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Supporting Document for 1.3.1 and 1.3.2

**(Students undertaking Project work/ field work and Internship
for the year 2020-21)**



AN INTERNSHIP REPORT

ON

MANPOWER GROUP

B.A. (VS)- HUMAN RESOURCE MANAGEMENT

COLLEGE OF VOCATIONAL STUDIES

UNIVERSITY OF DELHI

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR PAPER NO. 5.2**

SUBMITTED BY

BHARAT SAINI

19013571018

SUPERVISED BY

ANUJ JATAV

ASSISTANT PROFESSOR

COLLEGE OF VOCATIONAL STUDIES

UNIVERSITY OF DELHI

DECLARATION

This is to certify that the material embodied in this internship report is based on my own research work and my indebtedness to other work/publications has been acknowledged at the relevant places. This study has not been submitted elsewhere either wholly or in part for award of any degree.

BHARAT SAINI

CERTIFICATE

This is to certify that the Internship Report done by BHARAT SAINI is a part of his academic curriculum for the degree of B.A (VS) HRM. It has no commercial implication and is done only for academic purpose.

Ms. Rekha Rani
Teacher-in Charge



Mr. Anuj Jatav
Mentor

ACKNOWLEDGEMENT

I would like to express my sincere thanks to my mentor, Mr. Anuj Jatav for his invaluable guidance and constant support throughout the course of study, his constructive suggestions and criticism have enriched the study, it helped me to work with confidence, even during the difficult times.

Finally, I also acknowledge with deep gratitude, the immense support I received from my family members who have always encouraged me and have been a source of inspiration and help in continuing my effort.

ManpowerGroup Services India Pvt. Ltd.
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New Delhi - 110001

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www.manpowergroup.co.in



Certificate of Training

This is to certify Bharat Saini associated with ManpowerGroup Services India Pvt Ltd. from 11-May-21 to 11-July-21. He was based at Pune and worked as an Intern in the Manpower HR team.

He exhibited diligence and commitment towards his assignments and completed his project satisfactorily.

We wish him all the best.

Yours Sincerely,

A handwritten signature in black ink, appearing to read "Lulu Khandeshi".

Lulu Khandeshi

Chief Human Resources Officer

July 17, 2021

CONTENT PAGE

Serial No.	Topic	Page No.
1	INTRODUCTION	
2	INDUSTRY	
3	COMPANY – MANPOWER GROUP	
4	MANPOWERGROUP SERVICES INDIA PVT. LTD.	
5	ABOUT JOB	
6	HUMAN RESOURCE MANAGEMENT	
7	HUMAN RESOURCE PLANNING	
8	WEEK WISE LEARNINGS	
9	RECOMENDATION	
10	CONCLUSION	
11	INTERNSHIP CERTIFICATE	



**A PROJECT REPORT ON
IMPACT OF JOB SATISFACTION ON WORKER'S PRODUCTIVITY**

**B.A (VS)-HRM SUBMITTED TO
COLLEGE OF VOCATIONAL STUDIES, UNIVERSITY OF DELHI**

SUBMITTED BY

Name of Student(s)

College Roll No.

DIVYAM SINGH BISHT

2K19/HR/103

SUPERVISED BY

ANUJ JATAV

**ASSISTANT PROFESSOR
UNIVERSITY OF DELHI**

COLLEGE OF VOCATIONAL STUDIES

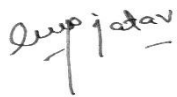
DECLARATION

This is to certify that the material embodied in this study entitled “**IMPACT OF JOB SATISFACTION ON WORKER’S PRODUCTIVITY**” is based on my own research work and my indebtedness to other work/ publications has been acknowledged at the relevant places.

This study has not been submitted elsewhere either wholly or in part for award of any degree.

(DIVYAM SINGH BISHT)

This is to certify that the project titled “**IMPACT OF JOB SATISFACTION ON WORKER’S PRODUCTIVITY**” done by **DIVYAM SINGH BISHT** is a part of his/her academic curriculum for the degree of B.A (VS) HRM. It has no commercial implication and is done only for academic purpose.



Mentor:

Mr. Anuj Jatav

Acknowledgement

The present work is an effort to throw some light on “**IMPACT OF JOB SATISFACTION ON WORKER’S PRODUCTIVITY**” the work would not have been possible to come to the present shape without the able guidance, supervision and help given by a number of people.

