

Proceedings

4<sup>th</sup> International Conference on

# CONTEMPORARY MANAGEMENT

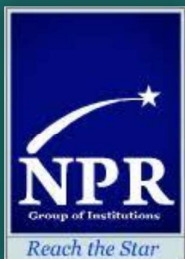


ISBN 978-81-964847-2-9

(INCOCOM'24)



## 26<sup>th</sup> April, 2024



# NPR

College of Engineering & Technology  
(Autonomous)

NBA Accredited (B.E. - CSE, ECE, EEE & Mechanical Engg. |  
Accredited by NAAC with 'A' Grade | Recognized by UGC under 2 (f) | ISO 9001:2015 Certified |  
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(Government of India)





Fourth International Conference on  
**Contemporary Management**

26<sup>th</sup> April, 2024 | Natham, Tamil Nadu, INDIA

**INCOCOM 2024**  
First Edition

Organised by  
Department of Management Studies



**NPR**

College of Engineering & Technology

(Autonomous)

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**Dr. B. Maruthu Kannan**

Patron, INCOCOM 2024

Principal, NPRCET

# Message

*“Change is the only word, doesn't get changed”*

Ever changing industrial dynamics, strategies and the pragmatism poses lot of challenge for a typical Manager to put things under intended direction. Therefore, preparing MBA students only with the theoretical cognitive would not be suffice.

It is required to prepare the upcoming Managers with the diversified domain knowledge with the taste of different toolset to meet out the futuristic trends in the industry which is unavoidable to face the competitive quotient. Enhanced knowledge gets thick and fast as intelligence when it is enthralled with the help of real-time experience and variety of mental makeup.

Confluence of different knowledge and skill with the different perspective help the budding managers to understand, evaluate and forecast in their field of domain. NPR always known for its excellence seeking in everything it does. On par with that NPRCET, Management studies organized this excellent program Contemporary Management (INCOCOM 2024), with desire and purpose.

Almost all major walks of business possibilities were endowed in the conference theme, which would ensure the participants to be imaginative in every possible business position they will be facing with. This wide spectrum of the program theme will bring the variety of experience sharing and preemptive imagination. The expertise and resource drawn for this purpose is significant and suits the purpose.

I take the pleasure and privilege to congratulate each and every one of the member contributed for this event, in particular the Head of the Department and Faculty Team.

Hoping that every participants will be benefited out the program conduct , and will remain as reference of knowing things in the mind for long time to come in the memory lane.





**Dr. B. Velmurugan**  
Convener, INCOCOM 2024  
HOD/MBA, NPRCET

# Message

Dear Participants and Delegates,

It is my privilege and honor to welcome you all to the International Conference on “Contemporary Management” The main aim of organizing this conference is to share and enhance the knowledge of every individual in this fast-moving business era.

We have given the opportunity for those who have the thirst in knowing the emerging concepts in Contemporary Management and facilitate the participants to expose and share the various novel ideas.

The conference aims to bridge the researchers working in academia and other professionals through research presentations and keynote addresses on the various current issues and developments in management.

Major cornerstone has been the number of key persons/researchers presenting their key notes and discussions in the conference.

Our special thanks to the contributors of all those who sent their papers and the members of the scrutiny committee who have helped us in selecting the papers for presentation.

On behalf of the team, I extend my whole hearted thanks to all those who have co-operated with us and spared their valuable time for bringing out the success of this conference





**Dr. K. Binith Muthukrishnan, ASP / MBA &  
Mrs. V. Tamilselvi, AP / MBA  
Co-Ordinators, INCOCOM 2024**



# Message

Dear Friends,

Sharing knowledge, and frequent updation in the related field is essential to sustain and cope up in the changing environment. With this aim in mind, this conference has been organized.

The basic idea of this conference is to create a common platform for students, faculty members, researchers, and industrialists on "Contemporary Management". This would also result in innovative ideas and emerging concepts.

To catalyst this idea, we have created an eminent Advisory Board consisting of national and international academicians. We invited papers in 24 sub-themes covering various areas of management like Virtual Employee Connect , Digital HR Assessment, Crypto currency , Financial Engineering and Role of quality in business.

We are very glad to inform that we received papers from all regions of India, as well from other Countries.

At this moment, we are very confident that this conference will bring out the best in all the participants and provide a forum to extend collective wisdom to address the challenging and unanswered questions from different perspectives and foster future collaborations among ourselves.

