G20 and Strategies for GLOBAL BUSINESS GROWTH



DR. NILAM PANCHAL

© Contributors

First Published 2023 First Published 2023

No part of this publication may be reproduced, stored in a retrieval system, or No part of this publication or by any means, electronic, mechanical, photos No part of this publication had any means, electronic, mechanical, photocopying, transmitted, in any form or by any means, electronic, mechanical, photocopying, transmitted, in any form of by any recording without the prior permission in writing of the publisher. Application for such

permission should be addressed to the publisher.

DisclaimerThe author and the publisher have taken every effort to the maximum of their skill, The author and the publisher does not take roome mistakes persist in the content of the book, the publisher does not take responsibility for the same. The publisher shall have no liability to any person or entity with respect to any loss or damage caused, or alleged to have been caused directly or indirectly, by the information contained in this book. Hence, the book should be taken as general guide only.

The publisher has fully tried to follow the copyright law. However, if any work found to be similar, it is unintentional and the same should not be used as defamatory or to file legal suit against the author/publisher. If the readers find any mistakes, we shall be grateful to them to point out those to us so that they can be corrected in the next edition.

WOODBRIDGE PUBLISHING

(An Imprint of Aura Books International) 3842, Carol Ave, Fremont, California 94538 US

British Library Cataloguing in Publication Data A catalogue record for this is available from the British Library

ISBN 978-1-954467-14-9

Typeset in Palatino font Printed on paper from sustainable resources.

CONTENTS

• Foreword	vii
• Preface	ix
Acknowledgement	xi
 Conceptualizing Influencer Marketing: A Literature Review On The Strategic Use Of Social Media Influencers — Dr. Ravi D. Vaidya & Ms. Tapasya Karnawat 	
2. Consumer Perception Towards Quick Service Restaurants in Ahmedabad — Jariwala Rim, Makwa Hasim & Patel Abhi	
3. A Study on Impact of Green Marketing on Consumer's Buying Behaviour — Parmar Aayush, Rupera Kavya & Shah Poojan	24
4. Impact of Project Planning on the Project Success — Simpi Harshal, Simpi Priyanka & Col. Srivastava Amitabh	
5. A Study on Consumer Preference Towards Ayurvedic Products in Gujarat Market — Khilan Pawar, Gaurav Rijhwani & Namra Shah	37
6. Comparative Analysis on OTT Platforms and DTH Services in Ahmedabad — Barot Dhrumil, Jha Adityam & Panchal Vrajkuman	47
7. How does Social Media Affect the Buying Choices of Consumers? — Bhargav Joshi, Manan Raithatha & Ashish Parmar	r 55
8. A Study on Customers Loyalty Towards Telecom Service Provider with Reference to JIO	
— Tarun Prajapati, Bhavinkumar Vora & Vishw Nail	
9. An Empirical Analysis of Consumer Preferences Towards Nestle and Cadbury Chocolates in Gujarat University — Tanzeel Shaikh, Abhishek Tiwari & Heemaal Razdan	
10. Trends of Consumer Buying Behavior in Shopping Malls	
— Anjali Pandit, Chaitanya Modi & Chaitanya Pate	
 A Study on Impact of Social Media Presence on Corporate Image of Automobile Industry — Badola Preshika, Mehta Shwetik & Parihar Kashya 	

	A Study on Consumer Perception Towards E-vehicles in Ahmedabad — Lakhani Kevin, Vishwanath Chaitanya & Vyas Rahul	106
13.	A Study on Consumer's Buying Behaviour and Perception Towards	
	— Tanna Brunuari, Auti Contractor & Napur Mehta	116
14	A Study on Consumers' Acceptance of E-Vehicles	
	— Badiyani Nirali, Bhatnagar Ayushi & Rajput Saurabh	124
15.	A Study on Consumer Perception Towards Online Food Delivery Applications — Gyanani Avinash, Mehta Mansi & Nair Anjali	133
16.	A Study on Consumer Behaviour Towards Different Categories of Bathing Soaps — Shah Kushal Pareshbhai, Tiwari Jugalkishor Shashikant & Tripathi Abhishek Vedprakash	146
17.	A Study on Consumer Buying Behaviour on Electronic Goods	
	— Tejas Sureliya, Gopal Lakhara & Rinkle Patel	160
18.	Brand Perception of the McDonald's Amongst Youth of Ahmedabad	
	— Dangar Suresh, Bhajgotar Viren & Patel Sunil	167
19.	Study of Factors Influencing Consumer Behaviour towards Electric Vehicle in Ahmedabad	
	— Dhruti Garasiya, Ravina Nakum & Pranav Vadar	178
20.	Advertising tactics in the FMCG sector of the Gujarat Region — Pruthak Joshi, Meet Parekh & Kajal Saini	
•	List of Contributors	