With the deepest sense of gratitude, I acknowledge the encouragement and guidance received from my mentor Mr. Anuj Jatav.

He has provided me with valuable guidance, sustained efforts and friendly approach. It would have been difficult to achieve the results in such a short span of time without her help.

I convey my heartfelt thanks to all those people who helped and supported me during the course of completion of my project.

DIVYAM SINGH BISHT

TABLE OF CONTENTS

S. No	Topic	Page number
1	Abstract	5
2	Introduction	6
3	Literature review	42
4	Research objective and methodology	47
5	Data analysis	50
6	Findings	61
7	Recommendations	63
8	Conclusion	65
9	Bibliography	66
9	Annexure	68

ABSTRACT

The objective of this study is to find the impact of job satisfaction on worker's productivity. Job satisfaction describes how content an employee is with his or her job. It is a fairly recent term since in previous centuries the jobs available to a particular person were frequently determined by the occupation of that person's parent. There are a variety of factors that can impact a person's level of job satisfaction. Some of these factors include the level of pay and benefits, the perceived fairness of promotion within a company, the quality of the working conditions, leadership and social connections, the job itself (the variety of tasks involved, the interest and challenge the job generates, and the clarity of the job description/conditions).

Employee attitudes are important to management because they determine the behavior of workers in the association. The generally held opinion is that "A satisfied worker is a productive worker". A satisfied work force will produce an affable atmosphere within the organization to perform well. Hence job satisfaction has become a major subject for experimentation studies.

The happier people are within their job, the further satisfied they're said to be. Job satisfaction isn't the same as motivation, although it's easily linked. Job design aims to enhance job satisfaction and performance styles include job rotation, job enlargement and job enrichment. Other influences on satisfaction include the administration style and culture, employee involvement, empowerment and independent workgroups. Job satisfaction is a very major attribute which is constantly measured by organizations. The research recommends that the best way of measurement should be the use of ranking scales where workers report their responses to their jobs. Questions relating to pay, work responsibilities, variety of tasks, promotional opportunities, work itself, the relationship between workers association were asked.

RESEARCH PROJECT REPORT
ON
IMPACT OF AI ON FUTURE INSURANCE
SECTOR

SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD
OF THE DEGREE OF

BACHELORS OF ARTS (VOCATIONAL) IN MANAGEMENT AND MARKETING OF
INSURANCE [B.A. (VOC) MMI]



**College of
Vocational Studies**

SUBMITTED BY-

NAME- JAHNVI

COURSE -B.A. (VOC) MANAGEMENT AND MARKETING OF INSURANCE

EXAMINATION ROLL NO -19013572014

COLLEGE OF VOCATIONAL STUDIES

UNIVERSITY OF DELHI

UNDER THE GUIDANCE OF-

MR. MANGAL CHERRING

CERTIFICATE

This is to certify that the project work title 'Impact of AI on Future Insurance' by Jahnvi is an authentic work carried out by her under my guidance and supervision in the B.A. (VS) Management and Marketing of Insurance from College of Vocational Studies. This report submitted has been founded satisfactory for the partial fulfilment of the degree of BA (VS) Management and Marketing of Insurance.

Jahnvi

(19013572014)

A handwritten signature in black ink, appearing to read 'Mangal', with a long horizontal stroke extending to the right.

Mr. Mangal Cherring

(Project Supervisor)

INDEX

S. NO.	TOPIC	PG. NO.
1.	Abstract	5
2.	Introduction	6-27
3.	Need for Study	28-30
4.	Objective	31
5.	Significance of Study	32-40
6.	Research Methodology	41-53
7.	Review Of Literature	54-62
8.	Data Analysis	63-75
9.	Questionnaire	76-77
10.	References	78-79

ACKNOWLEDGEMENT

I accept this open door to give my appreciation to all who helped me over the span of the undertaking for their yearning direction, importantly productive analysis and kind guidance all through this work. I am genuinely appreciative to them for sharing their true and enlightening perspectives on various issues identified with the task.

I express my genuine gratitude to Mr. Mangal Cherring his help and direction, for expanding his caring collaboration and positive commitment in the finish of this undertaking.

