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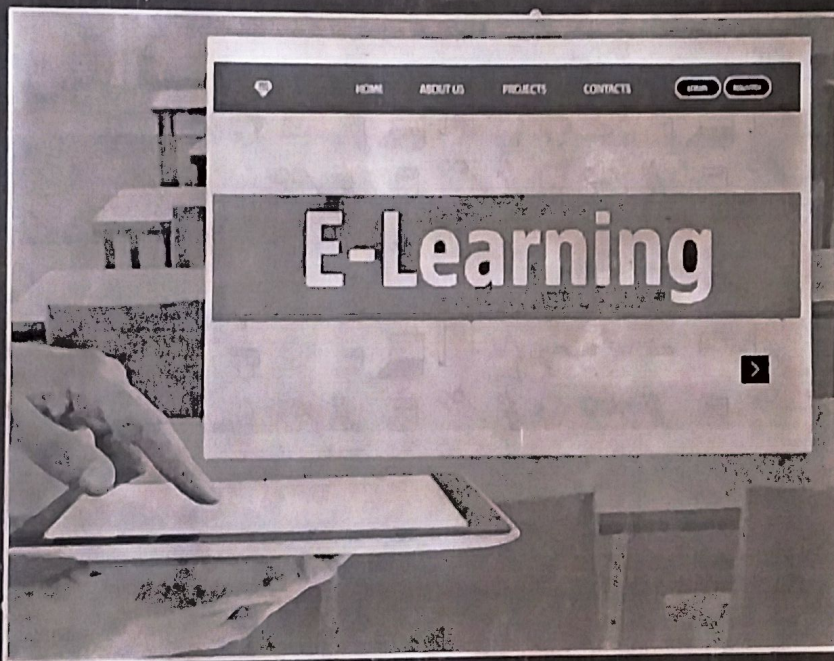
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DEMISTIFYING TECHNOLOGIES FOR COMPUTATIONAL EXCELLENCE:
MOVING TOWARDS SOCIETY 5.0

Transforming Higher Education Through Digitalization

Insights, Tools, and Techniques



EDITED BY

S. L. Gupta • Nawal Kishor
Niraj Mishra • Sonali Mathur
Utkarsh Gupta



CRC Press
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Transforming Higher Education Through Digitalization

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Preface

Amidst the backdrop of a dramatically changed world affected by COVID-19, the education sector has witnessed a massive transformation. From primary to the higher education levels, online teaching and assessment became mainstreamed. This has proved to be a boon in disguise as the process of education needed to be reinvented and aligned with the requisites of the fourth industrial revolution called Education 4.0. Digitalization and the adoption of technology lie at the core of this next generation of education. In fact, experts have opined that “education will be an entirely digital pursuit fortified by artificial intelligence and virtual reality”¹

A simplistic definition of digitalization is that it is “the use of digital technology to teach students”. It forms the core of Education 4.0 that aims to prepare graduates for a future that is more aligned and engaged with technology. The distinctive characteristics of Education 4.0 are the transformed education processes such as peer-to-peer learning, critical thinking skills, automated assessment methods, advanced data analytics and personalized learning.

The success of digitalization in higher education institutions is not just adopting new technologies or upgrading to the latest tools. It is rather a reflection of the process in creating a sustainable education model where the success accrues in different capability areas. It needs a curriculum overhaul aimed at imparting the right tools and skills for preparing “*the workforce of the future*”.

The program delivery is set to include both remote and face-to-face learning. Remote learning by the digitalized medium will enhance theoretical learning, whereas the latter medium will be useful for practical skills.

Innovative technologies such as Artificial Intelligence (AI), robotics, Big Data, Internet of Things, and social media are all bound to influence the skills required in the workplace. The new set of skills for the future includes digital skills as well as training in science, technology, engineering and mathematics (STEM).

The teaching and learning process is the pivot of educational transformation. It implies that higher education institutions across the world should gear up for a major overhaul of their curricula, assessment, learning delivery methods and learning outcomes.

