific management methods improve both quality and yield at the same time. As new technologies for assisting vineyard management are introduced, efficiency and quality of output may be increased, while environmental effect is minimised. Global advances in communications technology, as



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well as in geography, provide tremendous opportunity for developing better ways to disseminate precise viticultural information. A number of helpful instruments for monitoring and controlling vine growth have been developed thanks to recent technology advancements. Precision viticulture, on the other hand, aims to use as many observations as possible to characterise the vineyard's geographic variability at a high resolution as well as provide management suggestions to increase quality, output, and sustainability. Precision viticulture technologies are briefly summarised in this review. In the first part, geolocation and distant & proximal sensing are covered, while in the second, variable-rate techniques and innovative agricultural robots are discussed.

(Swami et al., 2014) [8] An overview of wine production from different fruits, categorization of wines, and the current state of the wine business are all covered in this article. This article discusses several types of wine, including grape wine, fruit wine, berry wine, vegetable wine, plant wine, and raisin wine. Various “tropical and subtropical fruit wines” including mango, banana, and apple cider production updates are also provided.

(Jones et al., 2014) [9] On the one hand, scientists are trying to better understand how climate and viticultural techniques affect fruit quality during harvest as well as the quality of sparkling wine. As a way to achieve the required level of quality in the harvested food product, factors including variety, soil type, planting density, pruning technique, climate, and future climate warming are addressed. There had been a general consensus that grapes intended for sparkling wines were subjected to less rigorous viticultural care than those destined for table wines. There aren't many researches on fruit control in sparkling wine production. Research on canopy control, leaf removal, as well as yield modification for the production of table wines shows promise for use in sparkling wine production. Even though fruit quality objectives differ from area to region, different combinations of variety, clone, and management are being utilised to meet those goals. The research on viticultural management, in particular that alters the temperature of the clusters and the exposure to incident light, yield manipulation and fruit quality, is likely to best inform production methods that result in fruit quality suitable for the manufacture of premium sparkling wine. Climate change impacts fruit production in premium sparkling wine production in terms of flavour development and high acidity, creating new difficulties such as the need for more automation to keep costs low. Growing areas are shifting to colder locations where high-acid fruit may be produced, as well as increasing research into new cultivars and clones that do better in a warmer environment.

(Kok & Faculty, 2014) [10] In spite of the fact that grapevine may thrive in a variety of climates, it grows best in areas that satisfy particular climatic criteria. Tropical areas are those latitudes between the Tropics of Cancer and Capricorn where grapes may be found in abundance. In recent years, viticulture operations in tropical areas have grown considerably, and nations like Brazil, Venezuela, India, and Thailand situated in tropical and subtropical climates provide quality table grapes, wine, grape juice, and raisins. Tropical locations employ different grape-growing production methods than typical temperate areas. Table, raisin, & wine grape varieties predominate among the grapes produced in these areas. There should be early ripening grapes that are resistant to fungal infections and short growth cycles for tropical areas.

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#### **4. Viticulture In Madhya Pradesh**

Ambi Vineyard, Ratlam, is Madhya Pradesh's only vineyard. The AMBI's mission is to become the most respected organisation in the wine and spirits sector by delighting customers with unmatched brand value and constant innovation that continuously exceeds their expectations. [11]



Figure 1: Ambi Vineyard, Madhya Pradesh

In 1982, MR. AMBARAM PATIDAR, the 'Father of Grapes in M.P.,' planted the first plant of grapes in his organisation, 'KISAN SABJI AND FAL UTPADAK SANGH' (Farmer's vegetable and fruit grower association). After developing 'Mutual Working Formula' with the goal of giving farmers more control and fostering cooperation in society, he founded AMBI, a company designed only by farmers for farmers. It was decided to build up winery by a group of tiny 18 households sitting atop choupal of hamlet TITARI enjoying finest viticulture climate conditions. PATEL WINE AND FRUIT PROCESSING INDUSTRIES, after tremendous success with 'PRAGRATISHIL KRISHK CLUB,' has entered the ancient and beautiful art of winemaking under the banner. AMBI FAMILY is made up of these relatives who have all come together to form a single unit. After making their decisions, they were bound to the 'AMBI' project as it developed. [12]

## **5. Recommendations**

Despite the fact that viticulture confronts many challenges, the world's vineyards are expanding at an increasing rate. These steps should be considered for the modernisation of vineyard technology on both ancient and newly created vineyards: [13]

- To introduce fresh clones of standard and autochthonous varieties into production, as well as novel and domestic kinds, to update the vine collection.
- To tighten and subsidise standards for high-quality manufacturing and virus-free seedling material.
- To improve the cadaster of a vineyard.
- To better position a product on the market, create clusters or use other methods of association.
- In order to identify and prescribe suitable growth systems, and correspondingly plant spacing and plant density.
- Intensify collaboration between manufacturers and expert advice services.
- To provide agricultural budget money for the development of viticulture.

## **6. Conclusion**

There is a dearth of information in the literature on the relationship between soil characteristics and grape or wine quality; therefore the viticultural sector may want to explore this more in the future.

Furthermore, global warming poses a serious threat to the production of premium sparkling wine since it threatens flavour development and high acidity in the fruit used in the wine. Fruit production has major challenges as a result of global warming, including slower ripening and acidity loss. With the current and probable future shift to alternate kinds and clones, more study will be required, as will the relocation of production to colder areas, which will present new difficulties including late frost and greater disease burden.

The wine business must take appropriate steps to deal with the effects of climate change, primarily by establishing appropriate regional plans. Since timely strategic planning will offer competitive benefits, wine grape farmers are becoming more conscious of this issue. Nevertheless, as climate change progresses, more study is required to properly deal with the anticipated changes. As a result, it is incumbent to wine industry decision-makers and stakeholders to put climate change mitigation measures in place. These initiatives will have a significant impact on the state's viticulture industry's long-term economic viability and environmental sustainability.

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## THE LOST FLAVORS OF INDIAN PALATE: A REVIEW

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### Abstract

Spicy delights abound in Indian cuisine. Ingredients and processing techniques are the primary determinants of a food's ultimate profile. Authentic Indian cuisine requires a wide range of spices to get the right taste profile. Ethnic cuisine's quality is influenced by regional and ethnic customs as well as subjective variables like the chef's competence and cooking technique. Home-cooked meals were preferred by the vast majority of Indian customers. In contrast to that, contemporary eating out culture is quickly altering Indian society's attitude. Several fast-food chains already have a presence in India, thanks to the country's fast-paced culture, hectic schedules, competitive nature, rising numbers of working women, and the nuclear family idea, among other factors. India's fast-food industry is exploding due to favourable demographics, shifting customer preferences, and increasing disposable income. India, on the other hand, is losing its unique culinary tastes. Literature reviews have examined food choice factors. The paper's topic matter includes the growth and developments in the fast food industry, which provide the groundwork for rising consumption and the ensuing societal problem of health degradation due to rising global obesity.

*Keywords:* Indian Cuisine; Cuisines; Food; Westernization; Indian palate

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### 1. Introduction

A diverse nation, India has a wide range of climatic conditions, geographic locations, religious beliefs and cultures as well as a wide range of ethnic cuisines. This is the only nation in the cosmos where you can eat food from every country in the world at the same time. Rice, wheat, and other lentils, including

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*Chef Chandrakant Divakar*

masoor, toor, and others, are among the basic ingredients of Indian cuisine, and these lentils may be utilised whole or split. Indian food whether it's sweet, spicy, vegetarian, or not, has a heartfelt quality. Spices are mostly produced in India, which is also the world's biggest exporter. Many regional Indian cuisines are prepared using a variety of oils. Without spices, Indian cuisine would be incomplete. Every religion enjoys cooking with its own unique blend of spices. Indian cuisine is well-known for its creative use of herbs and spices. In the development of Indian food, religious beliefs and culture have played a significant influence. In Indian cooking, the six flavours are combined in a well-balanced way. These are: sweet, sour, salty, spicy, bitter, and astringent are all present. [1]

India's traditional cuisine has received a lot of praise for its creative use of herbs and spices. Traditionally, Indian cuisine has been characterised by a wide variety of small plates. The culinary style differs from region to region and may be categorised as either South Indian or North Indian depending on where you are. There are many and inn resorts in India that provide a wide range of different multi-food that is evocative of solidarity in varied variation. India is well known for this. There are three main grains in India's diet: wheat, rice, and chana (Bengal Gram), with the latter are being the most important. The Indian sense of taste has advanced significantly in recent years. [2]



Figure 1: We are leaving our culture behind, for no reason

### *1.1. Scoping Food Culture in India*

In view of the above discussion the anthropological studies on food carried out on India as well as on South Asia can be described as moderately wide in scope, but not wide enough to take care of a

geographically vast and culturally varied country like India. It should also be noted that anthropological information on behaviour related to beverages, especially the alcoholic ones, is scantier than what is available on food. Hence any study on anthropology of food should involve beverage as well. For a wider as well as deeper coverage of culture of food and beverage, certain methodological issues need to be addressed, which would be done later in this article. It is necessary to identify the issues that require to be addressed by anthropological studies on food at this juncture. As anthropologists remained largely busy with study of small scale 'traditional' communities for many years, they feel more comfortable while dealing with issues like food taboos specific to any particular caste or tribe or the culture specific cognitive categories. Issues like changes in food habit in a developing country like India in terms of who eats what, when and how under the influence of different cultural, economic and political processes are rarely accorded central position in anthropological research agenda. [3]

### *1.2. History of food:*

Generally a large part of the food and beverage consumed by a people was originally sourced in other countries or in other cultures, unless the people are as isolated as the inhabitants of the North Sentinel Island. Scholars knowledgeable in history of agriculture, horticulture and animal husbandry in India would testify that a large number of plants, animals and birds that are used by the Indians were introduced by different people at different points of time. Such information may be components of history of a macro scale, but a well-designed anthropological enquiry can dig out the consequences of such changes at the micro level. Any change in the major food crop of an area and subsequent change in the staple of the people might have caused relational changes among them. Introduction of new varieties of vegetables, fish or edible birds and animals might have resulted into similar consequences. [4]

Changes in items of food in time can be re-enlivened through a systematic study of food offered to god at temples and at home. Generally the temple kitchens shut their doors to items that are considered non-traditional; that came from a foreign land or an alien culture. One can observe what the people used to offer to their god seven or eight hundred years back in a given part of the country by studying the major temples of that region built seven or eight centuries back. The major temples of Puri, Varanasi and Kanchipuram would offer opportunity of such a study. It is highly probable that there would be a conspicuous difference between the temple food and the secular food at any of the above places at any given point of time. The difference may be more complex in case the people have embraced a new religious or sectarian faith more recently and that faith demands that the followers observe certain restrictions related to food. Under the influence of Shri Chaitanyadev in Bengal and Shrimanta Shankardev in Assam, members of several 'lowly placed' communities embraced Vaishnavism during last five hundred years. The disparity between temple food and food eaten at home remained specifically sharp for them. In case of Manipur the contradiction had an apparent political dimension. [5]

*Chef Chandrakant Divakar*

### *1.3. Food as Identity Maker:*

In recent years a lot has been discussed and written about the role of food and beverage as identity marker. While appreciating the cultural plurality in India, one cannot ignore how the notions of ethnicity or of regional identity get entwined with ethnic group specific or region specific cuisine. Such identities may make the people proud of their tradition. Goan food or dishes from Chettinad for example are mentioned prominently in tourism handouts as something that the visitors should rush for. Certain traditional practices may, on the other hand, be used by others to stigmatise a community. There was a time when the 'higher' castes used to ridicule the 'lower' ones for their dress, language, eating habits, for almost everything they did or stood for. But in more recent years the media, both print and electronic, are found to keep the notions alive. Repeated mention of the Mushahar caste of Bihar as rodent trappers or rat eaters is just one such example. [6]

Food has been used by members of certain communities to assert their distinctiveness with reference to other communities of the region or of the country in several cases. One example of such assertion has been offered by the Santals; in the 1960s in their quest for a 'great tradition' the leaders urged the people to use a distinctive script, to follow a discrete religious ideology and to consume beef and rice beer in contradistinction with the practices of the Hindu communities of the region.

The anthropological studies that have highlighted the role of food as identity marker have largely dealt with newfound identities that came into being as result of movement of people from one country to another or from one continent to another during last few centuries. The South Asian identity that was created in the Western countries is one example. [7]

## **2. TRADITIONAL FOODS – MODERN FUNCTIONS**

Traditional foods enjoy immense popularity owing to certain distinct properties. And bolstering food security, they also provide jobs, enhance nutritional status, and offer more diversity in the diet. They are also endowed with several medicinal benefits.

**Food Security:** Drying, freezing, canning, as well as pickling are all methods of preserving food. Many of them, on the other hand, aren't suitable for usage in poor nations on a modest scale. It's not economically feasible to freeze food and canning at the small-scale level has significant safety concerns for the supply of food. Traditional food production methods have been used for centuries to store food for later consumption and to increase food security.

**Income and Employment:** Millions of people across the globe, especially the most vulnerable and disadvantaged, rely on traditional food items as a source of income and employment.

**Nutritional Status:** Individuals' optimal health and nutrition are reliant on a steady supply of food and a well-balanced diet. When a person's diet isn't ideal, his or her ability to perform efficiently is significantly diminished. Women, children, and new-borns are the most at risk demographics. Lack of food, dietary restrictions and taboos, misunderstandings, and restricted feeding and eating time all



contribute to malnutrition in developing countries. Traditional foods being rich sources of almost all nutrients help in improving the nutritional status of people to a larger extent.

‘Spicy’ not ‘bland’: Traditional foods often have robust flavours that may liven up a boring, starchy diet. These condiments are used to make the food taste even better. Pickles are a major export from India among the country's traditional foods. It earns money for the country through exporting. In western style soups, the addition of ground Indian spices would improve the flavour.

Medicinal Benefits: Several traditional foods have been endowed with different kinds of medicinal benefits. Foods are believed to contain ‘hot’ and ‘cold’ properties. They are also classified as Tamasic, Sattivika and Rajasic foods. According to Bhagwad Gita, “tamasic” foods are cold, stale and highly spiced, rendering the consumer dull and slothful. Pork, beef, non-scaly fish and strong brews are some examples. “Sattivika” foods are savoury, nutritive and agreeable, conducive to serenity and spirituality. Examples of these foods are milk and milk products, jaggery, honey, fruits, goat and sheep meat, chicken, eggs and wine. Rajasic foods are bitter, sour, salty, pungent, dry and burning; they stimulate a person and make him restless. People believed that eating foods, which clashed with any ingrained temperament or seasonal contraindications, would result in imbalances and thereby ill health and disease.

### **3. Literature Review**

(Nilesh et al., 2019) [1] There are many Indian cuisines to choose from, all using the same basic components. Traditional Indian food offers a broad range of choices because to the vast variety of spices, herbs, vegetables, and fruits that can be found nearby. In this article, we set out to develop a system that suggests Indian-cuisine dishes based on readily accessible components and personal preferences. This project included web scraping in order to gather a variety of recipes and then using a content-based machine learning method to suggest them. This algorithm recommends Indian dishes based on the kind of components they include.

(Krishnakumar, 2019) [2] India has a distinct identity of its own. A wide variety of cultures and languages coexist in this huge country, which is not home to just one single culture or one single language. It's a diverse group made up of individuals from many different social and ethnic origins. There is a wide range of cultural variation among Indian citizens, including how they dress, their preferred food, and their social and religious activities. The food of India differs greatly depending on where you go. Some Indian states have long had regional specialties they serve during religious and social events. The excellent use of spices and flavorings brings out the numerous commonalities across the cuisines of India. Indian food relies heavily on spice combinations, known as masalas. every day.

(Sugasini, D; Yalagala, Poorna CR; Kavitha, B; Kasthuri, T; Vijayalakshmi et al., 2018) [3] Spicy delights abound in Indian cuisine. Ingredients and processing techniques are the primary determinants of a food's ultimate profile. Authentic Indian cuisine requires a wide range of spices to get the right taste profile. Ethnic cuisine's quality is influenced by regional and ethnic customs as well as subjective variables like the chef's competence and cooking technique. For example, a well-defined ethnic product

profile, predetermined production process and consistent quality are all requirements for ethnic food. Preprocessed and shelf-stable spice mix formulation is needed for the preparation of a variety of plant-based and muscle-based ethnic cuisines food products to minimise the drudgeries of processing in the kitchen and the time required for food preparation in order to serve an increasing population of working couples and single people living, for example. Bioactives are covered as well as geographical origin and therapeutic advantages as well as multi-cuisine preferences for spices in this review.