JAHNVI

Date:

ABSTRACT

Artificial intelligence (AI) is transforming the way businesses run and engage with customers both inside and externally as its capabilities grow. AI is presently being used in the insurance industry in a variety of ways, but its potential to disrupt the industry is unclear. This study looked at how 20 insurance businesses implemented AI-driven automation. According to the research, four business models (BM) are emerging: The insurer in the first model takes a lesser share of the value chain, allowing others with better AI and data to take a larger share. In the second model, the insurer employs AI to boost effectiveness while keeping the same model and value chain. The insurer modifies their model in the third model to fully employ AI and seek for fresh data and consumers. Finally, in the fourth model, a technology-focused firm adds insurance to their existing AI capability and great data. Future research directions are presented from both an academic and a practitioner perspective. The findings show that as the insurance business model shifts from loss compensation to loss prediction and prevention, cost efficiencies and new revenue streams can be realised. Furthermore, we see two potential developments in terms of risk insurability. The first is that insurance companies may use artificial intelligence to make more accurate predictions of loss probabilities, thereby decreasing one of the industry's most vexing issues, asymmetric information. The second development is that artificial intelligence has the potential to dramatically alter the risk landscape by changing some dangers from low severity/high frequency to high severity/low frequency. This necessitates insurers rethinking standard insurance coverage and designing appropriate insurance solutions.

INTRODUCTION

IMPACT OF AI ON FUTURE OF INSURANCE

The industry is on the verge of a seismic, tech-driven shift. A focus on four areas can position carriers to embrace this change.

Welcome to the future of insurance, as seen through the Leyes of Scott, a customer in the year 2030. His digital personal assistant orders him a vehicle with self-driving capabilities for a meeting across town. Upon hopping into the arriving car, Scott decides he wants to drive today and moves the car into “active” mode. Scott’s personal assistant maps out a potential route and shares it with his mobility insurer, which immediately responds with an alternate route that has a much lower likelihood of accidents and auto damage as well as the calculated adjustment to his monthly premium. Scott’s assistant notifies him that his mobility insurance premium will increase by 4 to 8 percent based on the route he selects and the volume and distribution of other cars on the road. It also alerts him that his life insurance policy, which is now priced on a “pay-as-you-live” basis, will increase by 2 percent for this quarter. The additional amounts are automatically debited from his bank account.

What exactly is AI?

Artificial intelligence (AI) has become one of the biggest buzzwords of the digital age. If you are not familiar with AI, it is essentially the concept that a computer can think, learn and behave like a human. AI can interpret data and use the learnings to perform a variety of tasks. Machine learning is the specific application of AI that allows it to interpret and analyze the data in a productive way.

Marketing Strategies in Automobile Industry

Project Report

Submitted by -

Name- **Anmol Gaba.**

Exam Roll no. – 19013573004.

Class Roll no.- 2k19/RB/132.

UNDER THE SUPERVISION OF

Ms.AakanshaNirala

(Mentor)

UNIVERSITY OF DELHI

COLLEGE OF VOCATIONAL STUDIES

DECLARATION

I, Anmol Gaba, am a student of 5th semester of BAMarketing Management and Retail Business of College of Vocational Studies, University of Delhi.

I hereby declare that the work presented in this project is my own work and has been carried out under the supervision of Ms. Aakansha Nirala of College of Vocational Studies.

This report is not based or reproduced from any existing work of any other work or any earlier work undertaken at any other time or for any other purpose and has not been submitted previously to any other university for any examination.


Thanks



Student's signature
16//11/21

Acknowledgment

With profound sense of gratitude and regard, I express my sincere thanks to my guide and mentor Ms. Aakansha Nirala who gave me the golden opportunity to this wonderful project. I thank Ms. Aakansha for her valuable guidance and precious time that helped me in the successful completion of this project report. Without her help, this project would have been a distant affair.

A handwritten signature in blue ink, appearing to read 'Anmol', written in a cursive style.