Gathering at our international conference, We are sure that you will be able to visualize a strategic roadmap towards Enhancing your caliber. So once again, we warmly welcome all of you, and may you all have wonderful Experience.

Thank you



## ABOUT THE COLLEGE

NPR College of Engineering & Technology (NPRCET) is one of the premier institutions in South Tamil Nadu, India situated near Natham in Dindigul District. The institution was established in 2008 by Titan Educational Trust with an exalted aim of uplifting rural students to excel in the field of Engineering and Technology. It is approved by AICTE and affiliated to Anna University, Chennai. The institution was accredited by NAAC with A Grade and 3.25 CGPA in 2021 and received Autonomous status in 2023. The Institution encompasses a lush green environment with lawns and gardens in pristine surroundings conducive for learning. The institution offers 7 Undergraduate courses in Engineering, one Postgraduate course in Engineering as well as Management Studies. Our college is an institutional life member of various professional bodies like ICI, ISTE, IETE, and CSI. Our institution has a Centre of Excellence in CISCO, IoT/Embedded Systems Laboratory, Industrial Automation Laboratory, Advanced Manufacturing Processes Laboratory. The college has a vibrant Placement Cell, Women Development Cell, Men's Development Cell, Industry - Institute Interaction Cell, Research & Development Cell, Internal Quality Assurance Cell, Intellectual Property Rights Cell, Incubation Cell, Innovation Club and signed MoUs with leading National and International engineering industries. Being the green campus, our college was honored with IGEN Award and JALSAKTHI award for Clean and Smart campus by AICTE in 2019.

## ABOUT THE DEPARTMENT

The Department was established in 2009, which is known for its quality Management education, World-Class infrastructure and Qualified & Experienced faculty members. Well-de-signed state-of-the-art smart-class rooms, Computer Facilities and as well-equipped library are the hallmarks of the department. The Department of Management Studies offers MBA program on a 2 years full time basis. The curriculum has been crafted by Anna University to give students a clear perspective on developing, implementing and assessing company's strategies.

Every semester the department conducts programs like Guest lectures, HR Conduct, Workshop, Industrial visits, Outbound training with Trekking, Coffee with CEO Meet up, Entrepreneurship Development & enhancement leadership skills through Industry and Corporate involvement.

Teaching & Faculty members are all well qualified and have vast experience in research to teach and supervise students. Experienced and domain specialized faculty with sound industrial and academic experience enhance the teaching learning process.

## ABOUT THE CONFERENCE

The world of managing people and processes continues to change dramatically. Managers are faced with the conflicting challenges of understanding and motivating an increasingly diverse workforce, being open and accountable to a wide variety of stakeholders, planning for the future in an increasingly changing environment and considering the ethical implications of decision making. Contemporary Management offers a fresh and integrative view of the manager in the workplace in line with this changing environment. It views the manager as a person, working with people and within an organisation, and holding values and ethics. As such, modern issues such as diversity, cultural change and global management are given careful attention.

### OBJECTIVE OF THE CONFERENCE

The basic objective of holding this international conference is to create a common platform for students, faculty members, researchers and industrialists on "Contemporary Management". This would also result in innovate ideas and emerging concepts in Contemporary Management.



1

Impact of Artificial Intelligence in Business Scenario

26.04.2024 - Friday

**Dr. Ahmed Al-Rubaye**

Professor,  
Post-Graduate Institute for Accounting  
& Finance Studies, University of Baghdad, Iraq.



2

Embracing Circular Economy for Sustainable Business

26.04.2024 - Friday

**Dr. P. Sri Devi**

Associate Professor,  
Department of Management Studies,  
National Institute of Technology, Trichy



3

The Entrepreneurial Mindset: Unlocking Opportunities in the Digital Age

26.04.2024 - Friday

**Dr. S. Senbaganathan**

Professor,  
Raja Doraisingam Government Arts College,  
Sivagangai, Tamil Nadu.