(Sankar, 2017) [4] Based on the data from fieldwork in Mumbai's Dharavi neighbourhood as well as information gleaned from online restaurant reviews, food ordering websites, and blogs, this study examines two different elements of Chinese cuisine offered in India. To begin, it examines the many Indianizations seen in Chinese cuisine offered in India. The second section looks at how Chineseness is produced via exhibitions inside and outside of restaurants, and how 'Chinese' is communicated in the menu by using these symbols. Researchers noticed that most of the Indian Chinese restaurants I visited served Chinese cuisine with a strong emphasis on spicy and pungent tastes. It's common practise to serve cooked food in a bowl, with a spoon and fork to go with it. In Chinese restaurants, it's common to see decorations with symbolic meanings. Such depictions include the predominant use of red, random Chinese characters, pictures of Chinese temples, Buddha paintings or statues, wok symbolism, fat Chinese chef images, dragon pictures, bowl symbols, as well as chopsticks. There seem to be Indian preconceptions about what Chinese cuisine should be, and a Cheesiness is produced in Chinese restaurants to give diners a sense of being in China throughout their meal. This is the conclusion of the research. According to the author, Indian take on Chinese cuisine has resulted in a new culinary category called Indian-Chinese cuisine, which is neither Indian nor Chinese.

(Namrata, Divya Tiwari, 2016) [5] Enjoy delicious, nutritious, and flavorful Indian food because of the subcontinent's 8,000-year history of cultural interaction, which led to the wide range of tastes and regional cuisines present today. Many regional and traditional Indian dishes may be found in Indian cuisine. There is a wide variety of variation in these cuisines due to differences in local culture, geographic location and temperature, as well as the kind of soil on which the food is grown. Religious and cultural decisions and customs have a big impact on Indian cuisine's enormous diversity. A particular meal associated with every holiday has its own meaning and is associated with the country's most religious nation. The cuisine plays an significant part in the celebration and helps to complete it as a whole. Each of the 29 states in the world's largest democracy seems to have its unique festivals & cuisines that reflect the local beliefs and culture.

(Mukhopadhyay, 2011) [6] The history of mankind may be split into two periods: the time when people hunted and gathered their food, which grew naturally, and the time when they began cultivating and raising it. Controlling the food supply via domestication has been dubbed a revolution; it is without a doubt the most important transformation in human history. Cooking is an important component of the process of processing food for preservation or consumption, and it represents yet another important boundary between humans and non-humans. Every culture has its own set of beliefs and practises around food and drink, as well as the way people behave when they consume such things. When folklore, riddles, and tales are properly examined, they may provide significant information about cultural connections

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from the distant and recent past, shifts in the collective value system, and different cultural processes from more recent times. Only a small portion of this information has been written down or otherwise recorded until today, with oral transmission accounting for the vast majority of it.

(Indian Food Code Food Categorization System, 2006) [7] Food safety and consumer interests have been the primary goals of regulatory frameworks implemented throughout the world. As a result of these goals, regulators must examine information on different food safety and regulatory elements throughout the Food Chain, including estimates of dietary exposure for scientific risk assessments. The sheer variety of foods eaten, locations where they are consumed, demographic groupings engaged, and so on makes it almost difficult to monitor information on an individual product basis. Using various languages, dialects, and regional differences just adds to the complexity of dealing with such a large amount of data. Accurate food nomenclature and comprehensive food descriptions are required for the collection of valid food data. If the information is obtained from foods that are not precisely specified, even high-quality data may include errors. Without a consistent definition of foods in databases, it is impossible to share food data or to comprehend and compare numerous characteristics such as nutritional status, dietary patterns, risk analysis profiles, etc. for diverse areas, states, or people.

#### *3.1. The reasons for arrival of fast-food industry in India*

- Unlike in the past, men and women now go to work on equal terms these days. In addition, each member of the family must be busy because of the rising costs and the upgrading of the way of life. Fast food serves as a convenient, quick fix when life is hectic.
- Today's women don't want to be bound by conventional gender responsibilities such as cooking and childrearing. As a result of this modernisation, people are eating more fast food.
- There is a growing trend among customers to buy prepared foods. They are becoming more affluent because of their growing trust in the many fast-food brands available on the market.
- Both men and women are now equally career-oriented in the present situation. Due to the fact that there is a second source of income and therefore an increase in purchasing power, people are more likely to consume ready-to-eat foods.
- Today's scenario means that there aren't enough days in the week to get everything done. As a result, when individuals have spare time after a long day at work, they want to use it for recreation and amusement.
- Due to a lack of leisure activities and participation, many of them do not plan to cook and instead choose fast food.
- Due to India's huge population and status as the world's second-largest nation, several foreign companies have entered the Indian market.
- Because of 1991's liberalisation, numerous tariff and non-tariff obstacles from inside Indian borders have been eliminated or reduced for a number of multinational corporations (MNCs).

*Chef Chandrakant Divakar*

### *3.2. Effects of Westernization on Indian Palate*

It is a term used to describe the process through which Westernization is spreading across Asia, particularly in India. But now that western culture is coming in with things like products, celebrations and dressings, cuisines and beverages, it is having an influence on Indian culture in a lot of different ways. The western way of life is being replaced by Indian way of life. [8]

Many western dishes have found a home on the Indian plate, including pizza, burgers, beef tacos, and other favourites like Golgappa and curries, which are becoming less popular in India but more prevalent in Europe. Because of the high fat content in many Western meals, India's obesity prevalence is on the rise. [9] Indian religion forbids the consumption of pork and other animal products; nevertheless, with the introduction of western cuisine, many Indians are no longer adhering to their religious beliefs and are engaging in practises that are in violation of their religious beliefs. This has a negative impact on the Indian religion's worth and alters the way of life for many people. Compared to Indian restaurants, there are much more western-style eateries like KFC and Mac Donald's in India nowadays. [10]

## **4. CONCLUSION**

Indians are known for their tolerance of religious and caste differences, but they also enjoy a wide variety of delectable food from all across the nation. The cuisines of India reflect its people's culture, and the availability of spices, staple foods, vegetables, fruits, and other ingredients in various parts of the nation is one cause for the variety in food. Each area has its own unique style of Indian cooking. For example, in eastern India, food is prepared with mustard oil, whereas in southern India, coconut oil is used. Each state has its own unique style of eating and cooking food. The social, cultural, and economic importance of traditional foods cannot be overstated. In terms of food security, traditional foods play a critical role, and they also offer enormous promise for treating hunger on a large scale. It's critical that the process of making them doesn't become extinct. Small-scale food processors may contribute their expertise on traditional goods, which should be made available to the public.

The cultures of India and the West are poles apart. Western civilization has both good and bad impacts, just as a coin always has a head and a tail. The fast-food sector will continue to grow in India as the country modernizes. The fast-food sector in India is expanding, which is good for the economy, but like with any currency, there are some disadvantages as well. As a consequence, people are suffering from severe health issues.

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# AN EMPIRICAL STUDY ON FOREIGN DIRECT INVESTMENT IN INDIA AND ITS IMPACT ON THE ECONOMY

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## Abstract

Foreign Direct Investment (FDI) is simply an investment from one individual or business entity to any other nation. FDI happens and takes place when a industry takes the ownership in a business entity in any another nation and thereby it is very much important for a developing economy like India such that our country can develop and grow. Foreign Direct Investment is not as simple as it looks like and it has got some socio economic significance as well which urged the researcher to conduct the study. Therefore, the researcher made an attempt to study the impact of FDI in our economy. Here, correlation and regression analysis was conducted by the researcher to establish an empirical relationship between the dependent and independent variables. At first correlation was conducted to find the association between the dependent and independent variables and based on that regression analysis was done to test the research hypothesis of the study and also to establish an empirical relationship between them. On the basis of the results of the statistical tests used, it was clearly found that the foreign direct investment in our country do have a significant impact in our economy and it is very much responsible in a way for the growth and development of our nation. Logical conclusion was given by the researcher on the basis of the findings of the study, and along with that scope for future researchers in the concerned area has also been provided such that it can be implied effectively in future for the nation's development and sustainability.

**Keywords:** Correlation; Economy; Foreign Direct Investment; Regression; Significance

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## **1. Background**

A foreign direct investment is an investment which is not a foreign portfolio investment by a definite notion of its direct control and it is actually a type of controlling ownership in a individual or business in a country by a business entity based on some another country. FDI is important for up gradation of human skills, technology and capability of managing in different sectors of the company and also within the country and therefore FDI is a crucial aspect for sustainable development and growth of our nation. The idea of actual foreign direct investment started way back when India started to attract foreign investments in the year 1991 with the New Economic Policy and thus our economy has scaled to great heights in the level of foreign direct investment during the 2000's. After that it grew at a larger scale and since the year 2014, it emerged as one of the largest foreign destination globally with a significant rise in FDI and now our economy is among one of the top emerging markets of the global market which would have been thought impossible and fragile a few years ago. Since the year 1991, our government has focused on policy liberalization to welcome FDI inflow in our country.

Foreign direct investment has always achieved a certain degree of financial stability in our economy which enabled growth and development in the process to compete and sustain in the global market place. Our economy undertakes foreign direct investment since 1991 when they completely focused on liberalization of policies. Foreign direct investment have always been a key an crucial influencer for accelerating our economic development and growth through generation of employment, transfer with the help of technology, and improved access to global capital, managerial expertise, distribution network and product markets. FDI may help or offer a firm with new advertising channels and markets, access to new era, production centers, talents, products and also financing; and thereby it has lots of advantages which helps not only an individual business entity but also the society and economy as a whole in the process. The foreign direct investment inflow in our country is doing well compared to other countries which has attracted foreign direct investment at a record level also during the tough situation with a total foreign direct investment inflow amounting to \$81.72 billion in the financial year 2020 -2021 with a 10% higher rate than the other previous financial years and they are also expected to get foreign direct investment of US\$ 120 to 160 billion per year by 2025 according to reports. Therefore, the adequate FDI in our country should sustain for future for the overall development of our economy.

## **2. REVIEW OF LITERATURE**

For the purpose of identification of research gap, the researcher has gone through several existing literatures in the concerned area to fulfill the objectives of the study:

**Chakraborty, C., & Nunnenkamp, P. (2006)** pointed out that there has been a considerable change in foreign direct investment in India after opening up of the world markets. The researchers have conducted granger causality test within the panel co-integration to study the growth of foreign direct investment in India and it was found that the growth effects of foreign direct investment vary largely across different sectors. It was also found out that the effects of FDI in the service sector have largely

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attracted the FDI after the reform period. **Gaikwad, P. S. (2013)** found that there is a long term relationship between foreign direct investment and the growth of GDP with its determinants of the labor force like the FDI and capital and the researcher also indicated that the FDI has a positive but small effect which have a significant impact on GDP, while the capital and the force of labor has the largest amount of effect on GDP. **Boora, S. S., & Dhankar, S. (2017)** analyzed the importance and role of foreign direct investment in development and growth of hotel industry of India and it was found that the core benefits of foreign direct investment are spread across a wider and distant section of the economy if compared from other sections of the society. The researchers concluded that FDI of our country should play a concrete role in the development of the hotel industry of our country and in other developing nations. **Siddiqui, A. A., & Ahmed, S. (2017)** conducted a co-integration test and then it was followed with a random effect model to find the relationship between FDI and our country's growth in respect to the output of our economy. The researchers also used granger causality test to assess the causation of each of these variables and the results suggest that although growth has an impact on such investment but FDI does not have any crucial impact on our countries growth at the sectoral level. **Singh, S. (2019)** conducted a sectoral analysis of secondary data of foreign direct inflows from the year 2000 to 2018 and the researcher found out that there were different facets of positive foreign direct investment that spills over the country for the growth and development of the nation.

### *2.1. Research Gap*

On the basis of the above detailed extensive review of literature, the researcher has found that there has been minimal definite research work undertaken yet on Foreign Direct Investment such that for gaining an in depth knowledge regarding FDI in India and its impact on our economy, and its importance for the futuristic growth and development of our Nation. Since such studies are less concentrated on but it does have a huge socio economic significance for our country, and considering this as a major research gap of the study, the researcher choose to fill up the gap through its below defined research objectives and research questions of the study by conducting an explorative, analytical and empirical research study.

### *2.2. Research Objectives*

Based on the detailed review of literature, the research study has been concentrated on the following research objectives by the researcher:

- To study how the Foreign Direct Investment of our country is having an impact in our economy.
- To know the relevance of Foreign Direct Investment for the nation's economic growth and development.
- To know the current scenario and the future prospect of Foreign Direct Investment in India.

### *2.3. Research Questions*

The researcher raised the following research questions depending on the nature and objectives of the study:



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- Does the Foreign Direct Investment of our country is having an impact in our economy?
- Is Foreign Direct Investment relevant for the growth and economic development of our country?
- What is the current situation and future prospect of Foreign Direct Investment in India?

### **3. Methodology of the Study**

Methodology is very important part of the study and it describes how the study has been conducted in a step wise manner. It considers the overall technique that has been used to carry out the research work. The methodology part of the study here consists of the sources of data and period of the study; selection of variables; statistical tools used; and the research hypothesis used in the study.

**Sources of data and Period of the Study:** The study is empirical, analytical and explorative in nature which is completely based on secondary sources of information and data. The secondary sources of data and information has been collected from various research bulletins, articles, news reports, published information and journals that was used to fulfill the above mentioned research objectives of the study. The proposed study is conducted over a period of sixteen financial years ranging from the year 2003-04 to 2018-19 which is completely based on the researchers own judgment and rationale, since data for sixteen years was thought of to be sufficient enough to draw an inference and conclusion there from by analyzing the foreign direct investment of our country such that it influences our economy or not.

**Selection of Variables:** For the purpose of the study, data relating to four variables are considered here based on the need and importance of the study, which has been collected from the annual reports of the Reserve Bank of India through its website and also from the website of Department of Commerce, Ministry of Commerce and Industry. Among the four different variables used in the study, Gross Domestic Product (GDP) has been considered as the dependent variable and the rest other variables used here are independent variables and that which are considered over here are Total Export from India, Total Import to India and the Foreign Exchange Rates of our Country. The dependent variable GDP had been considered here as the result of economic growth and development whereas the independent variables depicts the overall nature of foreign direct investment in our country.

**Statistical Tools used:** At the first instance, Pearson's Correlation was conducted to interpret the data and to find the association between the dependent and the independent variables, and then based on the findings of the correlation matrix; the researcher further proceeds with multiple regression analysis such that to establish an empirical relationship between the dependent variable among its independent variables and also to test the formulated hypothesis of the study. Here, log transformation is used for all the four variables in the study to make the data better normal and then to proceed with correlation and regression. SPSS software has been used to conduct the study such that the collected data can be systematically presented, and then analyzed. Then finally based on the results of the study, logical and suitable conclusion was provided by the researcher.

**Research Hypothesis:** On the basis of the objectives and importance herein the study, the following formulated and testable research hypothesis has been developed by the researcher:

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1. H<sub>01</sub>: There exists no significant impact of India's Total Export on Gross Domestic Product of our country.
2. H<sub>02</sub>: There exists no significant impact of India's Total Import on Gross Domestic Product of our country.
3. H<sub>03</sub>: There exists no significant impact of Foreign Exchange Rates on Gross Domestic Product of our country.

#### 4. Results and Findings

To fulfill the research objectives of the study based on the narrated research methodology and to test the formulated research hypothesis depending on the research questions asked in the study, the researcher have gone with the following systematic procedure to find a relationship between the foreign direct investments of our country with the Indian economy:

**Table 1: Pearson's Correlation**

		Gross Domestic Product	India's Total Export	India's Total Import	Foreign Exchange Rates
Gross Domestic Product	Pearson Correlation Sig (2-tailed) N	1 ) .000 16	.977(**) ) .000 16	.963(**) ) .000 16	.931(**) ) .000 16
India's Total Export	Pearson Correlation Sig (2-tailed) N		1 ) .000 16	.995(**) ) .000 16	.881(**) ) .000 16
India's Total Import	Pearson Correlation Sig (2-tailed) N			1 ) .000 16	.847(**) ) .000 16
Foreign Exchange Rates	Pearson Correlation Sig (2-tailed) N				1

Based on the above Pearson's correlation matrix depicted above in Table 1, it can be visible that there is a significant and linear association between the dependent variable GDP of India with its explanatory variables at 1% level of significance. There is a positive and high correlation between the dependent variable GDP with its independent variable India's Total Export at 0.977 that is significant both at 5%

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and 1% level of significance, which indicates a positive and strong association between GDP and India's Total Export. The correlation between dependent variable GDP and its independent variable India's Total Import is 0.963, which is significant both at 5 % and 1% level of significance and depicts a positive and high correlation between them indicating a strong association between GDP and India's Total Import. There is also a strong and positive correlation between GDP, which is the dependent variable with its independent variable Foreign Exchange Rates at 0.931 indicating a strong and positive association between GDP and Foreign Exchange Rates, which is significant both at 5 % and 1% level of significance. As per the Pearson's correlation, we can say that there is positive and strong association between the dependent variable GDP with its independent variables, that depicts that there a fair amount of relationship between the foreign direct investment of our country with the Indian economy ensuring that the FDI have a concrete role to play for the evolvement and growth in our economy.