Place : Delhi
Date : 16 November 2021
Name : Anmol Gaba

Signature

CERTIFICATE

This is to certify that I , **Anmol Gaba** , University roll number **2k19/rb/132** , Student of **BA(MARKETING MANAGEMENT AND RETAIL BUSINESS)** Has done project on ‘ Marketing Strategies of Automobile Industry’ , under the guidance of **Ms. Aakansha nirala.**

Signature

Ms.Aakansha Nirala

Place : Delhi

Date : 16 November 2021

CONTENT

- *Introduction.*
- *Review of Literature.*
- *Marketing strategies of Automobile companies.*
- *5 Outstanding Examples of Automotive Marketing Campaigns.*
- *Swot Analysis.*
- *Covid'19 impact on Automobile sector.*
- *Sales of Automobiles India FY 2011-2021.*
- *Trends In Indian Automobile Industry.*

Abstract

In this period of Globalization companies are getting higher their production behavior in different countries. In this process production faces pole apart challenge where cultural barrier play a significant role. The businesses need to appreciate the new marketplace culture and its enlightening elements which really matter for production to design promotion strategy. This investigate has describe the cultural fundamentals that affect automobile business approximately the world!

THE ROLE OF INFLUENCER MARKETING IN INCREASING SALE DURING PANDEMIC



**A PROJECT REPORT
on**

**“THE ROLE OF INFLUENCER MARKETING IN INCREASING SALE IN
STARTUPS”
2021-2022**

**A Project submitted in Partial Fulfillment for the requirement of
Degree of Small and Medium Enterprises (SME)
University of Delhi**

Submitted by : Khushi Khandelwal
University Roll Number : 19013576019
College Roll Number : 2k19/SME/28

Under the supervision of
Ms Mamta Thagela
Assistant Professor
Department of Commerce

DECLARATION

I, Khushi Khandelwal, am a student of 5th Semester of B.A. (V.S) Small and Medium Enterprises of College of Vocational Studies, Delhi University.

I hereby declare that the work presented in this project is my own work and has been carried out under the supervision of Ms. Mamta Thagela of College of Vocational Studies.

This report is not based or reproduced from any existing work of any other work or any earlier work undertaken at any other time or for any other purpose and has not been submitted previously to any other university for any examination.

Regards

Student's signature :

Date :

ACKNOWLEDGEMENT

With a profound sense of gratitude and regard, I express my gratitude and sincere thanks to my guide and mentor, Ms. Mamta Thagela who gave me this golden opportunity to do this wonderful project. I thank Ms. Mamta for her valuable guidance and precious time that helped me in the successful completion of this project report. Without her help, this project would have been a distant affair.

Place : New Delhi

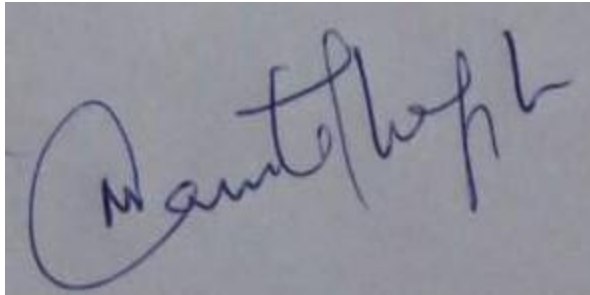
Signature :

Date : 18. 11. 2021

Name : Khushi Khandelwal

CERTIFICATE

This is to certify that I, Khushi Khandelwal, University Roll Number 19013576019, students of B.A (V.S) Small and Medium Enterprises, has done project work on “THE ROLE OF INFLUENCER MARKETING IN INCREASING SALE DURING PANDEMIC” under the guidance of Ms. Mamta Thagela.

A photograph of a handwritten signature in blue ink on a light-colored surface. The signature is cursive and appears to read 'Mamta Thagela'.

Project Guide : Ms. Mamta Thagela
Assistant Professor
Commerce Department

Place : New Delhi

TABLE OF CONTENTS

CHAPTER 1	6
INTRODUCTION	6
COVID-19 timeline	10
The social learning theory	10
The more careful consumer during a recession	11
The opportunity for companies to prosper by advertising	13
The development and importance of influencer marketing	14
The disruption of the advertising industry	15
CHAPTER 2	17
LITERATURE REVIEW	20
The transformation of consumers and their purchasing decisions	26
The trend of influencer marketing in startups	
CHAPTER 3	29
RESEARCH METHODOLOGY	29
Research Problem	29
Rationale of the research	30
Research aim	30
Research objectives	31
Research Questions	31
Chapter 4	
DATA ANALYSIS	32
Introduction	32
Findings from the results	33
CHAPTER 5	
DISCUSSION	54
CONCLUSION	56
REFERENCES	59

A PROJECT REPORT ON

“Rise in awareness for insurance in India after Covid-19 outbreak .”