Adopting technology in education should not just be aimed at meeting industry needs but also at enhancing students’ learning experience and optimizing resource utilization. “Customizable degrees” are going to be a reality where students do not limit themselves to a few courses. They would instead be allowed to study modules from varied programs. Such complex permutations in program management would only be possible through digitalization.

Students’ assessment methods must be altered so that the results reflect the skills learned by students and not a mere reflection of numerical grades. There will be a continuous assessment based on practical and experiential activities. Digitalization will play an important role in assessing the performance of each student throughout

¹ <https://www.plm.automation.siemens.com/global/en/our-story/glossary/digitalization-in-education/25307>

his/her "learning journey". Technologies that store student data would help in "optimizing learning strategies".

The need for higher education institutions to embrace digitalization for aligning with Education 4.0 motivated us to offer this book. We aim at providing critical insights into the role of digitalization in achieving a holistic transformation of higher education institutions.

The book covers various facets of transformation and the challenges associated with them. These challenges include those associated with sustainability, delivery and outcomes.

The book has been organized into three main sections and 18 chapters. The first section covers the issues and challenges in digitalization of education. The second section includes the various technologies and applications that are currently being used or will soon be embraced by higher education institutions. The role of digitalization in teaching and learning is the area covered in the third section. A brief summary of the contents of each chapter is presented below:

- Chapter 1 covers "Determining Sustainability of Online Teaching: Issues and Challenges".
- Chapter 2 discusses "Effectiveness of Online Learning and Face-to-Face Teaching Pedagogy".
- Chapter 3 contains "Issues and Challenges Faced by College Students in Online Learning during the Pandemic Period".
- Chapter 4 describes "Teacher's Perception towards Online Higher Education Teaching during COVID-19".
- Chapter 5 covers "Challenges Faced by Faculty and Students in Online Teaching and Learning: A Study of Higher Education Institutions in Oman".
- Chapter 6 describes "Ramifications of Digitalization in Higher Education Institutions with Reference to Indian Educators: A Thematic Analysis".
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- Chapter 8 explains "Moodle: Learning Management System".
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- Chapter 11 comprises "A Systematic Review of Barriers to Scientific Crowdsourcing in Higher Education".
- Chapter 12 discusses "Effects of Technology-Based Feedback on Learning".
- Chapter 13 "Storyboarding: A Pedagogical Tool for Digital Learning" is discussed.
- Chapter 14 describes "Online Social Capital and Its Role in Students' Career Development".
- Chapter 15 explains "Upskilling and Reskilling in the Digital Age: The Way Forward for Higher Educational Institutions".
- Chapter 16 consists "Strengthening the retention rate of Massive Open Online Courses through Emotional Intelligence and Intrinsic Motivation".
- Chapter 17 covers "Digitalization of Higher Education: Issues and Challenges".

Chapter 18 discusses "Creating a Sustainable Future with Digitalization in Online Education: Issues and Challenges".

With the enduring support and encouragement of our respective families, we believe we have compiled a book that should serve as an important resource for both scholarly and practical needs. It explores the challenges associated with digitalization, the trends in education technology and how higher education institutions should prepare to achieve the goals of Education 4.0.