Since the Pearson's correlation matrix ensures that there is a positive and significant association between the dependent variable with its independent variables, the researcher further proceeds with multiple regression to make and establish a empirical relationship between the dependent variable with its explanatory variables. Log transformation has been used for the dependent and independent variables to better establish the relationship and thus the study was examined through the below formulated multiple regression model:

$$\text{Log } Y = \beta_0 + \beta_1 [\text{Log } X_1] + \beta_2 [\text{Log } X_2] + \beta_3 [\text{Log } X_3] + \varepsilon$$

Where, Y = Gross Domestic Product of India;

X1 = India's Total Export;

X2 = India's Total Import;

X3 = Foreign Exchange Rates of our country;

$\beta_0$  is the constant term and the slope of the regression which measures the amount of change in Y associated with an unit change in  $\beta$ ; and

$\varepsilon$  is the Error term.

**Table 2: Model Summary**

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
.988(a)	.977	.971	.10516	.937

a Predictors: (Constant), Foreign Exchange Rates, India's Total Import, India's Total Export

b Dependent Variable: Gross Domestic Product

Source: Researchers Computation (Generated through SPSS)

The above Table 2 is all about the regression model summary and here it is clearly observable that the value of R is 0.988 that is significant both at 5% and 1% level of significance, which indicates a significant and linear association between the dependent variable GDP among its independent variables India's Total Export, India's Total Import and Foreign Exchange Rates. The R value here means the correlation coefficient between the dependent and explanatory variables and its statistical significance can be observed from the P value at 0.000 from Table 3 which is given below. The value of R square is

at 0.977, signifies that more than 97% of the variation in the dependent variable has been explained by its independent variables. The adjusted R square value is at 0.971, which is also very high. The value of Durbin-Watson in the model is 0.937 and it is less than 2.5, which indicates that there is no autocorrelation present in the regression model.

**Table 3: ANOVA Table**

	Sum of Squares	df	Mean Square	F	Sig.
Regression	5.538	3	1.846	166.910	.000(a)
Residual	.133	12	.011		
Total	5.670	15			

a Predictors: (Constant), Foreign Exchange Rates, India's Total Import, India's Total Export

b Dependent Variable: Gross Domestic Product

Source: Researchers Computation (Generated through SPSS)

Table 3 is the ANOVA Table in the regression model and here it can be depicted that the value of F is 166.910, which measures the ratio between the mean square of regression and its residual that is significant both at 5% and 1% level of significance and it is also known as the error term in the model. The ANOVA Table depicts the overall fit of the model and thereby the table is of crucial importance. The value of P herein is 0.000, which is statically significant and it signifies that the overall fit of the model is good and reliable.

**Table 4: Regression Coefficients**

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.252	.720		1.739	.018		
India's Total Export	.651	.601	.705	1.084	.030	.121	8.218
India's Total Import	-.001	.505	-.001	-.002	.998	.106	9.326
Foreign Exchange Rates	1.005	.391	.310	2.571	.024	.134	7.457

a Dependent Variable: Gross Domestic Product

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Source: Researchers Computation (Generated through SPSS)

The regression equation obtained from the above regression coefficient table is as follows:

$$\text{Log } Y = 1.252 + 0.651[\text{Log } X1] - 0.001[\text{Log } X2] - 0.219[\text{Log } X3] + 1.005[\text{Log } X4] + \varepsilon$$

Table 4 is about regression coefficients and it depicts the estimated values of its coefficients including their P values along with their intercept terms. Accordingly, it is found that the constant term and the coefficient of the independent variables are significant at 5% level of significance. The table depicts that the unstandardized beta value of India's Total Export is 0.651, which explains that for every 1 unit change in India's Total Export there will be a 0.651 unit change in Gross Domestic Product of our economy which is also significant at 5% level of significances with a P value of 0.030 which is less than 0.05. The second explanatory variable with a P value at 0.998, explains that the India's Total Import value has no significant impact on the dependent variable Gross Domestic Product of our country. The last independent variable of the regression model Foreign Exchange Rates is significant at 5 % level of significance with a P value of 0.024, which explains that for every 1 unit change in the Foreign Exchange Rates in our country; there will be an 1.005 unit change in the Nation's Gross Domestic Product since the unstandardized beta value of Foreign Exchange Rates being 1.005. Thereby, it can be clearly said that the FDI in India influences our economic development, Gross Domestic Product being the result of economic development in India. The Variance inflation factor (VIF) here in the model is less than 10 for each and every independent variable in the table which shows that the regression model is free from multicollinearity among the variables.

## **5. Discussion and Conclusion**

On the basis of the above findings and results of the study, it was found that there were both significant and insignificant results arising to test the formulated hypothesis on account of the impact on our economy in a positive or negative way because of FDI in our country which is given below as follows:

- $H_{01}$  is rejected at 5% level of significance which signifies that there exists a significant impact of India's Total Export on Gross Domestic Product of our country.
- $H_{02}$  is accepted at 5% level of significance which depicts that there exists no significant impact of India's Total Import on Gross Domestic Product of our country.
- $H_{03}$  is rejected at 5% level of significance which shows that there exists a significant impact of Foreign Exchange Rates on Gross Domestic Product of our country.

According to the findings and results of the study, we can clearly say that the FDI in our country does have a definite impact on our economy. Weather it is import, export or the foreign exchange rate; all are crucial for the economic growth and development in our country. Though it is seen from the findings of the study that the total export from India and the foreign exchange rates have a strong influencing factor on the economic situation of our country rather than total import from India but actually all the factors

*Priyajit Ray*

of foreign direct investment do have an definite impact on our country and it do influence the economic growth and development of our nation. It was found that India's Total Export do have a positive and significant impact on Gross Domestic Product of our country and the reason being the total exports from our country bring much value and utility to our economy thereby developing our society in that process and the reason for foreign exchange rates is also same since it also has a significant and positive impact on GDP of our country. It was also observed that the India's Total Import does not have a significant impact on Gross Domestic Product of our country and the possible reason being it actually does not add some value to our economy rather it outflows nation's wealth in a certain way. The relevance and importance of FDI in a developing country like India is of very much crucial for its economic stability and for that the total exports made to other countries from India is of much importance and the policy makers should also look up to this.

The current scenario of Foreign Direct Investment in our country is also commendable and it also has a greater future prospect since it has become an attractive market place for global investors in recent terms. But the government along with the policy makers should take necessary steps from time to time as there are and will be global competitors running their business operations globally. The economic stability of our country is very much dependent on how well a particular sector performs and FDI is an important aspect for every sector of our country such that it will ensure economic stability in the nation. Currently the situation of FDI inflows is good in our country but it can perform much more beyond that by simply opening up of different sectors associated with exports. It can be further improved by concentrating on various government and public policies through constructing a definite framework and microeconomic policies that would be favorable for productive and systematic investments which will indeed amplify the process of economic development and growth in the process. There is a definite relationship between FDI in India with its growth and development and thereby the role of such investment is very much essential which also needs adequate promotion from the government to industrialist for the futuristic development of every area of our economy. Gross Domestic Product is one of the crucial results of growth and development in an economy and the influencing capability of FDI with the variables export from India and foreign exchange rates having a significant and positive impact signifies that such investment will bring progressive growth and development in the economy. Furthermore, the inflow of FDI will also bring skillful labour along with enhancement of jobs which is very much important for the sustainable development of our country.

#### **Limitations of the Study and Future Research Scope**

The study has been basically based on secondary sources of data and information collected from various reliable sources and therefore the future researchers can conduct research work based on collecting primary sources of information and data to generate more accurate results regarding foreign direct investment and our economy. Small amount of variables has been taken by the researcher to study and understand the impact of FDI in Indian economy and thereby lot other important variables like human development index, inflation, sensex and growth in population can be considered by future researchers to understand the better impact of FDI. Future researchers can increase the data set for a large number of periods for better results since a reasonable period of data was used in this research work. The

study could be further increased by conducting a cross country analysis of the study by conducting the foreign direct investment growth of different other countries and then comparing with our economy to better understand the measures that could be taken in future. Furthermore, the particular research work has been conducted using basic statistical tools and thus appropriate and suitable sophisticated statistical tools could have been utilized to generate more in depth knowledge regarding the FDI inflows in our country for the betterment of the economy.

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# BEER AND BELONGING: REAL ALE CONSUMPTION, PLACE AND IDENTITY

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## Abstract

In the enrichment of foods, millet grain wastes may be utilised as fibre sources, which would allow for the development of novel natural components for the food sector. There have been many investigations into the compounds' biological activity and potential applications, which has led to in-depth study of their pharmacodynamics and kinetics. In order to fully use their therapeutic value in the treatment of different illnesses, such as cataract, gastrointestinal problems, and cardiovascular protection, proper standards and clinical studies are required. If these properties can be successfully improved, millet grains' range of uses will be expanded. The consumption of millet in industrialised nations should be a future trend to aid in the grain's industrial revolution.

*Keywords:* Beer; consumption patterns; country and global region trends; economic growth; globalisation; taste convergence; embourgeoisement

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## 1. Introduction

Moderate alcohol intake in healthy individuals confers the potential benefits of alcohol consumption, while excessive drinking is detrimental and linked to a number of chronic health issues. There is no evidence to suggest that alcohol has any positive effects on health in young people. Alcohol has different impacts on young individuals than it does on adults. Children and teenagers are especially at risk of alcohol abuse due to its debilitating effects on their developing brains, bodies, and social lives. [1]

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### *Recent Trends In Commerce & Management : Innovations & Updates*

In the world's history, beer has been the most popular and most frequently consumed alcoholic beverage by far. With yearly sales of about \$50 billion, beer is the most popular alcoholic beverage in the United States. Beer is linked with social customs like beer festivals and a vibrant pub culture, as well as with friendships and good times. While beer tastes may vary by location, having a drink with friends is a global phenomenon. Every Friday night after work, friends may get together to socialize over pitchers of beer. Beer consumption is linked to many social customs and activities, including attending sports events. While the kinds of beer and societal attitudes around beer use differ throughout the globe, the fundamentals of beer brewing remain the same no matter where you live. [2]

There are geographical variations in beer tastes all around the world. Beer consumption is deeply ingrained in German culture and history. In Germany, regional variations in beer types have evolved, with certain beers being easier to find where they originated. As a result, many German beer drinkers choose the types that hail from their home areas, and regional differences abound. [3]

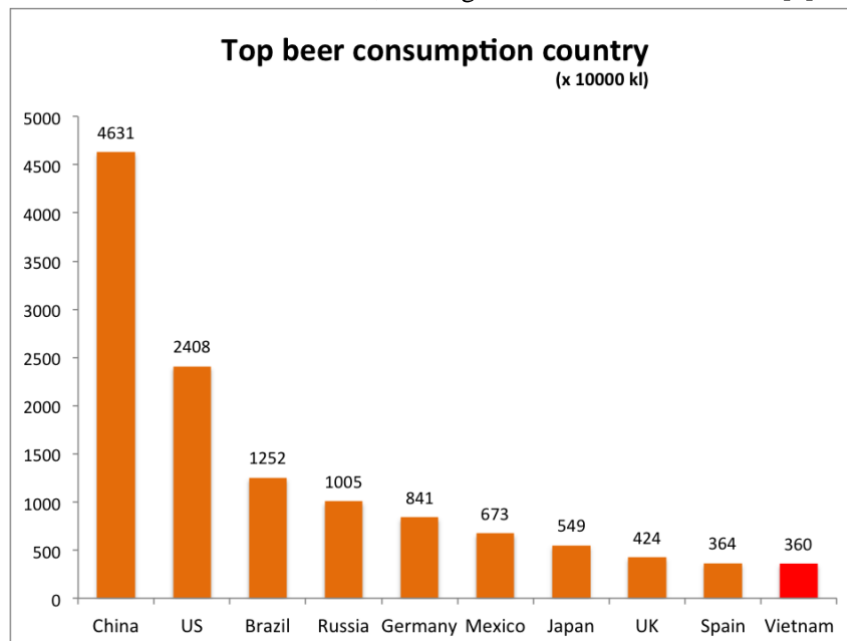


Figure 1: Top beer consumption countries[4]

#### *1.1. Conceptualizing British and European Drinking Cultures*

Recently, cities have been working hard in an effort to redefine themselves as consumer hubs, particularly in connection to market segmentation and globalisation. An increase in the service-based, cultural, and "symbolic" economy has resulted in the promotion of leisure and nightlife as well as a move away from manufacturing and towards The rise and domination of middle-class cosmopolitan urban

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identities, lifestyles, as well as sociability forms as a result of this post-industrial economic restructuring has resulted in increasing social and geographical segregation and 'quartering'. [5]

While in the United Kingdom, the "Europeanization of street and café culture" has become an important part of urban redevelopment, the problems and debates around drinking and intoxication have been significant in recent years as well. European alcohol policies and drinking habits converged in the second part of the twentieth century, according to research. When it comes to alcohol policy, "dry" nations experienced greater regulation aimed at reducing alcohol-related issues, while "wet" countries — which also had a more varied beverages market — saw increased regulation intended at easing responsible consumption (such as increased age limits, drink-driving laws). [6] Consequently, it is difficult to properly reflect and comprehend the complexities of certain kinds of drinking behaviour, most notably excessive episodic ('binge') drinking in various nations. There are also significant difficulties in accounting for drink-related disorders throughout Europe. [7] A continuing issue with cross-national quantitative techniques producing broad insights and being unable to properly explain how behaviours are firmly entrenched in particular country social and cultural contexts may account for this lack of explanatory power. [8]

### *1.2. The Indian Beer Culture*

In India, beer (or any alcoholic beverage for that matter) is drunk in order to make us feel euphoric and disoriented, which is why it's so dangerous. For everything we want, we'll settle for a momentary imbalance in our brain's energies and a brief period of pleasure. Our adolescence was marked by a preference for feeling the effects of alcohol on our bodies and senses over really enjoying the taste of it. It's a statistical fact that India favours alcoholic beverages with higher alcohol content to beer (whiskey is India's top-selling liquor), yet even among beers, over 80% have an alcohol level of 5 to 8 percent. Alcohol is something you drink whether you're unhappy or joyful, or if you're the villain (or hero these days) or one of his companions, as shown by the most popular entertainment medium. [9]

The beer business in India is dominated by four large breweries, and large denotes a sector that has undergone significant industrialization. Instead of serving consumers a wide selection of beers, they concentrate on mass manufacturing, making it simpler to maximise earnings from a limited number of beer varieties. [10]

### *1.3. Changes in Drinking During Emerging Adulthood*

Increasing alcohol consumption and drunkenness are common after high school graduation. Alcoholism isn't only a problem for young men; it may persist even after they graduate from high school. When it comes to forecasting post-high school drinking habits, patterns of consumption during the senior year are usually helpful. According to some research, those who start drinking heavily as young adults and keep it up until adulthood are less likely to relapse. [11]

Most young people will grow out of their drinking issues on their own, without help, before they reach adulthood. [12]

Teenage drinking has also been characterised as a necessary element of the transition from youth to maturity. Alcohol usage for intoxication is a significant emblem of 'free flow' in the period of transition from infancy to...forming one's social identity' in contemporary global youth culture. Drinking may be a sign of maturation for some young individuals, especially if it's done with friends instead of parents or in an environment where they aren't being monitored. [13] In studies with young people (18-25 years), when excessive drinking was described as "part of being young, (and where) most looked to a future of responsibilities where heavy drinking was less likely to appear," the connection between high alcohol consumption and youth is evident. Transitions like starting a new job or getting married need modifying one's drug use habits to ensure they are compatible with the increased responsibilities and expectations that come with these life events. But other people may suffer long-term consequences, including alcohol dependency and addiction, as a result of heavy drinking in their 20s and 30s. For these people, the issue may have started earlier in life. [14]

#### *1.4. Alcohol free beer and Gluten free beer*

As a non-alcoholic beverage, alcohol-free beer is becoming more popular throughout the globe. Regular (alcohol) beer intake must be avoided in certain physiological or pathological circumstances as well as for cultural or religious reasons in countries where alcohol is either completely or partly prohibited. Bioactive components in alcohol-free beer make it a viable substitute for moderate beer intake when alcoholic beverages are outlawed, or should be avoided altogether. [15]

Beers made without gluten may satisfy celiacs since they have the same taste and aroma as normal beer, but without the adverse consequences caused by gluten-rich ingredients. The findings of gluten quantification vary widely depending on the technique employed, thus care should be used when labelling a beer as gluten-free.