**A Project submitted in Partial Fulfillment for the
requirements of a Degree Bachelor
of OFFICE MANAGMENT AND SECRETARIAL
PRACTICES, University of
Delhi.**

SUBMITTED BY:

**ARJUN GAKHAR
2K19/OM/26
19013575012**

**UNDER THE SUPERVISION OF:
MS. SHEETAL MAURYA(MENTOR)**



**COLLEGE OF VOCATIONAL STUDIES
UNIVERSITY OF DELHI**

BONA FIDE CERTIFICATE BY THE **MENTOR AND THE TEACHER** **INCHARGE**

This is to certify that the project titled “**Rise in awareness for insurance in India after Covid-19 outbreak .**” done by **ARJUN GAKHAR**, with Roll no **2K19/OM/26**, is a part of his academic curriculum for the degree of BA- (Voc) Office Management and Secretarial Practices (OMSP). It has no commercial implication and is done only for academic purpose.

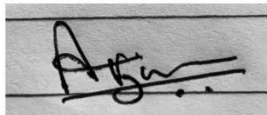


Ms. Sheetal Maurya
(Mentor)
Dept. of Management Studies

Ms. Rekha Rani
(Teacher in-charge)
Dept. of Commerce

DECLARATION BY STUDENT

This is to certify that the material embodied in this study entitled “**Rise in awareness for insurance in India after Covid-19 outbreak**” is based on my own research work and my indebtedness to other work/publications has been acknowledged at the relevant places. This study has not been submitted elsewhere either wholly or in part for the award of any degree. The topic chosen is related to the subject “**BANKING AND INSURANCE OPERATIONS**“ which I have studied in 3RD Semester during this course.

A handwritten signature in black ink, appearing to read 'Arjun', is written on a white background with a horizontal line above and below the text.

ARJUN GAKHAR

Roll No: 2019/OMSP/26

ACKNOWLEDGEMENT

The present work is an effort to throw some light on the “**Rise in awareness for insurance in India after Covid-19 outbreak** ”. The work would not have been possible to come to the present shape without the able guidance, supervision and help given by a number of people. With the deepest sense of gratitude, I acknowledge the encouragement and guidance received from my mentor Ms **Sheetal Maurya**. She has provided me with valuable guidance, sustained efforts and friendly approach. It would have been difficult to achieve the results in such a short span of time without her help. Secondly, I am grateful to my parents for providing me with much-needed support and guidance. Lastly, I thank my fellow classmates who helped to keep me on track. I express my heartfelt thanks to all these people who helped and supported me during the course of completion of my project.

ARJUN GAKHAR (OMSP)

III Year, SEM V

Examination Roll No.: 19013575012

TABLE OF CONTENTS

1.INTRODUCTION (Page no.-8-17)

1.1Need for information

(page no.14)

1.2Significance(Page No.15)

1.3.Research Problems

(Page no.16)

1.4.Objective of the study

(Page no.16)

1.5.Research Methodology

1.5.a. Sampling

1.5.b.Sample Size

1.5.c.Questionnaire

1.5.d.Tools used for data analysis

(Pageno.17)

2.REVIEW OF LITERATURE

(Page No. 18-19)

3.ALLABOUT INSURANCE AND Covid-19 RELATED CONCEPTS.

(Page No.20-51)

3.1. What is Insurance?

3.2. How does Insurance work?

3.3. What is an insurance policy?

3.4. Features of an insurance contract

3.5. Early methods of Insurance

3.6. Modern methods of insurance

3.7. Legal principles of insurance

3.8. Different types of insurance policies available in India

3.9. Impact of Covid-19 on insurance

4.HYPOTHESIS (Page no.52)

5.RESEARCH METHODOLOGY(Page no.53-54)

5.1. Classification of data

5.2. Sample size

5.3. Sampling Audience

**SUPPLY CHAIN MANAGEMENT IN
JAQUAR LAND ROVER**

Research Project
Submission : Project Report



Presented to
College of Vocational Studies, Delhi University

On
10th November, 2021
In
**Partial Fulfillment of the Requirement for the Three year under
Graduate Degree
B.A. (VOC) Material Management**

Project Guide:

Ms. Shipra Chaudhri

Submitted By:

MAYANK BANSAL

B. A. (VOC) Material Management

Roll No : 2K19/ MM /68

Examination Roll no. : 19013574028

College of Vocational Studies, University of Delhi

ACKNOWLEDGEMENT



The present work is an effort to throw some light on the “**SUPPLY CHAIN MANAGEMENT IN JAGUAR LAND ROVER**”. The work would not have been possible to come to the present shape without the able guidance, supervision and help given by a number of people.