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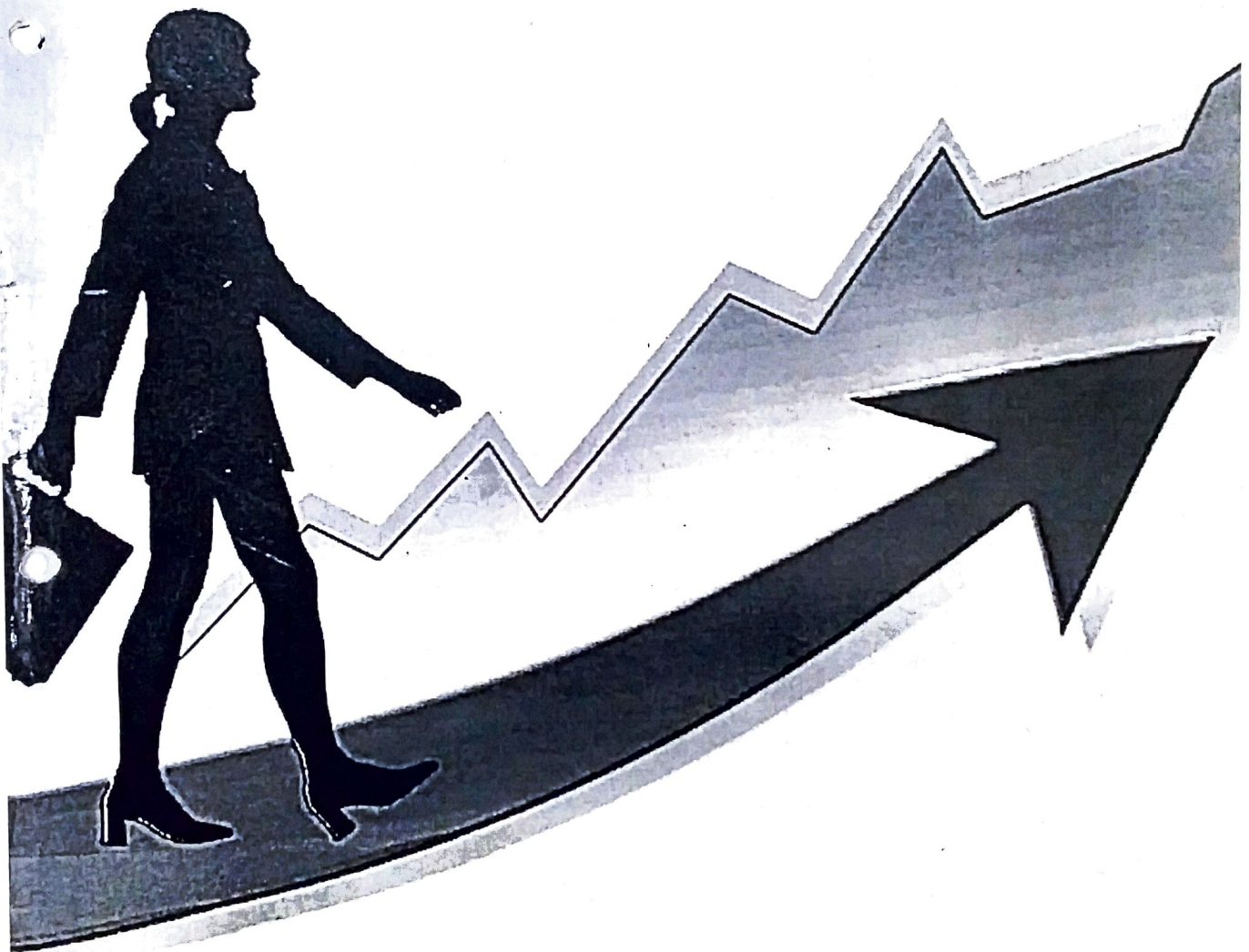
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Women, Education and Empowerment



**By
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Dr. Nishta Rana**

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ISSUES AND SOLUTIONS REGARDING WOMEN ISSUES AT WORKPLACE A QUALITATIVE PERSPECTIVE

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ABSTRACT

Gender Inequality is a very common phenomenon which seems to be rather complex in organizations. Professionalism and position of women in businesses have become a trending topic lately. The human resource policies followed in organizations are responsible for creating differences in the workplaces. A robust and employee friendly atmosphere which is free from biases, is the need of the hour. (Kelly, et al., 2011). The practices related to human resources such as compensation, work hours, decision making and so on are the prime reasons of gender issues at the work spaces. The prime objective of this paper is to analyze the issues faced by women in general at office settings. This study deals with typical problems faced by women and solutions related to those problems in particular. The understanding developed by this paper would help us learn about the working atmosphere, the ability of women to handle difficulties at workplace and the major roadblocks to development of the organizations, due to such issues.