## **2. Literature Review**

(Gajić et al., 2021) [1] Although beer isn't the world's oldest alcoholic beverage, it is by far Serbia's most popular. A total of 542 festival goers were interviewed by the writers in 2019 at three major beer festivals. A healthy lifestyle and understanding of the beer manufacturing process, as well as sensory preferences and habits, all affect respondents' choice of beer type when they reach adulthood, according to the study's authors. In addition, the objective was to find out how artisan tourism might help promote sustainable tourism in Serbia. The data was processed using SPSS software, version 26.00. By using descriptive statistics, researchers were able to establish the average values across all of the different study groups. The authors concluded that Binary Logistic Regression provided the best results for identifying the variables that had the greatest influence on beer preference.

(Steadman & Jong, 2021) [2] The ambiance of cities is increasingly being manipulated using many senses in order to make them more appealing in a globally competitive market. Spaces and locations may (co)produce alluring ambiances of inclusion by acting insidiously on people's feeling, in ways which

extend membership to some, while making some devalued social groups feel excluded, as the notion of "ambient power" recognises, however. Using participant observations, over 5,000 social media postings, photos, and videos, this chapter investigates the mood, ambient power, and (not) belonging at two craft beer events in Manchester, United Kingdom. We show how pre-existing power relations, previous experiences, and expectations shape craft beer festival atmospheres, influencing and being influenced by a larger urban politics of belonging. In spite of this, we show how inclusions and exclusions of particular festivals are not set or pre-determined; rather, each craft beer festival's dynamic geographical, temporal, and multi-sensory affordances also affect the ways in which belonging differs.

(Betancur et al., 2020) [3] Researchers examine research on the factors that have been found to affect beer preferences among consumers. To a larger degree, it's about choosing between various kinds of beers rather than between drinking beer and drinking something else entirely. Using findings from previous studies on a wide range of factors that effect food and beverage choice, the review examines how consumer variables (covering biological, psychological, and socio-cultural factors) impact beer choice as well as item intrinsic attributes (the beer's sensory attributes), product extrinsic attributes (external sensory characteristics, like the beer's packaging), as well as contextual & environmental influences..

(Wallace, 2019) [4] In today's urban cultural economy, neo-artisanal manufacturing is becoming more popular. This article highlights the importance of 'craft' beer brewing in the urban environment as an example of neo-artisanship. In 25 qualitative interviews with London's craft brewers and brewery owners, it explores how beer's 'craft' includes interactions with and changes to social and material space. The study's conclusions are critical. Articles such as this one provide insight into the creative and commercial inclinations of London craft brewery proprietors and the spatial and aesthetic patterns emerging from London's craft-beer expansion, and they express concern about how craft brewing is being weaved into restructuring and place-making plans by city officials and real estate developers. As stated in the article, "craft" cannot be separated from social-spatial stratification and increasing precarity when it comes to the "authentication" of lives, tastes, and places via tactile promise. This raises doubts about any 'creative' urban economy moving in this way.

(Thurnell-Read, 2018) [5] Beer consumption has shifted in recent years, perhaps indicating rising cultural prestige standards. The Campaign for Real Ale, a UK consumer advocacy organisation, has been promoting Real Ale consumption since 1971, and this article examines how beer drinking has gained cultural capital and a higher cultural position relative to understandings of taste. Additionally, interviews, archival material analysis, and participant observation were used in the writing of this paper.

(Williams & Barretta, 2018) [6] Perceptions and behaviours of beer drinkers are compared between craft beer drinkers and mass market beer drinkers using observational study, field experimentation, and a consumer survey. There is evidence to suggest that craft beer drinkers are more concerned with the whole experience of beer consumption than are mass market beer drinkers. Retail displays may have varying impacts on various product categories, as shown by this study.

(Heda et al., 2018) [7] Beer makers compete fiercely in the brewing business, with a continuous battle for market supremacy. As an essential method of connecting with the consumer, the beer label for glass

packaging is an integral component of the overall package that sells the product. This study examines how customers' perceptions of and purchases of goods are influenced by the main package and beer label. The study's goal was to find out how consumers viewed various aspects of beer label design. One hundred adults, ranging in age from 18 to 65, were polled. Six 0.5-liter bottles of various beers were put on a shelf as a sample for the study. Research findings showed that brands have a significant impact and preference, as well as components that are critical to the purchase choice and individual graphic elements' efficacy.

(Colen & Swinnen, 2016) [8] The consumption of beer rises at first with an increase in income, but as income rises, the consumption of beer declines. Alcohol consumption habits across the world are becoming more similar as a result of increased globalisation. In nations where beer was historically consumed, beer's proportion of overall alcohol consumption decreased, while this was not the case in countries where wine or spirits were traditionally consumed.

### **3. Beer Consumption and Cardiovascular Disease Prevention: Possible Physiological and Biochemical Pathways**

Epidemiological studies have shown that moderate drinking protects the cardiovascular system, especially coronary artery disease, ischemic stroke, peripheral arteriopathy, and congestive heart failure, according to recent findings. Moderate alcohol intake has been shown to have beneficial impacts on cellular ageing damage, cognitive function, and dementia, according to the research. 1 out of a possible total of 26 Randomized clinical trials, on the other hand, are the only way to acquire the greatest degree of scientific evidence. Only intermediate indicators of cardiovascular risk have been studied in randomised trials to far. There are currently dearths of studies looking at hard end points as final factors. [16]

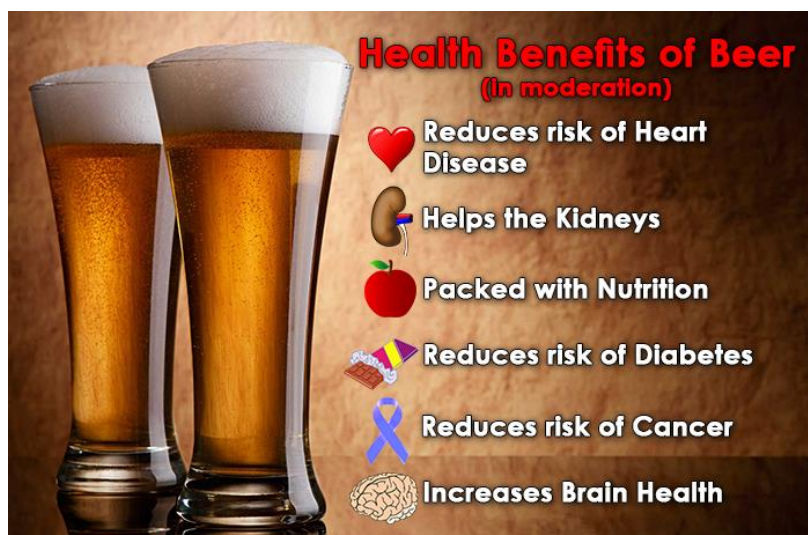


Figure 2: Some health benefits

A meta-analysis of prospective observational studies has shown that drinking alcohol in moderation reduces the chance of developing type-2 diabetes by around 5%. A number of clinical trials on non-diabetics have found that moderate alcohol consumption has beneficial effects on insulin concentrations and insulin sensitivity, supporting the idea that alcohol consumption reduces the risk of cardiovascular disease and type-2 diabetes by increasing insulin sensitivity. [17]

#### **4. Other Health Benefits**

**Vitamins:** In beer, numerous essential vitamins and amino acids such as niacin are found in water soluble form, such as riboflavin, pantothenic acid, and vitamin B6, as well as vitamin B12 and folates, which are produced during the fermentation process by yeast. Beer also contains natively observed cereal grains and hops, and contains nearly 12.5% of the daily recommended amount of vitamin B, which helps prevent brain and spine birth defects.

**Osteoporosis:** is a disease that affects our bones, resulting in a loss of bone mass and density, increasing the chance of a bone fracture. Diet and lifestyle changes may decrease osteoporosis risk; food should include enough amounts of calcium, phosphorus, and silicon; silicon is present in just a few foods. In order to fulfil the body's need for these minerals, beer is one food/drink that contains them all in adequate amount to assist combat osteoporosis. Malt and malted barley are both made from cereal grain husks, which are excellent sources of silicon.

**Cardiovascular disease:** Modern eating habits, stress, and lack of physical exercise have made us more susceptible to cardiovascular illnesses. People regularly consume large quantities of processed meals prepared with low-quality fats and oils, while others choose a diet high in fatty foods. Many studies show that drinking a pint of beer every day reduces heart problems by 30 to 35 percent. Beer contains several polyphenol like antioxidants that mitigate the negative effects by lowering LDL and increasing HDL levels. It also lowers the content of an amino acid called homocysteine, which is known to damage arteries and encourage blood clotting. Beer's-glucans have been shown to significantly lower bad cholesterol levels in the blood, and alcohol also plays an important part in this by decreasing blood viscosity and thus delaying blood clot formation.

**Kidney stones:** In part, beer's diuretic effect (increased urination) is due to the high water content (more than 92 percent water), and also in part, compounds from hops slow down the release of calcium ions into the kidneys, which reduces kidney stone formation. Beer also has diuretic effects due to its higher water content.

**Alzheimer's disease:** "Alzheimer's disease" is linked to the brain as well as is a kind of dementia defined by memory loss. There is no treatment for Alzheimer's, which worsens with time. According to statistics, one patient with Alzheimer's dies every 67 seconds. According to some studies, drinking a pint of beer a day may help stave against Alzheimer's disease and keep the brain healthy, although the exact reasons for this have yet to be determined.

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**Cancer:** A malignant neoplasm, as it is medically referred as, is a wide term for a variety of illnesses characterised by uncontrolled cell development. Cancer occurs when cells divide and expand uncontrolled, resulting in malignant tumours that invade other areas of the body. There are now over 200 distinct types of cancer that afflict people that may spread to other areas of the body through the lymphatic system or circulation. Cancer may develop for a variety of causes, but the most common is exposure to carcinogenic chemicals, whether in the environment or in the foods we eat. In studies, researchers have discovered that the beer residual sugar may block a kind of carcinogen called “HCA (Hetero cyclic amines)”, which is present in food. Beer also contains many antioxidants that fight against carcinogens.

**Diabetes:** The most prevalent kind of diabetes is Type 2 diabetes, which develops when the body fails to respond properly to insulin. X-ray crystallography was employed by Washington University researchers to examine the structure of humulones, a tasty chemical found in hops that may be able to solve this issue. These researchers believe that humulones may be utilised to treat diabetes and some types of cancer.

## **5. CONCLUSION**

To summarise, there is no evidence to suggest that drinking a lot of beer is any more (or any less) detrimental to cancer risk than consuming other alcoholic drinks.

Beer is a good source of vitamins, amino acids, minerals, and antioxidants when taken in moderation. However, excessive beer intake may lead to additional health issues since, as the old English proverb says, “everything in excess is toxic except KCN”.

There is still much to learn about how culture affects consumption and preferences. Behavioral and psychological economics are also included. It's a logical next step for this study to look at how culture affects beer choices via habits, peer pressure and availability. Fermented drinks (wine and beer) may provide better cardiovascular protection when consumed in moderation, according to epidemiological research. When it comes to protecting your health, beer and wine's alcohol level and non-alcohol components go hand in hand.

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# SAFETY MEASURES ASSESSMENT IS AN IMPORTANT STEP TOWARDS GUEST SATISFACTION: MAIN CONSTRAINTS TOWARDS CURRENT PANDEMIC SITUATION

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## Abstract

The success of every company is directly tied to how well it serves its clients. When a company is just getting off the ground, consumers always come "first," followed by profit. One of the most critical strategic mechanisms in best-practice hotel organisations is the ability to keep customers happy. In order to create and sustain consumer satisfaction, business leaders and workers are constantly confronted with new obstacles. We want to find and develop metrics that may be utilised in the hotel sector to evaluate customer satisfaction and customer service performance, particularly in light of the present epidemic. The hotel industry's newest trends are also covered in this article.

*Keywords:* Customer satisfaction, customer loyalty, factors, relationship, services

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## **1. Introduction**

Guests are more likely to be satisfied if the hotel's service quality is high. According to several first-hand accounts, having excellent service from a hotel's food and beverage (F&B) department is critical to many visitors. It has been determined that the notion of customer-perceived quality, which is entirely based on the viewpoint of customers, defines service quality. [1] An organization's impression of service quality may be created by providing consumers with products and services they're satisfied with and by examining the quality of those services. Client happiness is critical in the hotel business since it encourages return visits and builds customer loyalty and pleasure. [2]

Taking into account the many facets of service quality is thus essential. There were many studies that focused on this aspect, and hotel managers were given assistance to put the findings into action. In the hotel business, the advantages of excellent service quality include happier guests and better performance from employees. [3]

### *1.1. Dimensions of Service Quality*

The capacity of a service provider to quickly provide high-quality service is described as dependability in the first definition. It is critical for a company to adhere to service delivery agreements, pricing, and complaint management. [3] The second notion, responsiveness, refers to a company's willingness to assist customers right away after receiving a request. In response to any requests, questions, and suggestions from their visitors, the service guests will respond quickly and promptly. [4] The third idea is assurance, which takes into account the quality of service retention and considers the product or service's capacity to activate trust and confidence. Customer service excellence emphasizing individual interaction with guests is the fourth level of empathy. Finally, the service component of tangibility is what makes a product or service useful and practical for consumers. [5]

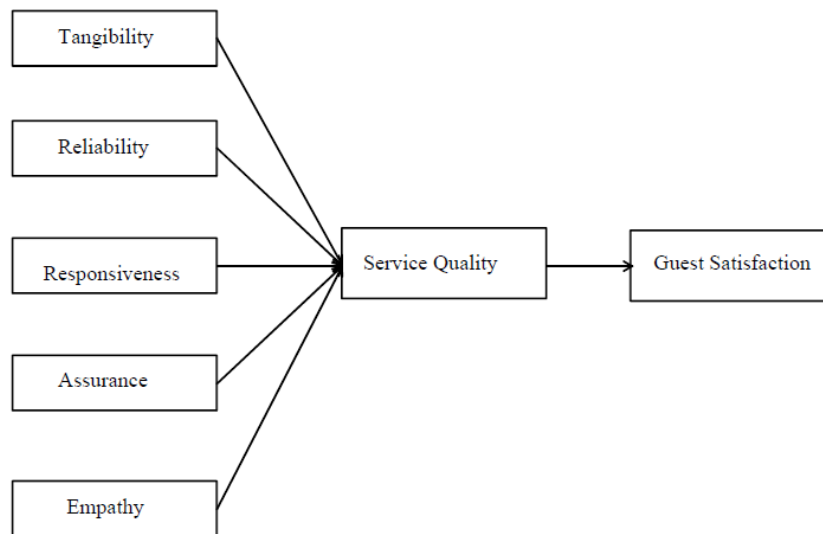


Figure 1: Service quality management framework

If a visitor is satisfied, the quality of the service provided has met his expectations. Guests get disappointed when services fail to live up to expectations. In the hotel business, customer satisfaction is measured by how happy customers are with the F&B department's service and the relationships with hotel employees they establish. [6] In a business focused on the market, one of the most essential results is satisfied customers. The goal of pleasing a client is to grow a company, increase market share, and earn repeat and referral business, all of which contribute to increased profitability. In this model, the notion of visitor satisfaction denotes satisfaction based on both excellent service quality and the ability to meet guests' requirements.

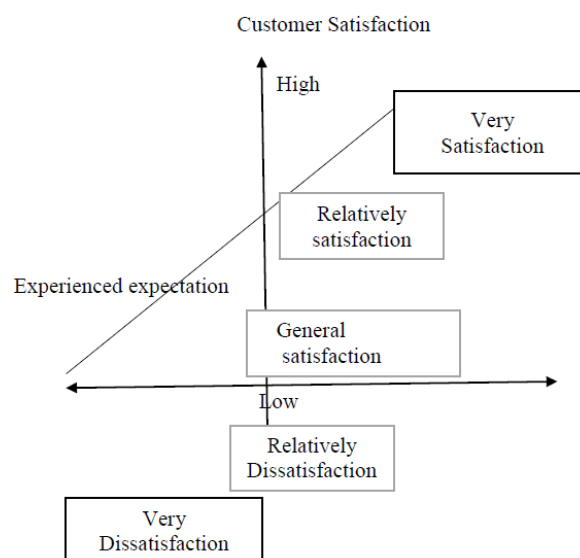


Figure 2: Customer satisfaction analysis model

Customers' behaviour and requirements should be understood by service providers so that they may offer what they need.