With the deepest sense of gratitude I acknowledged the encouragement and guidance of my project received from my mentor **MS. SHIPRA CHAUDHRI (Asst. Professor, College Of Vocational Studies)**. She has provided me with valuable guidance, sustained efforts and friendly approach for the completion. It would have been difficult to achieve the results in such a short span of time without her help and support.

I would also like to convey my heartfelt thanks to all those people who helped and supported me during the course of completion of my project.

Place: DELHI

Date: 10th November, 2021

MAYANK BANSAL



DECLARATION

I hereby declare that the Project Report entitled:

A Project Report on “**SUPPLY CHAIN MANAGEMENT IN JAGUAR LAND ROVER**” submitted in partial fulfillment of the requirement for the Three year under graduate degree of B.A.(VOC) Material Management to College of Vocational Studies, University of Delhi, is my original work and not submitted for the award of any other degree, diploma, fellowship, or any other similar title or prizes.

Place: DELHI

Date:10th November, 2021

MAYANK BANSAL

B.A.(VOC) MATERIAL MANAGEMENT

(Roll No. : 2K19/MM/68)



CERTIFICATE BY STUDENT

The report titled “SUPPLY CHAIN MANAGEMENT IN JAGUAR LAND ROVER”

is the result of original and independent work done by me. This report has not been submitted to any other institution for award, degree or diploma.

Place: DELHI

Date:10th November, 2021

MAYANK BANSAL

B.A.(VOC) MATERIAL MANAGEMENT

(Roll No. : 2K19/MM/68)



CERTIFICATE BY SUPERVISOR

This is to certify that the project report titled “**SUPPLY CHAIN MANAGEMENT IN JAGUAR LAND ROVER**” is being submitted by **MAYANK BANSAL** in partial fulfillment of the requirement for the award of the degree of B.A. (VOC) MATERIAL MANAGEMENT in COLLEGE OF VOCATIONAL STUDIES, UNIVERSITY OF DELHI is work that has been done under my supervision.

To the best of my knowledge, it is an independent work and the results presented in this report have not been submitted, in part or full, to any other university or institution for the award of any degree or diploma.

Place: DELHI

Date: 10th November, 2021

Ms. SHIPRA CHAUDHRI

(Assistant Professor)

COLLEGE OF VOCATIONAL STUDIES

UNIVERSITY OF DELHI



PREFACE

One should always work with an objective in its mind. To accomplish that objective efficient management of material, time and financial resources is very important. Above coordination is must that determines the degree of success.

Awareness at each level of life is necessary for a human being keeping all this is in view this report on “SUPPLY CHAIN MANAGEMENT IN JAQUAR LAND ROVER” is prepared by me. The rounded encouraging support by Ms. Shipra Chaudhari towards this report has created in me confidence regarding the approval of the subject matter.

The present report is well arranged in coherent manner. An attempt has been made to provide the general public the necessary information about the Supply Chain Management, Logistics Management and Quality Procedure at Jaguar Land Rover (JLR). The main intention behind this report is to compile the subject matter in such way that even a layman could get the knowledge.

So I would like to say that this report is a result of an assignment, to improve and gain confidence.

PROJECT ON
STUDY OF CHANGES IN CONSUMER
BEHAVIOUR TOWARDS ONLINE
SHOPPING BEFORE AND AFTER COVID

**Delhi University in the partial fulfilment of the requirement for
the degree of B.A(VOC) MARKETING MANAGEMENT &
RETAIL BUSINESS**

Submitted By:

MEENAL WANKHADE

Roll No.97

Under the guidance of



Miss. GUNEET GILL

(Assistant Professor of Delhi University)

COLLEGE OF VOCATIONAL STUDIES



UNIVERSITY OF DELHI

DECLARATION

I affirm that the information in this project report entitled “study of changes in consumer behaviour towards online shopping before and after covid-19’ is carried out by me under the supervision of Miss. Guneet Gill.

It is based on the points of relevant books, websites for which due references have been given of the respective sources.