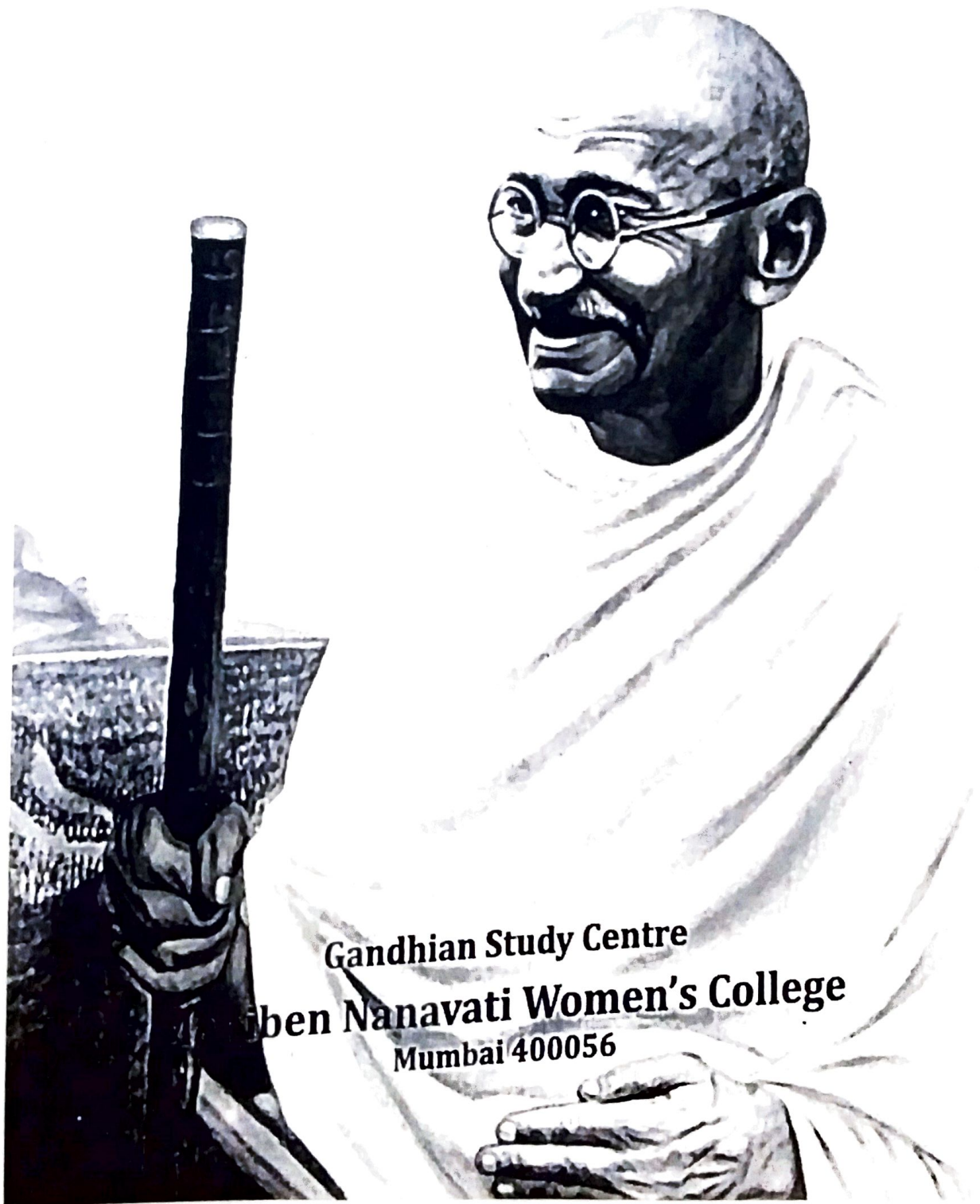
1.0 INTRODUCTION

Women have played a pertinent role in developing the economy of any country throughout the history. The total success of any business may be estimated by the behavior towards women at workplace and the amount of work done by women (Stainback et al., 2016). The active participation of working women makes a business more superior and developed in many ways. Ironically women employees, generally are taken lightly by managers or superiors, and also by colleagues sometimes. In the ancient history women have faced restrictions in various ways by the society. Family responsibilities often pose a threat to