Customers are satisfied when they get service that meets or exceeds their expectations. Customer happiness is shown in the graph below to be inversely linked to customer expectations. The graph illustrates the gap between the actual customer experience and what customers anticipate. [7] As a result, it's split into five sections (very dissatisfied, relatively dissatisfied, general satisfaction, relatively satisfied and very satisfied). In contrast, poor customer service results in decreased customer satisfaction when compared to expectations. Companies may boost customer happiness in one of two ways. [8] The first step is to improve customer service by giving them a better overall experience, and the second is to reduce consumer expectations as much as possible. In contrast, the first method is extensively utilised and has had tremendous success. Companies will have to make adjustments in the future to ensure continual development. [9]

### *1.2. HOSPITALITY INDUSTRY TRENDS – SERVICE PERFORMANCE*

Customers select between hotels in a competitive market, such as the hotel business, based on their perception of the hotel's capacity to provide the finest service. To a client, this shows a dedication to providing consistently high-quality service of the highest order. [10]

The ability of hotels to provide excellent service is intimately connected to dependability, or the ability to provide service without interruption, from the viewpoint of their customers. Despite all efforts to minimise service delivery error, most service organisations' significant human engagement means errors are inevitable. A hotel's improved competence and favourable image are a direct result of effective service recovery.

“Service recovery” refers to a hotel's methodical attempt to bring dissatisfied guests back to a happy state of mind after a service has fallen short of their expectations. “Service failure-recovery methods” must thus be taught to workers by tourism and hospitality organisations. Customer dissatisfaction may be turned into loyalty if service failures are managed properly, resulting in rapid remedial action, often referred to as “service recovery”. The inability of the hotel to recover from the service failure magnifies unfavourable client perceptions and opens the door for bad word-of-mouth. The hotel has failed twice. As a result, hotels must take quick action to fulfil client requirements while also taking remedial measures to recover from the error. Using a service guarantee may also help hotels persuade consumers that they are getting a better product or service, which will lead to more repeat business. [11]

### *1.3. Determinant of customer satisfaction*

If a business wants its consumers to be pleased, it must understand what makes them happy. Customer happiness may be influenced by a variety of factors, some of which are described here. Even if something pleases one consumer, it may leave the other disappointed: [12]

- Value of service quality or product quality

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Each and every client hopes to get the most bang for their buck. Customers have high expectations before they buy a product or service. Customer satisfaction is essential for any business that offers a service. There is a huge difference between a client being pleased and a dissatisfied when it comes to the quality of the service or product they received. Because of this, consumer happiness hinges in large part on the value of a service or product.

- Customer's emotion

An angry individual may have a hard time appreciating anything, no matter how excellent the service is. When a dissatisfied client enters a business looking for services or products, it's simple for the customer to depart without getting what they wanted. It's very tough to win over an irate client.

- Perception of equality and fair treatment

When someone pays the same amount for a service or product but is handled differently by business employees than other customers, they will be dissatisfied. For instance, when waiting in line at a bank, a customer service representative may summon someone from behind the line and serve them before the people in front of them. Other consumers will be dissatisfied as a result of your actions. Customers must be handled equally and fairly. This is critical.

## **2. LITERATURE REVIEW**

In the face of the COVID-19 epidemic, no systematic literature review was employed to examine the hospitality sector. However, systematic literature reviews are frequent in the hospitality industry:

(A. Sharma et al., 2021) [1] In Cameroon, competition has increased due to the emergence of new hotel companies, prompting hoteliers to seek out innovative methods of providing high-quality services. Consumers who are pleased with the company's quality services are more likely to remain loyal customers. Increased customer pleasure, it has long been believed, is a certain way to boost client loyalty. As a result of this study, we were able to better understand the relationship between customer happiness and loyalty, as well as how various factors affect both. To find out how the business might better satisfy and retain customers.

(G. D. Sharma et al., 2021) [2] The tourist sector took a serious hit as a result of the COVID-19 epidemic. We developed a strategy for recovering the global tourist sector after COVID-19 based on a study of 35 studies that looked at the industry's resilience after the epidemic. Government reaction, technological innovation, local belongingness, and customer and employee confidence are all major elements in industrial resilience development. A new global economic order with sustainable tourism, society's well-being, climate action, and local community participation may be possible if the sector uses inclusive resilience. Further study in the area will be guided by our recommendations.

(Sigahi et al., 2021) [3] When it comes to the Covid19 pandemic, employment is a significant topic of conversation since the disease's symptoms affect employees at all organisational levels and provide unanticipated difficulties for managers. A comprehensive review of how scholars have approached the problem has yet to appear in the literature. Systematic evaluation of Covid19 effect on work and

employees of various professions is presented in this article to identify research gaps and assist managers in adapting to organisations throughout the pandemic. A total of 258 articles from the Web of Science and Scopus databases were used to compile this review. Studies focusing on frontline healthcare workers dominated quantitative and qualitative research, while managers' job was understudied. By examining the literature, we demonstrate how different elements of work have been addressed in various economic sectors (e.g. health of the workforce, working environment, processes, protective equipment and remote working). There are two disciplines that consider labour and organisation to be closely connected: ergonomics and psychodynamics, which may help managers handle the challenges brought on by a pandemic.

(Magableh, 2021) [4] The Coronavirus pandemic had a major impact on supply chain (SC) operations throughout the globe. Consequently, the SC is unlikely to return to its pre-COVID-19 position in the near future. This research analyses the disruptions, related difficulties, and trend that the COVID-19 pandemic has had on SCs. There is a thorough examination of the many stages, phases, and symptoms that a pandemic has on SCs. The SC with COVID-19 architecture is provided for a global value chain in the future and for continual development. SC-COVID19 connections are explored and connected in this paper (SCC19). In a comprehensive framework, this research identifies, categorizes, and frames the critical variables and their interrelationships. There is value in the SCC19 framework for decision-makers as well as researchers, and it may be applied to other sectors. There are also discussions on the study's shortcomings and potential future research paths.

(Davahli et al., 2020) [5] Systematic examination of the available literature was utilised to uncover current studies on how the hotel sector would cope with a COVID-19 pandemic, according to this paper. The current review used Google Scholar, Web of Science, and Science Direct databases to find relevant articles. Only 50 of the total 175 articles matched the inclusion requirements. We sorted the articles based on the following criteria: publication year, industry, and research technique. The papers that were examined included a wide range of topics related to the hospitality sector, such as problems facing employees in the industry, job losses, revenue effect, COVID-19 spreading trends in the industry, market demand, and the industry's recovery hopes. Many different methods were employed to study the hotel sector during the epidemic, according to the findings. For discovering the COVID-19 spreading patterns, researchers used simulation and scenario modelling, as well as field surveys and secondary data analysis. They also discussed the resumption of activities during and after the pandemic, and compared the COVID-19 pandemic to previous public health crises.

(Vujić et al., 2019) [6] This research aimed to find out how satisfied customers are with the service they get from the hotel industry. Descriptive research technique was used to achieve this objective. 390 SNNPRS hotel/restaurant respondents were surveyed using convenient sampling to get data for this study. A well recognised SERVQUAL model was employed to take the measures. Customers' views differed from what they expected, as shown by descriptive statistics such as percentage, mean, and gap analysis. Results showed that SNNPRS Hotels/Restaurants did not meet the service expectations of its clients due to a large difference between perceptions and expectations. The conclusion: When looking at the Modified Five Dimensions of Service Quality, Assurance and Tangibility have the greatest negative

gap score (or difference). Furthermore, the research showed that the responsiveness aspects of service quality had the lowest negative gap score. To better serve their clients, SNNPRS hotels and restaurants must get a deeper understanding of them by measuring and evaluating their service quality performance on a continual basis.

### **3. New normal after COVID-19**

The hotel business has been particularly severely impacted by COVID-19, which has had ramifications across all industries. According to our findings, it will be at least until 2023 before we see recovery to pre-COVID-19 levels. As shown by the underperformance of US lodging REITs, investors have similar perspectives on the future of hotel businesses (REITs). The hotel industry, like many others, will undergo both minor and major changes in the years after the epidemic. Some of these things have already come to light today. [13]

Hotels are under pressure to inspire customer trust while simultaneously working hard to keep visitors and workers safe from COVID-19 in today's health-conscious world.

Every sector in the globe is working to keep the economy humming and consumers confident. Practices like mask use, hand sanitising and social distance are recognised as new standards, and strategies to keep people apart while doing business (i.e. "touch-free" or "contactless" solutions) are the rule of the day nowadays. [14]

One of the worst-hit industries by the epidemic has been the food and lodging industry. Trade restrictions have had a major effect on the turnover of the hotel industry. The industry is concerned about rising fixed expenses and debt, as well as poor revenues and cash reserves that remain.

Large public facilities such as hotels and tourist accommodations are no more immune to the spread of infectious diseases than are the individuals who use them. However, these are locations where visitors temporarily dwell and where there is a lot of contact between guests and employees. We need to pay attention to these details—guest housing with all of the associated services (food and beverage, cleaning, activity planning, etc.) and the relationships that are unique to these facilities (guests to other visitors, guests to the staff, and staff to the staff).

After the COVID-19 epidemic, the globe is progressively opening up again, and our hotel stays will be organised differently. Some long-held customs must be retired - sayonara to the breakfast buffet - and new procedures must be implemented to guarantee the safety and protection of both travellers and employees. Hotel stays will change in a number of ways in the future, as detailed below.

**Cleanliness:** Travelers have always given high marks to a hotel's cleanliness, but in the future, they'll be much more picky. As well as cleaning guest rooms and meeting spaces, hotels will have to show that they have improved health and safety procedures in place for these areas as well as at the back of the house. Hotel cleanliness will be assessed via auditing efforts that are anticipated to be introduced in the near future.

**Leisure:** When hotels reopen, guests will be able to relax in their pools and remain active in their gyms again, but new rules will apply when the facilities reopen. Scheduled gym time-slots, for example, are likely to be implemented, meaning we won't be able to show there whenever we like.

**Check-in:** Changes to check-in processes may include the placement of social distancing floor decals, front desk barriers, and hand sanitizing stations when they are not done on a self-service basis. When staying at some hotels, guests may be required to submit to regular temperature checks both before entering the hotel and while they are there.

**Minimalism:** In spite of our desire for luxurious hotel amenities, it seems that a focus on simplicity will be the best strategy for minimising the amount of things that need to be cleaned. So, free pencils, paper, magazines, and guest directories may have to go goodbye, as well as other things we enjoy but aren't really necessary in the room

In light of the coronavirus, we must prepare for future pandemics, and hoteliers must do their part to make guests feel secure while visiting. When choosing a hotel for a visit, social event, meeting, or conference, these new amenities will be front of mind for guests and meeting planners alike. It is anticipated that the implementation of these new elements would result in a worldwide standard for hospitality cleanliness and safety for visitors and employees alike.

#### **4. CONCLUSION**

It is the goal of any hotel to bring in a new client. As long as you provide consistently excellent levels of service quality, you'll keep your customers coming back for more. Ignoring the importance of customer satisfaction, particularly their wants and expectations, may have a negative impact on customer retention and loyalty. As a result, the greatest issue facing hotel management is not just recruiting guests but also identifying individual customer satisfaction. Customers' expectations and perceptions vary, as do the things they anticipate from you. Every client is unique, and no two are alike when it comes to how they see a service or what they require from it. As a result, there isn't a single ideal method to improve the quality of hotel service. Everything is determined by the nation in which the hotel is situated and the local culture. Because culture affects how people perceive things, it's important to learn about the people before starting a hotel company so you can provide the service precisely as they want it.

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## ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN SUSTAINABLE DEVELOPMENT OF SOCIETY

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### Abstract

A large number of not-for-profit, social service, educational, health care, and environmental groups pitch half or full funding projects to corporations every year. Millions have been raised, and each one has been promised a return to the financing company. This means that each one has bottom-line measurements. Of course, the businesses who donate money and other resources do so because they believe they are doing something good for society as a whole. Consider the question of long-term viability. When it comes to corporate social responsibility (CSR), other names for it include "corporate conscience," "corporate citizenship," "social performance," and "sustainable responsible business." Corporate social responsibility (CSR) policy serves as a self-regulatory system for businesses to monitor and ensure that they are operating in accordance with legal and ethical standards, as well as with international norms and regulations. "Corporate social responsibility (CSR)" aims to inspire companies to accept responsibility for their actions and to have a beneficial effect on the environment, customers and workers as well as on the communities in which they operate.

**Keywords:** Corporate social responsibility, environmental awareness, environmental sustainability, sustainable development

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## **1. INTRODUCTION**

“Corporate social responsibility (CSR)” has become a widely used word in modern society to describe a process through which a company expresses and maintains its “corporate culture and social awareness”. In the last decade, CSR has gotten a lot of attention from a broad range of academics from across the globe. According to some of these experts, CSR has gained a lot of momentum in the last few years and is currently considered to be at its most common. “Corporate social responsibility (CSR)” is becoming more important to business executives, government officials, as well as academics. [1]

### *1.1. Importance of Social Responsibility*

- Resolving social issues: The group provides resources to address social issues.
- As an example, the company should examine the design of work organisation and job happiness, as well as making a very reasonable attempt to provide more employment possibilities for minority groups.
- Improve the company's public image by taking social initiatives to foster good will, corporate trust, and public favour.
- Promoting and improving communities is in the business's best interest.
- Assisting in solving social, economic, and political issues: assist the government in resolving the issues confronting the nation.
- Customers are being pressed by the consumer movement to protect them from unfair corporate tactics including adulteration black marketing and unfair pricing as well as shortages in the areas of weight, measurement, and quality.

### *1.2. The Concept of Corporate Social Responsibility*

According to the term "corporate social responsibility," contemporary companies have responsibilities to society that go beyond their duties to shareholders or investors. CSR is a growing idea in the business world. A literature review examines the variations and similarities in the definitions since various writers have expressed varied views about “corporate social responsibility (CSR)” and the establishment of CSR limits. Environmental, social, economic, voluntary, and stakeholder concerned are the five areas and aspects examined, which are usually linked with CSR definitions. “It is determined that the misunderstanding is not so much about how CSR is defined as it is about how CSR is socially constructed in a particular setting”, according to the study's findings.[2]

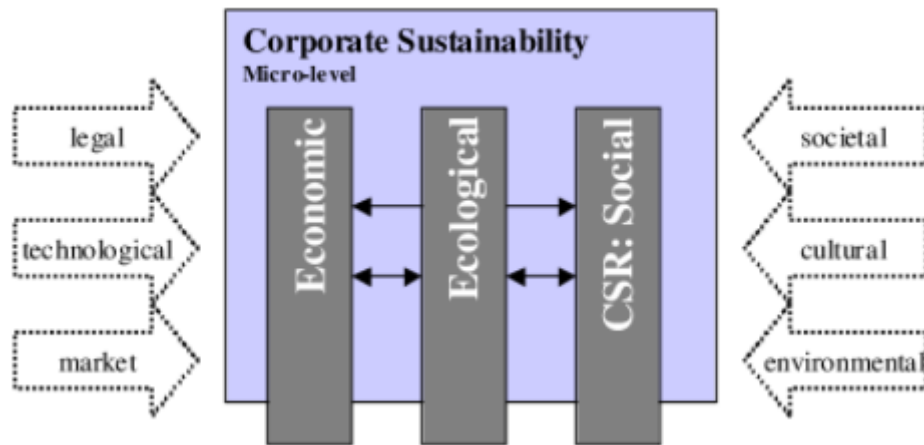


Figure 1: Relationship between Sustainable development, corporate sustainability and corporate social responsibility

Table 1: Different dimensions of CSR

CSR DIMENSIONS				
<b>Economical</b>	<b>Social</b>	<b>Environmental</b>	<b>Stake Holders</b>	<b>Voluntary</b>
Profit Seeking	Public	Clean	Relations with	Above and
Business	Environment	Environment	Stake Holders	Beyond
Orientation	Improvement	Security	(Based on	required by
			Values)	Law

### 1.3. Corporate Social Responsibility

“Corporate Social Responsibility (CSR)” has no universally agreed-upon definition, but a growing body of literature, academics, as well as business leaders all agree that CSR is a way to move a company from being purely an economic construct focused on shareholder profit to a more developed ethical and humanitarian model that increases the company's ability to create value across the board. [3] For “Kennedy School of Government”,

“Socially responsible business (CSR) includes both what businesses do with their earnings and how they get those profits. As well as dealing with the way businesses manage their economic, social and an environmental effect, this approach also addresses how they manage their stakeholder relationships in all the major areas where they have influence: the workplace, the market place, supply chain, and public realm”.