4

Driving Business with AI for Agility, Resilience & Transformation

26.04.2024 - Friday

**Dr. Karuppasamy Ramanathan**

Dean School of Management  
Hindustan Institute of Technology & Science  
(Deemed to be University), Chennai



5

Green Human Resource

26.04.2024 - Friday

**Dr. Naganandhini Selvaraj**

Associate Professor & Head  
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Nehru Institute of Technology, Coimbatore



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# Investigating the Impact of Product Information on Customers' Purchase Intentions in Online Grocery Shopping with Reference to Hyderabad

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**Abstract :** Due to globalization rapid development of technology online shopping plays vital role in present scenario. It is a form of electronic commerce which allows consumers to directly buy goods or services over internet using a web browser or a mobile app. It encompasses a wide variety of data, systems and tools for online buyers and sellers including mobile shopping and online payment encryption. The objective of this research is to know the customer preference towards online grocery shopping, the most preferred platform by customers for online grocery shopping and study the factors influencing customer preference towards online grocery shopping. Both primary and secondary data are used in this study. The primary data has taken from 100 respondents in Hyderabad through a standardized questionnaire. The secondary data was gathered from government, websites, news articles, periodicals and journals.

**Key Words:** Online shopping, grocery, Customer, Awareness, purchase

## I. INTRODUCTION

One of the most essential necessities in everyone's life is groceries. This generation has high expectations for food, groceries, electronics, and cleanliness, among many other things. The local kirana store or hyper-local market/supermarket used to supply everyday groceries till ten years ago. With the rise of technology and urbanisation, however, a number of startups are launching online grocery stores to meet consumer demand while also offering the convenience of home delivery and a break from waiting in long billing lines.

The necessity for online food shopping has arisen as a result of changes in working conditions over the past ten years, including long hours for both couples.

A platform for online shopping called Online Grocery Market enables customers to purchase fresh produce or food items directly from a seller via the internet. An online grocery store is analogous to physically purchasing produce in a neighbourhood market. Fresh food and other household goods are sold online by means of big online merchants like Amazon, Flipkart, and Zepto Big Basket. The customer's groceries include food items, toiletries, culinary supplies, household goods, pulses, and other types of groceries that include both perishable and non-perishable commodities.

Due to the fact that the majority of financial transactions can now be completed online, online marketplaces have become a significant and permanent feature of modern life. Today, internet access has greatly expanded over the world, enabling connection even in the most remote locations without requiring you to leave your building. This elevates multitasking to a new level because it allows you to attend a meeting and visit a market that is several kilometres distant all at once. This has allowed the firms to expand without incurring the same costs as they would have if they had to establish a second branch in a different area.

## II. REVIEW OF LITERATURE

Dr. Gagandeep Nagra and Dr. R. Gopal (2019) said that the future of shopping in the nation was discussed in their work with regard to online purchasing. Businesses are coming online, meaning they have portals where they may sell their goods and services. Though it is becoming more and more popular outside of India, the Indian market is not following this worldwide trend in its growth. Online purchasing has a much greater potential for growth.

The impact of demographic characteristics on online buying criteria, such as total spending, number of purchases, and customer happiness, was investigated in this study report.

Dr.M.Rajesh and G.Purushothaman (2020) ,This research findings pinpoint the factors contributing to the growing popularity of e-commerce. Given that it eliminates waiting times and the inconveniences of searching and standing in queue, this is especially important during the holidays. Shopping has evolved as a result of technology and the internet. Reduced marketing expenses and additional price reductions help businesses. We cannot live without the internet, and analysts predict that e-commerce will grow significantly in the next years.

**Teena Bhardwaj and Dr.N.Suresh(2021)**, In their work, they discussed how organised retail trade in India is becoming more competitive. India has seen a large influx of new retailers as a result of liberalisation and increased FDI. The level of competitiveness has escalated. Differentiating one retail store from another is essential.

**Dr.M.M.Goyal (2022)**,This review investigated the effects of online grocery shopping patterns on social justice, environmental sustainability, and ethical consumption behaviours, with a focus on sustainability and ethical elements. It examines research on issues such food waste reduction, fair trade, carbon footprint, and ethical sourcing methods in online grocery supply chains. The research examines how merchants' CSR programmes, consumers' purchasing preferences, and legislative actions to support environmentally friendly online grocery shopping practices are all related.

### NEED FOR THE STUDY

The current study is a survey report designed to better understand the current E-impact of Online Grocery Shopping and customer preferences for it. People are shifting away from purchasing groceries online because they are such essential requirements in everyone's lives. As a result, the primary focus of this study is on the reasons why consumers prefer to shop for groceries online rather than offline. Online grocery shopping allows researchers to analyse customer behaviour, including price sensitivity, product preferences, and delivery preferences.