GANDHI

FOR ALL TIMES



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Gandhiji's Views on Women Empowerment

Twinkle Sanghavi

Mohandas Karamchand Gandhi, the great Indian freedom fighter who not only built reforms for political development but also left no stones unturned to bring a social change. One of his biggest achievements in the field of societal upliftment is the empowerment strategies designed for women development. One of the firm believes of Gandhiji is that the community as a whole can progress hurriedly if it eliminates all classes, gender and sections and comes together as humans. Gandhi's political philosophy is sturdily based on the humanitarian principles. The leader believed that politics cannot be secluded from social determinants. The relevance of political liberation was equally important as social liberation.

Gandhiji, all throughout his life, fought for the empowerment for the socially unfortunates, making omnipotent assistance for the growth of the situation of Indian women. The women during the Gandhian era got the support and motivation to move ahead and reinstate their own identity. The dogmas of Gandhiji enhanced their confidence and assisted them to reinvent their self-esteem. The women of that epoch not only worked for their individual upliftment but there was an arousal of national instinct among them as most of them even took active part in national engagements. Gandhiji considered that it's defaming to tag women as the weaker sex. His opinion and actions is not equally relevant in the

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A BOOK ON
**EDUCATIONAL
PSYCHOLOGY**

EDITED BY
DR. SUDIPTA CHAKRABORTY, SUMAN ATTA

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EDUCATIONAL
PSYCHOLOGY

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A COMPREHENSIVE REVIEW ON PERSONALITY DYNAMICS IN ADOLESCENCE

Dr. Anuja Deshpande ¹⁵

Abstract

Just like adults and children, adolescents can also be depicted in context of personality dynamics such as their thinking pattern, their feelings and behavior, etc. In latest research, it is examined that specific behavior of youths conjoin into broader nature, the study is about how such nature gets developed across the childhood then in adolescence as well as how it is associated with biological, social and health results. The study identified that there are similarities as well as differences between the personality traits of youth and adults that assist them in shaping up their lives. The study will help in understanding the personality features of adolescence and would need more research at the convergence of personality, clinical psychology and developmental. Important points of consent have come up with reference to how specific the behavioral tendency is organized in wider traits like the structure of the personality, how the features of personality changes over time that is the development of personality and how it affects the outcomes of life.

Keywords: *Adolescence, personality traits, Psychological Well-Being, personality development, Adolescent Psychology*

Introduction

Personality is a notion that is used to recognize the consistency as well as the stability of nature or behavior of a person in different situations; it is the uniqueness of

¹⁵ Assistant Professor, Department of Psychology, Maniben Nanavati Women's College



6-18 उम के बच्चों के लिए एक निःशुल्क कक्षा बुक करें।



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- मुझे अंदर आने दीजिए वो लोग मुझे जला देंगे फ्लैज!! जल्दी कीजिए वो आ रहे हैं... ये देखिए मेरे कपड़ों पर पासपोर्ट वाला टुकड़ा है, जवानों के लिए फ्लैज!! मुझे बचा लीजिए- मुझको निडरिडिया।

- उस कमरे के पीछे टिये जाओ- पुवनी से चुबक पर विश्वास करने हुए उसे अंदर का सामना दिखाया और दरवाजा जल्दी से बंद कर लिया। लोगों के आगे का शोर तेजी से धर तक आया और फिर आगे बढ़ना हुआ धीरे-धीरे समाप्त हो गया। वाली कि झीड़ जा चुकी थी।

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तुमच्या मित्रांसह कनेक्ट व्हा

मित्र व कुटुंबियांसह तुमही काय करताते ते पहा



पुवनी से बर्सा के साथ मैं काफी चाय का प्याला देने हुए पूछा- अब बर्साओ क्या हुआ है? तुमने बहुत शराब पी रखी है। नून एयर जैसे मैं ही ना?

- जी।

- मैं तुम्हारी ड्रेस से ही पताचाल गइं। मेरा भाइं भी एयरफोर्स में है। इसे देखकर ही मैंने तुम्हें घर से आने दिया। लेकिन पहले यह बतानी कि हुआ क्या है?