In order to guarantee a more equal social welfare system, the “World Business Council for Sustainable Development (WBCSD)” developed another operational definition of sustainability and growth. Accordingly, CSR is defined as “the commitment of business to contribute to sustainable development, working with employees, their families and the local communities”. [4]

#### *1.4. Sustainable Development*

Even if it's open to interpretation, the Brundtland report in 1987 provided the first generally recognised definition of Sustainable Development —Humanity can make sustainable development “to ensure that it meets the needs of the present without compromising the ability of future generations to meet their own needs”.

Consequently, the idea of sustainable development was broken down by the UN into 17 integrative objectives, which enable coordinated efforts in different fields to improve government development programs and strategies. [5]



Figure 2: sustainable development

The three pillars were included in the “Johannesburg Declaration” of the same year — “a collective responsibility to advance and strengthen the interdependent and mutually reinforcing pillars of sustainable development—economic development, social development and environmental protection—at local, national, regional and global levels”.

## **2. LITERATURE REVIEW**

[1] When it comes to changing people's lives and communities across the world, “Corporate Social Responsibility (CSR)” has enormous promise. CSR is a subject on which conventional businesses have done considerable study, but professional sports have not. CSR has been widely recognised by academics and professionals as an important factor in assessing a company's success, although opinions differ on

how it should be implemented and who should be responsible for it. Unlike most businesses, professional sports teams rely nearly completely on community support to be financially successful.

[2] Latest economic, environmental, and social tragedies (such as data breaches and corruption) have drawn attention to the burgeoning aviation sector. Few studies, on the other hand, have looked at the trends and shifts in “corporate social responsibility (CSR)” practises, as reported in CSR reports, in the aviation sector. “Global Reporting Initiative (GRI) Standards” on CSR communication by global airlines are examined in the present research to address the void. In 105 CSR reports from 21 major league airlines between 2013 and 2017, quantitative text analysis was used to analyse and compare CSR topics. Our results showed a clear upward trend in the economic component of CSR reporting, with GRI 201-Economic Performance being the most often reported sub-topic of interest. The CSR reporting procedures of “APEC and EU-based airlines” were also examined as part of our research. The findings showed that the emphasis of CSR reporting in the two areas was different. Global airlines' CSR policies and responses to stakeholders' expectations were thoroughly examined in this research. The findings of this research will be useful to both academics and practitioners interested in airline CSR development and reporting.

[3] “Corporate social responsibility (CSR)” refers to corporate practises that are ethical, society-friendly, and helpful to the community in terms of growth for companies or firms. This article examines the concept of CSR in light of existing theoretical frameworks. CSR is seen as a worldwide issue owing to the globalised corporate environment, which recognises no borders, according to theoretical approaches: utilitarian, management, and relational. These ideas are backed by the work of other academics in the field. The concept and practise of “corporate social responsibility (CSR)” are constantly changing. Once this point is made, it goes on to examine socially, ecologically, and economically responsible business practises and how they contribute to community development. For better grasp the practical elements of CSR, competencies needed of CSR managers are examined. There are also discussions on the study's findings and the implications for future work

[4] CSR is what a company does in addition to its statutory responsibilities. The pursuit of sustainable development is mutually beneficial for society and industry. Without the other, neither can prosper. As a result, businesses have a moral obligation to contribute to the advancement of the general welfare. To better understand the importance of corporate social responsibility in achieving both sustainable development & inclusive economic growth, researchers conducted this study. In addition, the role of different Indian organisations to social upliftment will be examined in this article. With respect to social responsibility and ethical standards, this article will demonstrate the current state of Indian organisations in India. Few solutions have been proposed to deal with the issues that arose with the adoption of CSR.

[5] Almost all extractive activities have the main issue of benefits accruing primarily at the national level while disruptions are usually highly localised near to the resource. Extractive businesses have stepped up their attempts to balance the scales recently. An important goal of this study is to determine the most effective strategy for businesses to support sustainable local development in their host communities. Government and civil society players can help this process along if they play their parts

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well. The debate revolves on the importance of community involvement and references case studies, such as the 15-year community development initiative of a Tanzanian gold mine.

[6] “Corporate responsibility and corporate citizenship” are both terms used to describe the same thing. Community, employee, and environmental benefits are all part of CSR, which promotes making a good impact in all of these areas. “Corporate social responsibility (CSR)” is beneficial in light of environmental preservation. CSR's primary goal is progress. CSR's size, diversity, R&D, as well as consumer income would determine how it develops. Strategic management must include CSR. CSR is a company's responsibility to address environmental issues, reduce waste, and reduce emissions. Sustainable business practises, such as “corporate social responsibility (CSR)”, decrease child mortality and enhance mother health. When it comes to environmental performance and long-term environmental sustainability, “corporate social responsibility (CSR)” is increasingly important in the private sector's capacity to influence environmental outcomes.

[7] Increasing awareness of corporate misbehaviour has brought ethical behaviour and corporate social responsibility to the forefront in developed and developing nations alike. These two ideas have the potential to be very beneficial to a company. Corporate social responsibility extends beyond generating a profit for shareholders, and has been recognised for decades. Business ethics and corporate social responsibility are discussed in depth in this article. As MBA students and managers weighed in, it became clear that corporate ethics and social responsibility are critical to the development and success of organisations. They believe that good business ethics lead to happy employees, customers, and members of the community. Not only that, but they believe that socially responsible companies will profit from improved public image/reputation, increased consumer loyalty, and stronger and healthier community ties. Finally, conclusions are made from the data.

[8] As a strong instrument or channel for making sure that the individual company gains more advantages and allows a better involvement in society, Corporate Social Responsibility (CSR) is. The research investigates how CSR (Corporate Social Responsibility) helps Fertilizer & Cement Industry get widespread access in the local and worldwide market. The researchers drew a cross-section of executives from the companies for the study. This research use descriptive statistical methods to help it meet its goals. According to the study's results, “Pakistani Fertilizer & Cement Corporations” brand image and reputation with consumers; both locally and globally, are boosted by CSR practises. Because society makes many sacrifices for the sake of these companies, they must share the profits in the form of “corporate social responsibility (CSR)” with society. For the most part, Pakistanis are impoverished, and the government is unable to address the societal/population-level issues while corporate organisations are reaping enormous profits in the same nation and society as before. While society as a whole makes a significant contribution to commercial enterprises in our country, CSR efforts in Pakistan fall short of international standards.

[9] A large number of not-for-profit, social service, educational, health care, and environmental groups pitch half or full funding projects to corporations every year. “Corporate social responsibility (CSR)” policy serves as a self-regulatory system for businesses to monitor and ensure that they are operating in accordance with legal and ethical standards, as well as with international norms and regulations.

“Corporate social responsibility (CSR)” aims to inspire companies to accept responsibility for their actions and to have a beneficial effect on the environment, customers and workers as well as on the communities in which they operate.

[10] While “corporate social responsibility (CSR)” has garnered a lot of attention in the business world, little study has been done on it in the world of sports management. This article examines the part played by “corporate social responsibility (CSR)” in professional football by looking at sports, management, and marketing literature. As more people become aware of and involved in “corporate social responsibility (CSR)” in the football industry, the game becomes more competitive, and stakeholders get more value from it. A conceptual model is proposed in the essay, which defines football's agency function for the purpose of creating value for politics, culture, humanitarian aid, and comfort. Case studies from four major nations, England, Germany, Japan, and the United States, provide empirical data to support the model. These countries presently dominate CSR debate and are critical to the game's success. CSR as an opportunity-driven concept may help sports management achieve a better strategic direction, and future study can enhance sport management's understanding of this rapidly increasingly significant issue, as the article's goal is to urge sports management to recognise it.

### **3. Contribution of Various Companies**

CSR is practiced by a wide range of Indian businesses. [11] Companies involved in “corporate social responsibility (CSR)” pay particular attention to the following areas:

- Upliftment of Society: Organizations in India are donating money, joining or supporting nonprofits like HDFC, ICICI, and Jet Airways to help improve society.
- Attention for Health and Society: Positive and excellent health are becoming more widely known in society. As a result of the efforts of organisations as NTPC, OXFAM, NOVARTIS, and NOVARTIS, as well as AMWAY, there is a noticeable increase in public awareness.
- Welfare of Children and Women: Children are the foundation of every society. As a result of the efforts of many organisations, schools in the city's slums and the socially disadvantaged, as well as mothers and children themselves, have benefited. Among them are businesses like WIPRO, NIIT, and HINDUSTAN PENCILS LTD.
- Green Ecology: The environment has a significant influence on society's well-being. Every person owes it to future generations to keep the environment healthy. Some of the problems that organisations like Sony Panasonic, Orchard hotels are working on include hazardous gases of various sorts, waste generation, and water pollution.
- Development of Rural areas: The general development of nearby communities surrounding their factories is a priority for a number of organisations. Various organisations like Bajaj Auto, ONGC, etc. have built educational infrastructure, hospitals, and other services in communities.



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- Employee's Welfare: Every business relies on its employees to function. It is the goal of any company to have contented workers who love their work and living environments. A few examples of CSR include various worldwide human rights programmes and employee welfare initiatives.

#### **4. Suggestions for Effective Implementation of CSR**

- Every company should set a yearly budget for its CSR initiatives. Rural regions should be given precedence over urban areas when it comes to receiving returns from CSR initiatives in order to promote inclusive development, as outlined in our Plan Vision statement. [12]
- CSR initiatives may be implemented more efficiently with the help of public-private partnerships.

#### **5. Conclusion**

CSR isn't a new idea; in fact, it had its beginnings in India in the 1950s. The idea of "corporate social responsibility (CSR)" has been described by many writers and organisations, but a proper and widely accepted definition has yet to be developed.

New CSR trends, such as the generation of energy, pollution control and biodiversity production, should be promoted in today's globalised world. In order to alter the present scenario and accelerate India's socio-economic growth, CSR is essential. To achieve sustainable development, people must make an effort and adopt a mentality focused on using best practises to make the most of their limited resources, reduce waste, and protect our natural and human ecosystems for future generations.

The conclusions and recommendations drawn from the above research suggest that companies should focus on improving society in general, not only in the interest of the organisation itself, in order to develop both financially and socially.

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# PERFORMANCE MANAGEMENT IN HOSPITALITY: A REVIEW

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## Abstract

There are several theories and viewpoints on management (general, behavioural and overall quality), but they all highlight the importance of “performance measurement and management (PM/PM)” to the cycle of management, or business operations as a whole. As a result, these techniques supply their own performance management systems or managers construct their own PM and PM frameworks to enhance their systems and/or success to assess what you accomplish for specific objectives and tasks in a company. Some research has looked at how “PM and performance management systems” have evolved from a general management standpoint, particularly in the hospitality sector. An analysis of hospitality sector performance management and the factors that influence it is presented in this study.

*Keywords:* Hotel industry, hospitality, performance measurement, hotels, customer satisfaction

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## 1. Introduction

Performance evaluation is critical in today's highly competitive economy. Management may make choices that are suitable for the hotel business and improve the organization's performance using the performance measurement methodology. There has been a rise in the importance of employee engagement in terms of both employee productivity and organisational management. Employee engagement seems to be linked to hotel organisational outcomes, including those that are performance-based, according to a growing body of research. [1]

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In the last several decades, practitioners and academic researchers have turned their emphasis to customer happiness and service quality. In terms of corporate success and consumer behaviour, both ideas have significant influence. It's no secret that better service means more money in the bank and happier customers. Other research shows an association between satisfied customers and loyalty, as well as a link between satisfied customers and favourable referrals. As a result, measuring and monitoring service quality and customer satisfaction is a critical strategy for customer-focused businesses. [2]

In the technique of quantifying action, “performance measurement” is the process of “quantifying measurement”. This leads to performance through taking action. When it comes to hospitality, it's been around for a long time as a crucial part of how decisions are made. When it comes to ensuring the greatest possible outcomes, hotel management may use performance assessment to make the best choices possible. The significant percentage of fixed expenditures in total expenses and the requirement to concentrate on marketing reflect such unique characteristics. “Traditional performance evaluation” has been accused for encouraging stagnation by encouraging a narrow focus and a short-term perspective, rather than a strategic one. Making an acceptable performance assessment system begins with knowing the hotel’s objectives and methods for achieving them, as well as identifying the elements that are crucial to meeting those goals. [3]



Figure 1: Performance management

### *1.1. The Hospitality Industry*

The industry's distinct operational structure is one of its distinguishing traits. When it comes to how a hotel operates, the operating structure identifies which tasks are performed in-house and which are contracted out. Most people don't know the difference between the organisations and think they're all in it together for the same reasons. [4]

There are four different business divisions in the hospitality industry: (1) hotel ownership, (2) hotel leasing, (3) hotel management, and (4) hotel brand ownership/franchisor. Here's a quick look at each of the company's divisions. [5]

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### **Hotel ownership**

Owners of hotels make the majority of their money from rental payments obtained from leasing the properties they own. In most cases, the hotel owner takes a backseat in all operational choices and isn't held accountable for working capital or operating expenditures. Due to a fixed revenue stream, hotel owners have less financial risk, but the upside potential is restricted. [6]

### **Leasing of hotels**

It is a hotel leasing firm that takes on all operational tasks and financial liabilities of finance, working capital and operating expenditures as well as the payment of the rent as the tenant. Any remaining cash after all property-related expenditures have been paid are what the company keeps as profits. Income from rooms, meals, and beverages are the key revenue streams. When the economy is bad, hotel leasing businesses often take on the financial risk, but they also have greater control over hotel operations as well as the potential rewards that may come from it. [7]

### **Hotel Management**

Hotel owners pay a management firm to offer management services. Hotel management services comprise personnel, operational systems, and processes, among other things. Base and incentive fees make up the management charge. Based on a proportion of overall hotel revenue, management fees typically range between 2-3 percent. A hotel's base management fees rise in tandem with the hotel's revenues, and at the corporate level, they rise in tandem with unit expansion (the number of rooms managed). [8]

### **Franchisors**

Hotel franchisors offer the right to associate with their brand to hotel owners, allowing them to utilise the brand name, logos, and distribution channels of the brand. Hotel operators pay a franchise fee or royalty based on a percentage of their sales in exchange for brand loyalty. They don't manage the hotel themselves, but they approve the designs, location, and operations to make sure the criteria are met. [9]

## **1.2. THE PROCESS OF PERFORMANCE MANAGEMENT**

When it comes to “performance management”, think of it as a “process” rather than a “system”. A rigorous as well as bureaucratic approach is implied by the term "system," which is at odds with the concept of “performance management” as a flexible and evolutionary procedure used by managers working with their teams according to the circumstances in which they function. “Performance management is an evolutionary process”. The management process of managing performance is a natural one. William Deming, a total quality specialist, described it as the following activities: [10]

- Decide what you're going to do and how you're going to accomplish it.
- Do something - put in the effort to make the idea a reality.
- Monitor - keep a close eye on the work being done and track the results to see how well the strategy is being implemented.
- In light of what has been accomplished, determine what further needs to be done and what corrective action has to be taken if performance does not meet the plan's expectations.[11]

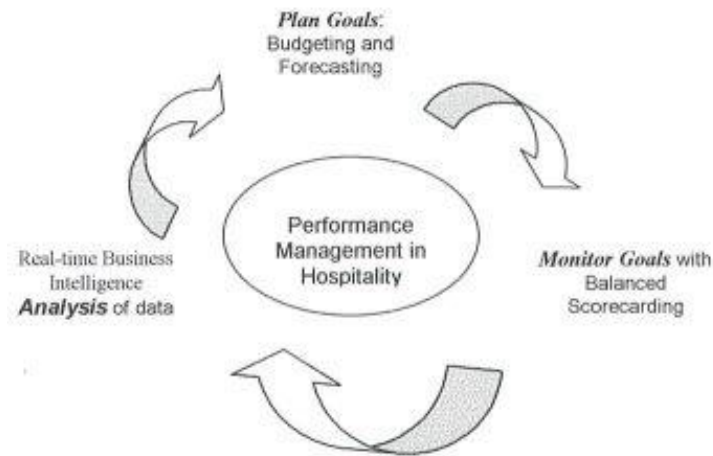


Figure 2: Performance management in Hospitality

The most difficult problem facing the hotel sector today is deciding on a “performance measuring method”. However, hotels' need to quantify almost everything makes too aggressive performance evaluation troublesome. Instead of figuring out what can be measured, the current issue is figuring out what should be measurable. The goal-oriented approach may be more effectively implemented with the support of performance measurement. It's a part of value-based management that's used to figure out how much the hotel is worth to the owners and how to accommodate other parties' needs. Human resources management and management reward and promotion are both based in part on performance assessment. [12]

## 2. LITERATURE REVIEW

(Diamantidis & Chatzoglou, 2019) [1] Increasing competition among businesses and the need for enterprises to adapt quickly to operational situations and human needs have made it more important than ever to identify variables that influence employee performance (EP). Here, we'll look at how factors such as “training culture, management support, environmental dynamism and organisational climate” interact with job-related factors (like job environment, autonomy and communication) and employee-related factors (like intrinsic motivation) and how that interacts with EP.