I further declare that the information furnished in this project is truly genuine.

MEENAL WANKHADE

B.A(VOC) MMRB-B III Year

COLLEGE OF VOCATIONAL STUDIES

ROLL NO: 97

CERTIFICATE

This is to certify that “**Study of changes in consumer behaviour towards online shopping before and after covid -19**” embodies the original work done by MEENAL WANKHADE during this project submission as a partial fulfilment of the requirement for the degree of B.A(VOC) MMRB of College of Vocational Studies, Delhi University

A handwritten signature in black ink on a light pink background. The signature reads "Guneet Gill" in a cursive script. The first letter 'G' is large and loops around the word "Guneet".

Miss. Guneet Gill

(Assistant Professor of Delhi University)

ACKNOWLEDGEMENT

I would like to take advantage of this space to hereby express my deep gratitude to those who have helped me directly in completing this work. Words are inadequate to express my deep gratitude and sentiments towards my mentor “Miss. Guneet Gill”. In spite of her multifarious responsibilities she took time out to guide me and give me directions on how to take my project forward. Without her immense help, this project would not have accomplished.

MEENAL WANKHADE

B.A (VOC) MMRB-B IIIrd Year

Roll NO - 97

CONTENT

No.	Topic	Page No.
1.	Introduction	6
2.	Literature review	9
3.	Motivation	11
4.	Convenience	12
5.	Service quality	13
6.	Accessibility	14
7.	Changes in consumer behaviour	16
8.	Impact of covid 19	17
9.	Great consumer shift	18
10.	Popular trends in ecommerce post covid 19 phase	19
11.	Benefits of online shopping during covid	20
12.	Disadvantages of online shopping	36
13.	Objective of Study.	42
14.	Research Methodology	43
15.	Data analysis and interpretation	50
16.	Findings	54
17.	customer satisfaction	55
18.	conclusion	60
19.	Bibliography	62
20.	Annexure(questionnaire)	65

INTRODUCTION

2020 will be reminded in history, because of Corona Virus Disease 2019 (COVID-19) that has influenced our lives in every field. There is no part of our lives that has not been touched by the pandemics. The speed of certain people's growth has also been random and unexpected, such as social masking, barring the use of public transport, as well as financial, technological, and government regulations. Through the eyes of some, it has simply set-in motion behaviours which were already gaining momentum, e.g., with the increased penetration of internet retail, digital banking, and shopping.

We have known that how people take this critical time of loneliness results in enormous improvements to their shopping habits overnight. People are changing what they purchase, where, and how, from conventional buying to online shopping. It increased the shopping through websites and mobile apps. Due to increasing risk of corona virus, customers are avoiding public places which increasing customers' attraction towards online shopping. Now, E-Commerce Companies have to make better policies to meet changing needs of shoppers. According to market research done prior to the Corona Virus, Growth of India's market in electronic commerce is increasing at a faster rate . Recent developments since the epidemic indicate that target can accomplished much faster than initially expected, spurred by an increase in shoppers attracting online deliveries despite concerns of potential infections, if they go out from their homes.

For short-term or long-term?

Will this all these shifts be temporary, or will customers' preferences stay in place even after CO-19 is put to bed? Behavioural history studies and past behaviour may help to clarify questions. Any customer action or inaction has strong location and temporal consequences. 1 It varies by location, and so much that one must understand the different contexts in which behaviour occurs to fully comprehend it. We are seeing a degree of complexity in this category of user behaviour that hasn't been seen in this many previous dimensions; for example, bodily activity has prevented people from coming into virtual environments and has introduced them to a lot of different influences they haven't seen before.

The greater the amount of time you spend in an area, the more quickly your behaviour and habits can adapt in that environment, as your brain adjusts to it. It has been shown that it takes approximately three months to develop a new habit; but, on average, this number rises to between 66 and 254 days. 2 We may see this most clearly in our own behaviours, where people are more receptive to changing habits that do not dramatically alter their normal behaviour. The second stage of this pandemic is changing behaviour and habits long dependent on short duration, and they have now been shown to have settled into their current routines for lengthy periods of time to react to several successive waves. As a result, it provides fertile ground for new habits to develop.