- मेरी गाड़ी का एक्सीडेंट हो गया है- शक्तिमान टुक का।

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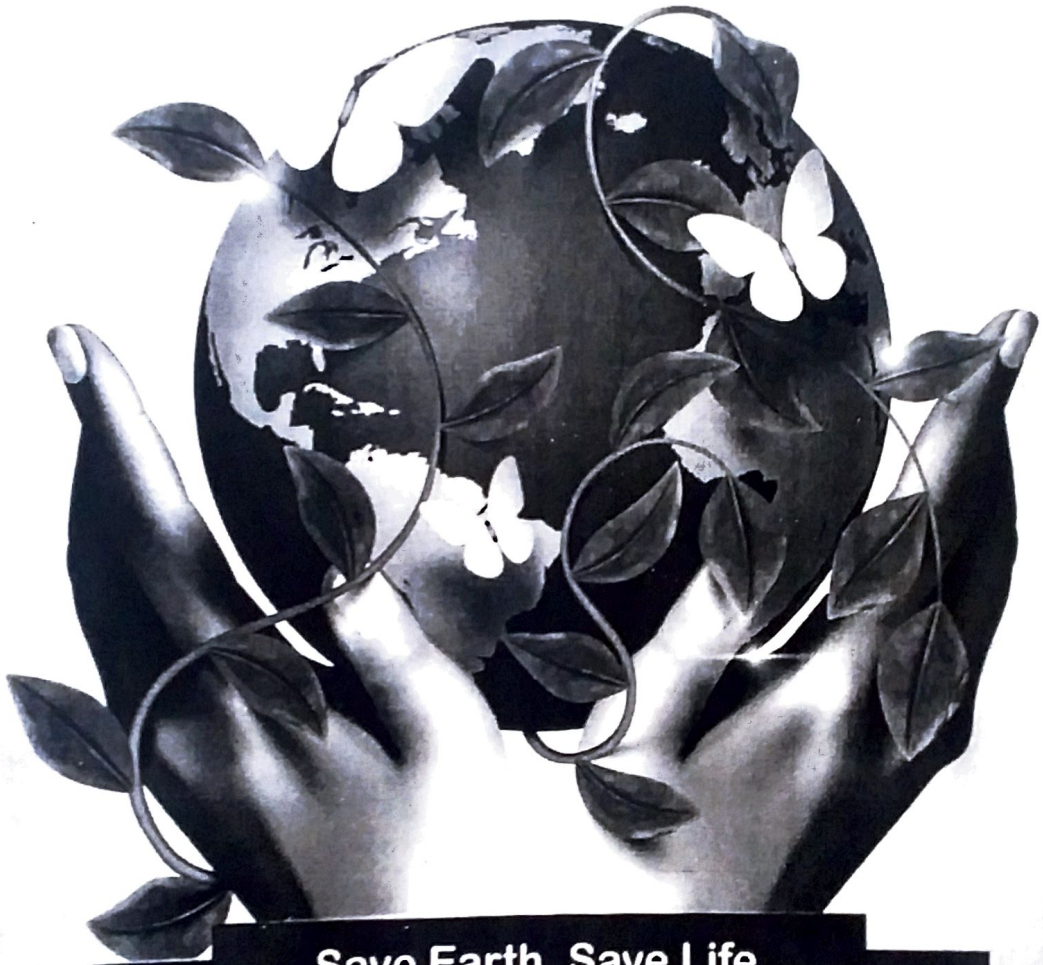
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* 'राष्ट्रीय सेवा योजना पर्यावरण संवर्धन एवं नारी सम्मान' या पुस्तकातील सर्व मते आणि अभिप्राय संबंधित लेखकांची असून त्या संबंधी प्रकाशक, मुद्रक व वितरक सहमत असतीलच असे नव्हे.