### III.OBJECTIVES OF THE STUDY

- To know the customer preference towards online grocery Shopping
- To Know the most preferred platform by customers for online grocery shopping
- To study the factors influencing customer preference towards online grocery shopping

### IV.RESEARCH METHODOLOGY

In this study, data from primary and secondary sources were gathered. A systematic questionnaire was used to gather primary data from 100 respondents, and websites, magazines, journals, and newspapers were used to gather secondary data.

### DATAANALYSIS

- The majority of customers are between the ages of 18 and 25, meaning that the majority of customers are from the teenage to adult age group, and the least number are from the 26 to 40 age group.

#### *Awareness of shopping*

Particular	No. of Respondents	Percentage
Yes	90	90
NO	10	10
Total	100	100

90% of consumers are aware of online pantry shopping, while the other 10% are unaware of it.

#### *Preference for Buying Groceries*

Particular	No. of Respondents	Percentage
Online Retailer	47	47
Super Market	20	20
PDS	11	11
Local Market	22	22
Total	100	100

47% of consumers choose online retailers when they go food shopping, with 20% of respondents purchasing from mega markets and 22% from local markets.

**Mode of Payment**

Particular	No. of Respondents	Percentage
Net Banking	34	34
Cash	71	71
Debit/Credit Card	21	21
E-wallet	20	20

The majority of respondents (71%) prefer cash payment, followed by net banking (37%) and e-wallets (20%).

**Most preferred online shopping**

Particular	No. of Respondents	Percentage
Big Basket	40	40
Zepto	30	30
Dunzo	21	21
Blinkit	21	21
Instamart	14	14

40% of respondents prefer Big basket, 30% Zepto, 21% Dunzo, and 15% Instagram for their food shopping.

**Is online shopping beneficial**

Particular	No. of Respondents	Percentage
Yes	90	90
NO	10	10
Total	100	100

90% of participants report benefits from internet purchasing, whereas 10% report no benefits.

**Delivery of Goods on Time**

Particular	No. of Respondents	Percentage
Yes	66	66
No	15	15
Sometimes	19	19

66% of respondents say their items are delivered on time, 15% say their goods aren't delivered on time, and occasionally 19% say they aren't delivered on time.

**V.FINDINGS OF THE STUDY**

- 70% of respondents favour online grocery shopping.

- 80% of respondents are knowledgeable about online purchasing.
- 70% of items arrive on schedule.
- Over 58% of respondents preferred Instamart and Big Basket for grocery shopping.
- 72% of people prefer online payment for groceries.
- Fewer complaints. Online grocery shopping offers free services.
- Over 60% of people prefer online purchasing over in-store shopping.

**SUGGESTIONS**

- Improve delivery speed and accuracy.
- Companies should improve access to client contact help.
- The organisation should prioritise app site development for easy shopping accessibility.
- Providing accurate product information improves client trust in online shopping.
- Addressing customer queries and problems on time can positively benefit company growth.
- Improved accessibility can attract more customers.
- Customer satisfaction may boost the company's stability and help it expand.
- Concentrate on quickness and ease of usage
- Use expiry dates whenever possible. Include all important product details. Display high-quality images and clearly mark brand names, price, ingredients, nutritional value, allergies, and pack size.
- Ensure clients can easily register, find products, add items to basket, and pay.
- Enable item filtering by sub-groups for faster search results.
- Provide multiple delivery alternatives and time periods. Be clear about delivery times.
- Provide precise information on fresh produce. This includes not just a description, but also freshness
- Labels that indicate how many days the product will last after it is delivered.
- Allow customers to exchange or return things if they do not fulfil their expectations.

**VI.CONCLUSION**

Online grocery delivery services fulfil several demands of customers, such as filling specific market gaps with products or saving time for

consumers who just have time to buy for weekly supplies. The elderly and disabled who are confined to their homes can shop by having goods delivered to them. Online shopping seems to remain in strong demand, despite a significant drop in the number of pure-play online retailers. The established brick-and-mortar supermarkets are necessary for the major business model that is now in place.

Given the perishable nature of many supermarket products, this approach works well since it streamlines delivery and capitalises on reputation, two factors that are significant to consumers.

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