Dr. NILAM PANCHAL, D.Litt. (Management), Ph.D., M.Phil. (Gold Medalist), MBA, PGDIRPM (Gold Medalist) is working as an Associate Professor and Head of the Department of Public Policy and Governance (DPPG), B.K. School, Gujarat University. DPPG runs courses like MBA in Public Policy Management (PPM), MBA in Business Economics and Public Finance (BEPF), MBA in Event Management (EM), PG Diploma in Public Finance and Economics (PGDPFE), PG Diploma in Public Policy Management (PGDPPM) and other courses under the umbrella of B.K. Professional and Management Studies, Gujarat University. She is also coordinator of courses like PG Diploma in Finance Management, PG Diploma in Training and Development, PG Diploma in Information Technology Management and PG Diploma in Materials and Operations Management running under Management Studies, Gujarat University and Cothe umbrella of B.K. School of Professional and Management Studies, Gujarat University and Cothe

ordinator for various courses launched under Institute of Defence Studies and Research (IDSR) at Gujarat University. During the course of her career in academics, she completed the Faculty Development Programme in Management (FDPM) from the prestigious Indian Institute of Management, Ahmedabad (IIMA). She has also completed the Specialized Faculty Development Programme (SFDP) in Research at IIM Ahmedabad. She has attended various Management Teachers' Programmes (MTPs) and FDPs at IIM Calcutta, IIM Bangalore, IIM Indore, IIM Noida, MDI Guragaon to name a few. Prior to joining Gujarat University, Dr. Nilam has worked as a full-time Faculty at Institute of Management, Nirma University. She has over 20 years of academic and industry experience. She has completed teaching assignments with Management Development Institute (MDI) - Murshidabad, Calcutta, Institute of Management and Institute of Technology, Nirma University, Ahmedabad, PG Diploma in Finance Programme at MIMS, Manipur Institute of Management Studies (MIMS), Manipur (Central) University, Knowledge Consortium of Gujarat (KCG), Ahmedabad, Centre for Entrepreneurship and Skill Development, Manipur University, Narmada College of Science and Commerce (BBA Programme), Narmada College Campus, Bharuch, GNFC, Bhaurch, HNSB College of Business Management, North Gujarat University, UGC-HRDC (Academic Staff College), UGC-HRDC, Hyderabad, Asia Pacific Group of Institutions, Gujarat University, G.H. Patel Post Graduate Institute of Business Management, Sardar Patel University, Vallabh Vidyanagar, Government BBA College, K.K. Shashtri BBA College, Indus University, Parul University, Mata Vaishnodevi University to name a few. She has been also involved in teaching/training/research assignments/activities in not only nation but many countries of ASEAN and SAARC, along with United Kingdom at Cambridge University.

She has published more than 120 research articles in refereed national and international academic journals, book chapters and cases; presented papers in many national and international conferences and authored/edited more than 20 books. He has developed course materials and cases for the PG Courses of MGNCRE, Government of India. Besides, she has produced 7 Ph.D. Scholars till date. She has been awarded Merit Certificate by Education Department, Government of Gujarat in recognition of meritorious score in Gujarat. She is recipient of various awards and prizes for best research papers, best performer and best teacher. She is a Life Member of different national organisations like AIMS, ISTD, NEMA, etc.

She is acting as a Chairman of Indian Society for Training and Development (ISTD) – Ahmedabad Chapter since last 3 years. She has been Member of Editorial Boards of various national and international journals. Besides, she has delivered many invited keynote speeches and talks in international and national level conferences/seminars/training programmes across the globe. She has conducted Employee Development, Management Development, Faculty Development and Women Development Programmes for Executives and Middle Level Managers of different organisations like Kohler India, GNFC (NARDES and Ladies Club), PI Industries, Classic Hotels, Zindal Industries, Babina Diagnostics, Asian Paints Limited, Cadila to name a few. She has been the Convener of the Youth Symposiums every year at international level in the Gujarat University. She has developed 5 MOOCs and more than 130 E-Content Modules on various subjects of Economics, Commerce and Management which is part of SWAYAM PRABHA, DTH channel devoted to telecasting of high-quality educational programmes. She has also performed translation work of more than 100 modules on various subjects under SWAYAM platform of MHRD. She has been involved in the developmental programmes at society level also by running programmes like SHIKSHAN JYOT as a part of CSR activity. She is passionate about teaching, research and training, and has been engaging in enabling individuals and organisations through coaching, training and learning, and development.

WOODBRIDGE PUBLISHING

(An Imprint of Aura Books International)
Fremont, California, U.S.