PROJECT ON
STUDY OF CHANGES IN CONSUMER
BEHAVIOUR TOWARDS ONLINE
SHOPPING BEFORE AND AFTER COVID

**Delhi University in the partial fulfilment of the requirement for
the degree of B.A(VOC) MARKETING MANAGEMENT &
RETAIL BUSINESS**

Submitted By:

MEENAL WANKHADE

Roll No.97

Under the guidance of



Miss. GUNEET GILL

(Assistant Professor of Delhi University)

COLLEGE OF VOCATIONAL STUDIES



UNIVERSITY OF DELHI

DECLARATION

I affirm that the information in this project report entitled “study of changes in consumer behaviour towards online shopping before and after covid-19’ is carried out by me under the supervision of Miss. Guneet Gill.

It is based on the points of relevant books, websites for which due references have been given of the respective sources.

I further declare that the information furnished in this project is truly genuine.

MEENAL WANKHADE

B.A(VOC) MMRB-B III Year

COLLEGE OF VOCATIONAL STUDIES

ROLL NO: 97

CERTIFICATE

This is to certify that “**Study of changes in consumer behaviour towards online shopping before and after covid -19**” embodies the original work done by MEENAL WANKHADE during this project submission as a partial fulfilment of the requirement for the degree of B.A(VOC) MMRB of College of Vocational Studies, Delhi University

A handwritten signature in black ink on a light pink background. The signature reads "Guneet Gill" in a cursive script. The first letter 'G' is large and loops around the first part of the name.

Miss. Guneet Gill

(Assistant Professor of Delhi University)

ACKNOWLEDGEMENT

I would like to take advantage of this space to hereby express my deep gratitude to those who have helped me directly in completing this work. Words are inadequate to express my deep gratitude and sentiments towards my mentor “Miss. Guneet Gill”. In spite of her multifarious responsibilities she took time out to guide me and give me directions on how to take my project forward. Without her immense help, this project would not have accomplished.

MEENAL WANKHADE

B.A (VOC) MMRB-B IIIrd Year

Roll NO - 97

CONTENT

No.	Topic	Page No.
1.	Introduction	6
2.	Literature review	9
3.	Motivation	11
4.	Convenience	12
5.	Service quality	13
6.	Accessibility	14
7.	Changes in consumer behaviour	16
8.	Impact of covid 19	17
9.	Great consumer shift	18
10.	Popular trends in ecommerce post covid 19 phase	19
11.	Benefits of online shopping during covid	20
12.	Disadvantages of online shopping	36
13.	Objective of Study.	42
14.	Research Methodology	43
15.	Data analysis and interpretation	50
16.	Findings	54
17.	customer satisfaction	55
18.	conclusion	60
19.	Bibliography	62
20.	Annexure(questionnaire)	65

INTRODUCTION

2020 will be reminded in history, because of Corona Virus Disease 2019 (COVID-19) that has influenced our lives in every field. There is no part of our lives that has not been touched by the pandemics. The speed of certain people's growth has also been random and unexpected, such as social masking, barring the use of public transport, as well as financial, technological, and government regulations. Through the eyes of some, it has simply set-in motion behaviours which were already gaining momentum, e.g., with the increased penetration of internet retail, digital banking, and shopping.

We have known that how people take this critical time of loneliness results in enormous improvements to their shopping habits overnight. People are changing what they purchase, where, and how, from conventional buying to online shopping. It increased the shopping through websites and mobile apps. Due to increasing risk of corona virus, customers are avoiding public places which increasing customers' attraction towards online shopping. Now, E-Commerce Companies have to make better policies to meet changing needs of shoppers. According to market research done prior to the Corona Virus, Growth of India's market in electronic commerce is increasing at a faster rate . Recent developments since the epidemic indicate that target can accomplished much faster than initially expected, spurred by an increase in shoppers attracting online deliveries despite concerns of potential infections, if they go out from their homes.

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The greater the amount of time you spend in an area, the more quickly your behaviour and habits can adapt in that environment, as your brain adjusts to it. It has been shown that it takes approximately three months to develop a new habit; but, on average, this number rises to between 66 and 254 days. 2 We may see this most clearly in our own behaviours, where people are more receptive to changing habits that do not dramatically alter their normal behaviour. The second stage of this pandemic is changing behaviour and habits long dependent on short duration, and they have now been shown to have settled into their current routines for lengthy periods of time to react to several successive waves. As a result, it provides fertile ground for new habits to develop.