(Srivastava, 2016) [2] Industry and professionals use the term “Key Performance Indicator” (KPI) to describe a sort of performance indicator. KPIs are often used by organisations to assess their own performance as well as the success of a specific effort undertaken by a person or group of individuals. Whereas progress toward planned objectives or an occurrence that achieves its intended purpose may be used to describe success, it is most typically defined as the recurrent attainment of an operational goal of some kind. As a result, setting strategic objectives for hospitality organisations and employees becomes even more critical, and selecting the ideal KPIs is directly linked to figuring out what's vital to the business.

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(Mitrović et al., 2016) [3] Hotels are being compelled by a competitive business climate characterised by shifting circumstances and the demands of multiple stakeholders to increase their efforts to please a wider range of customers. The measuring of performance has become a critical part of formulating a business plan and aids hotels in determining their place in the competitive tourist industry. The goal of this article is to assess how hotel performance measuring procedures have evolved based on prior studies and a literature review. "Hotel accounting and segment reporting research" is also reviewed. The research sheds light on the issue of hotel management's use of performance measurement.

(Kumari, 2016) [4] "Performance Management components" and their use in HCL are the focus of the research. The research included a thorough analysis of the techniques used to assess and improve the system's performance in light of its goals. The study included exploratory research followed by descriptive research. The research made use of non-probability convenience sampling. There are 40 people in the sample. Two well-structured questionnaires were used to gather the primary data for this study.. When looking for responses to the questionnaire, researchers used the depth interview approach. For this reason, firms must make investments in certain technology-oriented goods and services, software, and hardware in order to enhance their results. To keep its staff, businesses must devise new retention techniques. When it comes to enhancing staff performance, retention and innovation techniques are implemented. This means the emphasis should be on improving the PMS.

(Bresciani et al., 2015) [5] While tourism offers a wide range of services, this study focuses on the hotel business, which has a uniform production and competitive environment. All other tourist services are dependent on the hotel business, making it a vital part of the overall tourism sector. This study's goal is to find out how performance in the Italian hotel business relates to the factors that influence it. The results are aimed at verifying if criteria such as hotel size, category, and the range of services supplied have a favourable impact on their performance. In terms of methodology, the study begins with a survey of the literature on the issue, with an emphasis on the hotel industry's idea of performance. After that, it goes into the findings of the empirical investigation, which included a survey of 450 hotels and a selection procedure. And lastly, the data demonstrate a definite correlation between category and performance, although service volume or diversity does not seem to be tied to that connection.

(Selvarasu & Subbu Krishna Sastry MBA Professor, 2014) [6] "Human resource management" procedures like as performance appraisals, which provide essential judgments for a variety of human resource activities and results, are vital. To find out whether there is a link between fairness views and employee involvement in the workplace, this article sets out to find out. Having a high-performing team is critical for development and survival in this fast-cycle economy, company executives know. They understand that in increasingly competitive personnel markets, a highly engaged staff can boost innovation, productivity, and the bottom line while also lowering recruiting and retention expenses. Employee involvement differs depending on the workplace atmosphere and job characteristics. "Positive employee engagement" of all kinds is connected to both work and organisation resources (performance evaluations from line managers, peers, and upper management), which may be valuable tools for increasing engagement. Employee conduct improves when there is a lot of pressure to provide results.

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(Chaudhry et al., 2013) [7] In HRM, employee engagement, conflict resolution as well as unions and collective bargaining agreements have all been explored. Other topics included in the discussion include: rewards and perks for employees as well as training. In order to better comprehend the interaction between independent factors, mediating variables, as well as dependent variables, a conceptual framework based on six well-known techniques has been constructed. Brief explanations of Employee Relations Practices (Independent Variable) have been supplied to clarify their function. These include “Conflict Handling & Unions (Independent Variable), Discipline, Participative Leadership, Advantages, Learning, as well as Motivation (Mediating Variable)”. Survey Questionnaires were sent to 241 workers of 28 hotels, each having at least four operating departments and one dedicated to employee relations, in the 3 star, 4 star and 5 star categories. “Conflict Handling and Union & Collective Bargain Agreement” are positively and significantly correlated. There is a considerable and positive correlation between conflict management and participative leadership. There is a considerable and beneficial correlation between unions and collective bargaining agreements, as well as participatory leadership. According to the results of this research, the premise that employee relations practises have a favourable impact on the performance of employees in Pakistan's hospitality industry is supported generally.

(Ahammad, 2013) [8] In today's extremely competitive business climate, every organisation needs a skilled staff to remain a successful participant in the “industry's competitive game”. Lack of training is one of the most significant issues that employees face on the job. Many workers may be disgruntled if they've been given duties for which they lack the necessary expertise and abilities. Training is a critical activity that must be planned and performed with care in every company. This dissertation's overarching goal is to determine the value of training in the workplace.

(D.B, 2013) [9] As a result of the current working environment, employees are expected to put in a great deal of time and resources and expect the same in return from their employers. Management need to see performance appraisal like an integral part of their role, not as an inconvenient & time-consuming extra. This is all about enhancing efficiency and productivity in the long run. To ensure that managers and employees meet often to discuss and agree on expected performance concerns, performance appraisal is a methodical way. In order for this meeting to be successful, all parties must have a shared grasp of the task in issue, as well as the standards and results associated with it. Employees should be evaluated on a one-to-one basis by their immediate Supervisors under normal circumstances. Appraiser vs. Appraise is a common misunderstanding. Assessment is only concerned with what has happened and is happening in the present.

### **3. Determinants of Performance in The Hotel Industry**

Both external and internal factors affects the effectiveness of firms; firms compete in sectors and markets that have a bearing on strategy and results; firms must make daily decisions about the correct way to operate, to allocate resources, and so on, in order to manage business functions and achieve goals. [13]



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While financial metrics like “return on investment (ROI), return on sales (ROS), and pricing variations” are important for service companies looking to improve their bottom line, human resources, image, and brand recognition are just as important when it comes to determining how well a company is doing. It is vital to identify and evaluate the many aspects of hotel performance in order to compete in the hotel sector since competition is built on the “value” offers of service products. Discussions in the literature focus on studies of “performance indicators”, which are generally evaluated by the financial results of the business in question. [14]

Furthermore, in performance measuring there seems to be a transformation in the last 25 years. Better integrated systems that mix financial and non-financial variables are replacing measurement methodologies that just rely on financial performance. While it may be difficult to see directly, the relationship between performance and customer happiness and quality is one of the most significant outcomes of not merely measuring success in financial terms. [15]

As a realistic alternative strategy in light of hotel managers' reluctance to offer specifics on financial performance, occupancy performance, such as average occupancy rate, may be used to assess the success of the hotel business. Aside from overall operating revenues, additional revenue performance metrics in the hotel business include the average production value per employee and cost per unit of service. In the hotel sector, performance has been investigated by relating performance to both external and internal aspects using these novel methodologies and their combination. [16]

## **4. CONCLUSION**

“Performance Measurement” in hotels is a trendy issue with a plethora of theoretical and empirical research. These studies provide theoretical and practical information. According to a survey of relevant literature, evaluating hotel performance is a time-consuming and labor-intensive operation. The benchmarking process shows the hotel's performance in comparison to the competitors, and “Revenue Management” is a crucial instrument in that process.

Knowing that, it's critical to improve hotel managers' understanding of current performance management system's advantages, which might provide them a competitive edge and help them succeed in business. To this purpose, it's advised that future research focus on understanding and developing these principles for the hotel business, both from a guest and a hotel standpoint.

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## A STUDY ON IMPACT OF COVID-19 ON STARTUPS IN INDIA

Ishani Goyal<sup>1\*</sup>

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### Abstract

The Indian government has launched an effort called Startup India to encourage the development of new businesses in the country. These businesses may get enough financing and assistance in the early stages of their development, but they ultimately must depend on the backing of their existing customers. Startup businesses in India confront a wide range of marketing and financial problems. The purpose of this study is to examine the numerous difficulties encountered by new companies, particularly after the conclusion of Covid-19. The rapid onset of this devastating epidemic has had wide-ranging effects on society and the economy across the globe. Start-ups have created a large number of jobs in the past decade. New markets and possibilities have been discovered by start-ups, changing the way business is viewed. Smart innovation and sheer genius have displaced the once-dominant giants of commerce and different sectors. It is only logical that the effects of the Covid-19 epidemic on the start-up sector be scrutinized more carefully. In order to create better regulations, it's important to look into the effect of the Covid-19 epidemic on the start-up sector.

*Keywords:* start-ups, innovation, industry, pandemic, covid-19

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### 1. Introduction

In recent years, the development and acceptance of Indian startups has accelerated. This fad has inspired a large number of small business owners throughout the country to start their own businesses. Another important factor in this expansion has been the massive inflow of capital into industries like e-commerce, taxi/cab, retailing, food technology, and so on in the past five years. [1]

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\* ISBN No. 978-81-953278-7-4

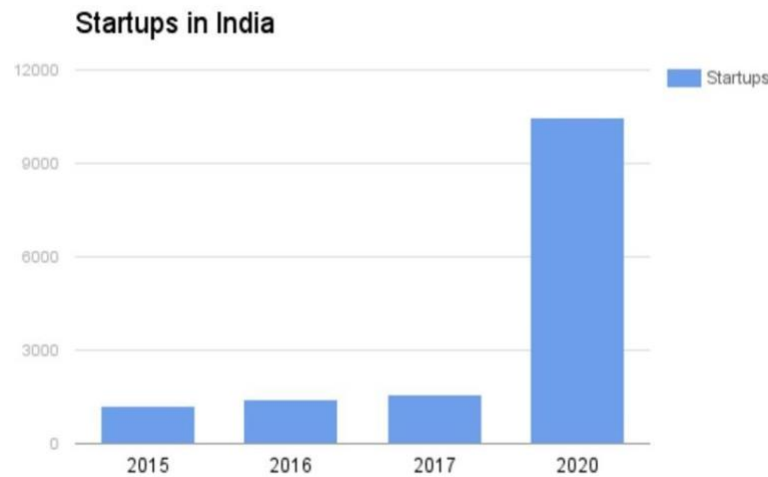


Figure 1: Startups in India

COVID-19 is both a public medical and socioeconomic security issue. In order to stop the spread of the virus, companies across the world were forced to shut down. This posed many unique and fundamental difficulties for new enterprises. [2]

Nearly every industry has been affected by the COVID-19 epidemic, but IT companies have been hit particularly hard. Because venture capital financing has grown more selective, businesses that rely on a continuous flow of money may be at a disadvantage. Existing clients are either unable or unwilling to pay on time for certain companies, resulting in drastic income losses. [3] Because potential consumers are cutting back, sales are falling short of pre-COVID-19 financial expectations. Some companies have been unable to produce or sell their products due to supply chain interruptions, while commercial landlords have taken strong stances on rent even if most staff works remotely. To top it all off, insurers have been reluctant to pay out on claims based on events outside their control. [4]

However, things haven't been as terrible as they seem. Tech companies, on the other hand, are well-positioned to make the transition to remote working arrangements. In addition, businesses that provide internet services, cloud infrastructure, including automation technologies have profited directly from the outage. Demand for disruptive and cutting-edge services might rise as a result of COVID-19. Since then, a number of technology companies have shifted their focus to developing COVID-19-related solutions and technologies. [5]

### *1.1. Startup in India*

Since the Honorable Prime Minister launched the initiative on January 16th, 2016, many initiatives have been implemented to help him realize his goal of making India a nation of job creators rather than job seekers. Through the Startup India initiative, startups have been acknowledged and also many

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entrepreneurs have reaped the advantages of establishing their own company in India. Such initiatives have sparked the startup culture.[6]

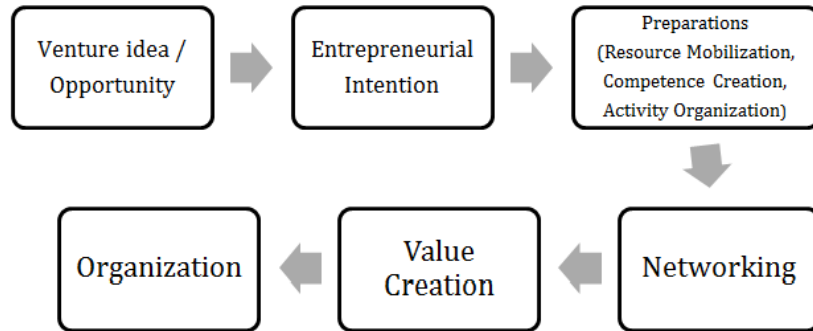


Figure 2: Process of startup creation

#### Stages of the Startup Lifecycle

1. Pre-startup: Identification of a scalable product or service concept for a large enough target market and validation of the found service or product reach the market, searching for the first customers willing to pay for it.

2. Startup: Maintenance is accomplished by maximising advantages and addressing issues that have arisen as a result of the company's worldwide expansion. If you decide to sell your business to a behemoth, you'll have to decide whether or not to purchase the enormous resources the company will need to keep expanding.

3. Growth: Effectiveness of startups occurs when the founder starts defining the company's business strategy and looking for new methods to reach potential customers. This stage accelerates the company's development while also improving its ability to expand sustainably.

Startup means that the entity is not more than five years old, with an annual turnover of Rupees 25 Crores or less in any previous financial year, and is working on the innovation, advancement, deployment or commercialization of new goods or services that are based on technology or intellectual property. This seems to be an Indian startup. [7] Key Points of Start-up:

- Even with a mobile app it is possible to achieve single-window clearance
- Reduction in patent registration fees of 80 percent and creation of \$10 billion in new funding
- A more user-friendly Bankruptcy Code with a 90-day window of opportunity
- Three-year exemption from perplexing inspections
- For three years, there is no capital gains tax;
- There is no profit tax; and
- There is no red tape.
- Compliance with self-certification
- Atal Innovation Mission's innovation centre

#### Benefits of Start-up Scheme:

- Skilling India
- MUDRA programme

*Ishani Goyal*

- Presumptive taxation scheme
- Corporate tax for small companies service tax exemption
- Rs. 500 crore to assist SC/ST and women businesses
- No tax on startup income
- Capital gains and ARCs
- One-day incorporation

### *1.2. Startups During Covid-19 Pandemic*

Start-ups have played an important role for economies throughout the coronavirus (COVID-19) crisis. When the pandemic hit, several forward-thinking start-ups were quick to respond with new medical products and services, and they were instrumental in helping many nations make the transition to a digital-only economy that includes employment, education, and healthcare.[8]

One example is the adaptation of commercial products (such as snorkeling masks for oxygen provision in hospitals); the launch of an array of digital health services, such as COVID-19 trackers, remote patient monitoring as well as remote consultation equipment; the introduction of "no-contact" food delivery; as well as the provision of artificial intelligence solutions for researchers and scientists, remote working tools or online learning as well as entertainment, in some cases offered free of charge..

Despite the fact that the COVID-19 epidemic has been and will continue to be a major problem for the startup environment, the present situation may also offer possibilities in the short and long term. [9]

In times of crisis, there are important possibilities for start-ups: There will be long-term consequences for employment and creativity from the COVID-19 problem that may be addressed by supporting current start-ups and creating new companies today, thereby minimizing the negative impacts mentioned before. As a result of recessions, companies typically undergo greater restructuring, which may contribute to the economy being stronger and more resilient.

Society, consumer habits, and requirements may be permanently altered as a result of the COVID-19 pandemic. This may open up new economic possibilities for startups that can adapt quickly enough to take advantage of these changes. It's possible that in the medium term, demand for services like remote working, e-commerce, educational, as well as health care may shift. [10]

## **2. Literature Review**

Various studies which address the issues of Startup companies in India are considered for the review of literature.

[1] To assess the significant impact of Covid-19 on European start-up businesses and to show some practical suggestions for re-energizing the economy, this report was created. The rapid onset of this devastating epidemic has had wide-ranging effects on society and the economy across the globe. Because

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secondary data will be used, this study will look at various perceptions of economic decline in European nations and different sectors throughout Europe. Start-ups have created a large number of jobs in the past decade. New markets and possibilities have been discovered by start-ups, changing the way business is viewed. Smart innovation and sheer genius have displaced the once-dominant giants of commerce and different sectors. As a result, the effects of the Corona epidemic on the start-up sector should be scrutinized more closely. In order to create better regulations, it's important to look into the effect of the Covid-19 epidemic on the start-up sector. These findings will help researchers better understand how Covid-19 will affect Europe's start-up sector. The report will also conduct a comprehensive analysis of the different governments' strategies for re-energizing the industry.

[2] Starting an EdTech company seems to be the new normal these days, but the COVID-19 epidemic has had a detrimental effect on companies and start-ups. Before COVID-19, the Edtech Market in India had a projected growth of 2.8-3.2 billion students by 2022, according to the Edtech Market's forecast. Grades K-12, Test Preparation, and Skill Building Courses are mostly responsible for this growth. Thus, platforms such as Coursera (up 6 percent), Udemy (7 percent), and Byju's experienced a rise of 3 percent and seem to be growing every month. Digital marketing and data science are two of the courses that have seen the most growth in enrollments.

[3] The Indian government has launched an effort called Startup India to encourage the development of new businesses in the country. Such businesses may get enough financing and assistance in the early stages of their development, but they ultimately must depend on the backing of their existing customers. Startup businesses in India confront a wide range of marketing and financial problems. The paper's goal is to learn about the difficulties that startups encounter by surveying the company's founders and owners. The solutions to the marketing problems may also be offered.

[4] Between March 28 and April 4, 2020, we surveyed more than 5,800 small companies to learn about the effect of coronavirus illness 2019 (COVID-19). There were a number of common threads that developed. After just a few weeks into the financial crisis, companies began to lay off workers and close. Second, the likelihood of a shutdown was inversely proportional to how long people anticipated the crisis to last. Furthermore, companies' expectations for the length of COVID-related interruptions varied significantly. A third issue is the financial fragility of many small businesses: The typical company with monthly expenditures above \$10,000 had just two weeks' worth of cash on hand when the study was conducted. CARES Act financing would be sought by the vast majority of companies, according to the CARES Act's supporters. Many people, on the other hand, were concerned about obstacles to participation in the programme, such as red tape and difficulty proving eligibility. We also examine the take-up rates and business resilience impacts of loans in comparison to grant-based programmes using experimental variation.

[5] Between March 28 and April 4, 2020, we surveyed more than 5,800 small companies to learn about the effect of COVID on them. There were a number of common threads that developed. After only a few weeks into the financial crisis, massive layoffs and closures had already taken place. Furthermore, the likelihood of a shutdown was inversely proportional to how long people anticipated the crisis to last. Furthermore, companies' expectations for the length of COVID-related interruptions varied significantly.

To make matters worse, the typical small company with monthly expenditures above \$10,000 had just two weeks' worth of cash on hand at the time of the study. Fourth, the vast majority of companies intended to use the CARES legislation as a financing source. Many people, on the other hand, were concerned about obstacles to participation in the programme, such as red tape and difficulty proving eligibility. We also examine the take-up rates and business resilience impacts of loans in comparison to grant-based programmes using experimental variation.

[6] Many areas of the globe have been more interested in startups in the last few years. The number of startups has risen rapidly in India, and there is now greater assistance available on all fronts. The purpose of this paper is to offer knowledge of the growth drivers and motivations of Indian startup owners, to highlight difficulties that these companies face, as well as to describe the pillars in place that assist them. Interviews with entrepreneurs, investors, and representatives of support organisations provided the data for the study. The results are further strengthened by a review of relevant literature.

### **3. CONCLUSION**

It is very difficult to do business in India due to the fact that the market is disorganized and poorly coordinated. Policy motivations are not clear and transparent, and there are no reliable communications channels. To be successful, startups need a mix of favourable operational, regulatory, and taxes problems, all of which have a significant impact on the way businesses operate. The government, large corporations, and educational institutions should all work together to foster an entrepreneurial spirit in India. The government and colleges should establish mentorship programmes, essay contests, workshops, and lectures. From a broad perspective, India's startup ecosystems have enormous potential for development. The world's attention is focused on India since it has the biggest venture pie.

To be successful, startups need a mix of favourable operational, regulatory, and taxes problems, all of which have a significant impact on the way businesses operate. The government, large corporations, and educational institutions must all work together to foster an entrepreneurial spirit in India. The government as well as colleges should establish mentorship programmes, essay contests, workshops, and lectures. From a broad perspective, India's startup ecosystems have enormous potential for development. The world's attention is focused on India since it has the biggest venture pie.

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## REVIEW ON TRENDS OF E-COMMERCE IN INDIA

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### Abstract

E - Commerce allows consumers to electronically exchange goods and services with no barriers of time or distance. It's been projected that e-commerce will continue to grow at this pace, if not accelerate even more in the coming years. As more companies transfer parts of their operations to the Internet, the line between "traditional" and "electronic" trade will become more blurred. A high penetration of the internet and advanced electronic gadgets are driving rapid growth in India's e-commerce sector. However, India's recent e-commerce growth rate has lagged considerably below that of other industrialised nations. Convenience, time savings, and options are just a few of the benefits of electronic commerce. It's simple to compare products and read customer feedback, thus Deals and coupons, expanding the base of clients more customers and more money, 24/7/365 extend the reach of your company, simplify recurring payments, and conduct transactions instantly. It also discusses some of the issues that need to be addressed.

*Keywords:* e-commerce, internet, information technology, electronic devices.

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### 1. Introduction

A commercial transaction that includes the transmission of information over the Internet is referred to as electronic commerce, or simply e-commerce. These include anything from consumer-based retail sites to auction and music sites, as well as commercial exchanges where products and services are traded among companies. It's one of the most significant new features of the Internet right now. Consumers may now transact business via the internet in real time and from a distance, thanks to ecommerce. It's been projected that e-commerce will continue to grow at this pace, if not accelerate even more in the

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coming years. As more companies transfer parts of their operations to the Internet, the line between "traditional" and "electronic" trade will become more blurred. [1]

### *1.1. What is E-commerce?*

When you purchase and sell products and services via the Internet, you are engaging in electronic commerce, often known as e-commerce. Before making an online or in-store purchase, many individuals utilise the Internet as a source of knowledge rather than only for buying and selling. An alternative name for this procedure is e-Business. The term “digital transformation” is more often used to describe how the Internet is altering the way businesses do business, how they connect to their clients and suppliers, and also how they think about many aspects of their operations, including marketing and logistics. E-commerce is defined in this research as doing business via the internet. [2]



Figure 1: Features of e-commerce

The major different types of e-commerce are

- “Business-to-business (B2B)”
- “Business to-consumer (B2C)”
- “Business-to-government (B2G)”
- “Consumer-to-consumer (C2C)”
- “Mobile commerce (m-commerce)”

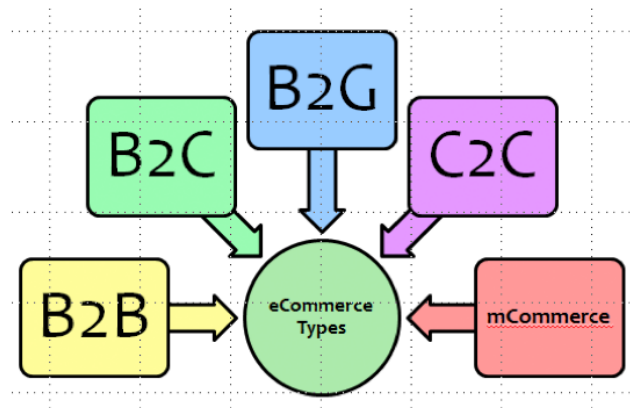


Figure 2: five types of e-commerce

When referring to B2B e-commerce, the term simply means business-to-business. This kind of e-commerce is concerned with commercial connections. B2B ecommerce is expected to expand at a higher rate than B2C ecommerce in the next years, with around 80% of all e-commerce being of this kind. [3]

Business-to-consumer or B2C, Companies and consumers do business over the internet using e-commerce. Customers collect information, purchase tangible items (like books) and/or digitally-encoded content (like software or e-books) and get the latter via an electronic network for information goods.

Electronic commerce between businesses and governments, often known as B2G, is a term used to describe this kind of trade. Public procurement, licensing processes, and other government-related activities may now be handled through the Internet. Both the public sectors as well as the assumptions that the public sector has the greatest need to improve its procurement system are characteristics of this kind of e-commerce. The public sector takes a pilot/leading role in developing electronic commerce. [4]

Consumer-to-consumer C2C, or consumer-to-consumer e-commerce, refers to transactions between two or more private people or customers. As electronic markets and online auctions increase in popularity, this kind of e-commerce is becoming more popular among companies in vertical sectors. There's a good chance it'll open up new markets.

In m-commerce, products and services are purchased and sold through wireless technology, i.e. portable devices such as cell phones and personal digital assistants, such as the internet (PDAs). In the field of mobile commerce, Japan is regarded as a worldwide leader. [5]

## 1.2. FEATURES

E-Commerce provides following features:

- **Non-Cash Payment:** Using e-commerce means you may use a variety of payment methods including credit cards, debit cards, and smart cards to make purchases.
- **24x7 service availability:** E-commerce automates business operations for companies, and the services they offer to consumers are always and everywhere accessible through e-commerce channels. Here, 24x7 denotes a weekday with 24 hours of service and a weekend with seven days of service.

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- Advertising / Marketing: E-commerce expands a company's advertising's potential customer base. It aids in more effective product and service marketing management.
- Improved Sales: It is possible to create orders for the goods at any time, anyplace with no human involvement by using E-Commerce. As a result, customers' reliance on a product is reduced, and sales rise.
- Support: E-commerce offers many pre- and post-sale support options to help businesses better serve their clients.
- Inventory Management: "Product inventory management" is automated using E-Commerce. When necessary, reports are produced immediately. The management of product inventories becomes much more effective and simple to maintain.
- Communication improvement: E-commerce enables consumers and partners to communicate more quickly, efficiently, and reliably.

## **2. LITERATURE REVIEW**

(Išoraitė & Miniutienė, 2018) [1] The use of electronic commerce is growing in popularity throughout the globe. Before making a purchase, the majority of customers go online to research goods, read reviews, and compare prices. Increasing numbers of businesses and established shops are opening their own online storefronts to offer consumers with more convenience, even late at night when conventional stores are closed. You may save time by shopping online instead of going from store to store looking for a certain item. The article examines the idea of e-commerce, as well as its benefits and drawbacks, as well as the current state of e-commerce in Lithuania.

(Vadwala, 2017) [2] E-popularity commerce's has soared in recent years because to the convenience and speed with which products and worldwide services may be exchanged. For e-commerce company concepts, India will be a thriving market. The current research is conceptual in nature and descriptive in scope.. It tries to explain the idea of e-commerce, as well as e-commerce business methods, benefits, and drawbacks. It comes to the conclusion that e-commerce has many advantages for a variety of parties. However, there are a number of restrictions, legal and technological hurdles in the way of India's e-commerce growth that may be overcome in the future. Due to globalisation and technological development, we must prepare ourselves to embrace e-commerce as a natural result.

(Moon et al., 2017) [3] An overview of search engine marketing and e-commerce in Bangladesh is provided in this article, as well as a literature review, present situation, and future prospects. By using its easy applications, e-Commerce has become a popular term in today's ICT world. This review paper's primary goal is to examine the differences between conventional and online purchasing in Bangladesh, as well as the efficiency of e-Commerce. According to prior study, convenience and time are the most important factors in deciding whether to buy online or at a conventional store in Bangladesh. Researchers also discovered that young customers prefer to shop online since they feel more at ease and satisfied.

(Franco & S, 2016) [4] Consumption may now be accomplished entirely via the use of E - Commerce. It's been projected that e-commerce will continue to grow at this pace, if not accelerate even more in the coming years. In today's digital marketing environment, e-commerce is critical to consumer purchasing habits. A high penetration of the internet and advanced electronic gadgets are driving rapid growth in India's e-commerce sector. However, India's recent e-commerce growth rate has lagged considerably below that of other industrialised nations. An internet retailer faces many difficulties and challenges along the road. Security of online money transactions is a major issue, but other factors have slowed the growth of the internet business in China to an uncomfortable pace.

(Khan, 2016) [5] An developing country like Bangladesh's banking industry and business practises have benefited greatly from advancements in information technology. To reduce fraudulent activities, increased use of smart mobile services and the internet as a new distribution channel is required for commercial transactions and international trade. Since the advent of "Information and Communication Technology (ICT)", people's everyday lives have seen many transformations. E-commerce offers several advantages that improve customer satisfaction by making it easier for customers to shop whenever and wherever they want, while also giving the business a competitive edge over their rivals. According to the findings of this research, developing economies will face a number of difficulties.

(Osa, 2014) [6] This study's goal is to discover the connection between financial incentives and staff productivity. There's also a point here to say that in a culture like ours, with such high living costs, monetary incentives are a smart way to motivate employees. Also, it's to show how insufficient a monetary incentive is to get all types of employees to do a better job. When it comes to achieving corporate objectives, employees are a valuable resource. To make sure that everyone is on board, managers must use a variety of methods to keep their employees motivated and inspired, including incentives.

### **3. Challenges in e-commerce**

Sellers and buyers that conduct commercial transactions via the internet face the following challenges:  
[7]

- The private and governmental sectors aren't working together to expand e-commerce. To grow an online company, private and public sector collaboration is required. Collaboration builds trust, which is essential for the growth of an online company.
- It's difficult to trust systems because of the absence of security, dependability, and standards. A hacked ecommerce site results in customers losing their money. Lack of cyber security is the most frequent issue with e-commerce websites.
- Financial institutions and banks in developing nations have been reluctant to play a proactive role in supporting e-commerce so far. In order to expand the scope and attractiveness of ecommerce, businesses require banks' participation, as well as to assist prevent fraud and possible losses due to credit card fraud. Banks and other financial service intermediaries are

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pushed to create alternative modalities for safe and reliable online transactions in settings where credit cards are not commonly used beyond the credit card method, nonetheless.

- There is a tradition in poor nations of haggling over the price of a goods before purchasing it, which is almost impossible with e-commerce due to a lack of infrastructure.
- Reducing the cost of internet access is a major issue. The government is making an effort to keep the cost of bandwidth affordable. However, the enormous cost of building and maintaining networks makes it difficult to keep internet prices low.

#### **4. Benefits of e-commerce**

**Transaction costs:** Conducting B2B e-commerce reduces costs in three key areas. Buyers no longer have to travel through numerous middlemen when looking for suppliers, goods, and pricing, as they would in a conventional supply chain. The Internet is a more cost-effective information medium than conventional media in terms of effort, time, and money. As a result of B2B, transaction expenses (such as invoices, purchase orders, and payment schemes) are reduced, and this is because transaction procedures may be automated, allowing for a quicker deployment than with other channels (such as the telephone and fax). The capacity of the B2B e-market to execute sales via online auctions further enhances trading procedure and transaction efficiency. Online processing, in the third place, enhances inventory control and logistical planning. [8]

**Disintermediation:** Suppliers may communicate and deal with customers directly via B2B e-markets, removing the need for middlemen and distributors. New types of intermediates, on the other hand, are beginning to emerge. E-markets, for example, may be regarded as intermediates since they sit in the middle of the supply chain, connecting suppliers with consumers. [9]

**Transparency in pricing:** The increased pricing transparency that e-markets have brought about is one of its more obvious advantages. With so many buyers and sellers converging in one e-market, participants have access to market pricing information and transaction processing. By publishing information about a single purchase or transaction, the Internet makes that information easily available to all participants in the electronic market. Price transparency improves the competitiveness of the market by reducing price differences. Buyers have a lot more time to evaluate costs and make wiser purchases in this situation. [10]

#### **5. CONCLUSION**

E-commerce will continue to grow in prominence as a leader in the electronic commercial sector in the years to come. The e-commerce revolution has transformed the transactional industry by opening up new markets and removing geographical barriers. E-commerce deployment in developing nations is hindered by a number of challenges when compared with those in wealthy ones. When internet costs are

cheap, e-commerce will thrive and many conventional businesses will be forced to close their doors forever. Customer happiness rises as a result of the convenience provided by e-commerce. This is because customers may make purchases and orders via the internet from almost anywhere. E-commerce service providers should prioritise each client by providing quick and easy service, as well as a wide range of payment methods. They should also make additional features accessible to customers online. Additional advantages include a wider range of products and a larger geographic service area. However, growing an e-commerce company is a difficult task because of the many obstacles they must overcome.

A number of roadblocks stand in the way of the growth of e-commerce right now. These include the need for early investment, technical challenges such as computer literacy problems, legal issues, and a negative attitude among customers. Furthermore, these e-commerce roadblocks will be removed in due time, and India's e-commerce industry now has a promising future. To welcome e-commerce and profit from it, we must modernize our approaches.

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