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The Indigenous Groups and an Integral Part of India

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Introduction:

The word tribe or Adivasi comes from a word 'Adi' meaning original and so we describe tribes as the original inhabitants of India, the natives of our land as well as an integral part of Indian society. As per the census of 2011, there are 550 tribes in India and contribute to 8.6 percentage which amounts to 104.2 million people of India's Population. Out of the total tribe's 11.3 per cent live in rural areas while 2.8 per cent live in urban areas and the remaining live in tribal or forest areas. The origin of tribes can be traced as hunters and food gatherers with its roots located after the decline of the Indus Valley Civilization. The word indigenous have been used here as it means natives of a place or an area and therefore, we consider the tribes as indigenous or natives of India.

The maximum number of tribes are found in central part of India and about ninety percent of North East India is tribal population of India. The tribes are named as Khasis, Gonds, Mundas, Kolis, Oraons, Ho, Bhils, Garos, Warlis, Santhals, Kuki, Lepcha, Meena, Chakma, Bora, Miri, Aka, and many more to name, speaking various dialects and found in all corners across India. Among them many still indulge in hunting and are food gatherers and even survive in very remote areas using rudimentary tools for survival. As per the government records 75 among them are very vulnerable and are in dire state away from the benefits provided by the administration and due to their backward state not able to adapt to new ways of life. Their population is also declining

as they are very primitive and are reluctant to mingle with nearby communities as well as places as they live in isolation. As there is no contact with civilization, they have a hand to mouth existence and therefore economically very backward.

Andre Beteille, a very well-known Anthropologist describes tribes as no more very isolated, they are very much influenced by the impact of civilizations in nearby areas. Anthropology has a very close connection with tribes as it gathers data from the archaeologists and provides information about the various tribes, preserves their way of life useful for national heritage. As anthropology is a scientific study of humanity and is concerned with human behaviour, human biology and societies of the past and present. Overall, it studies man's social life, culture with norms, values along with languages which influence his social life in return, along with the physical development of human beings. Therefore, all communities whether urban, rural or tribal being part of our society and our progress, only tribal society is included in the Anthropological studies as it deals with the past of man and the transition from Homo habilis, Homo erectus, Homo neanderthalensis to Homo sapiens. Anthropology thus is a science which preserves our culture and contributes in keeping our National Heritage alive. There are about 7000 languages in the world and around 3000 of them are declared as endangered. In India around 197 languages are on the verge of extinction out of the 19569 (languages and dialects), as per the 1961 census we have 1100 languages and 1652 are our mother tongues and although officially we have only 22 languages in India. In 1999, Bhasha Research and Publication Centre was started in Gujarat to preserve the rich heritage of our languages.

Family is a single unit with kinship bonds and being a close-knit community has a very rich cultural heritage and is passed from one generation to another. **Gotul** is a very close formal organization monitored by elders where the adolescents and youth are trained by them in hunting, fishing, archery, dance, music, playing instruments and singing together along with important things like good values, ethics and norms in youth. As the tribal areas are isolated there are no schools around and a few of them which are close by are about a few kilometres

away and have the basic elementary education, either primary or secondary level. Government of India has made provision of school for tribal children in the form of **Ashram schools** which are boarding schools specially built to provide education and other facilities so that children from nearby areas come and study together. The response to these schools is very less as children have to stay away and parents need them for grazing animals, farming and for other chores. As most of them are poor and live a hand to mouth existence, due to it they lack proper food and nutrition and although they have super foods like ragi and other millets along with meats, they are in debts and many have lost their land to money lenders. They have succumbed to alcohol and other vices like robbery, gambling etc. They believe in old traditional methods of healing and nursing and avoid doctors and medical facility, leading to deaths and spread of diseases and even emergencies. The new generation now visit the local primary health centres and are also getting educated by enrolling in Ashram Schools, today these are known as the **Eklavya Model Residential Schools**.

The tribes are very secure in their surroundings and have a very traditional and competent knowledge of herbs and barks in the forest to heal almost all diseases, the challenges they face today are due to deforestation and development causing them to relocate and exposure to urban ways of life. Research reveals that due to this they are exposed to T.B, Leprosy, water, air borne diseases and due to loss in habitat and traditional occupations as well as traditional methods of cure dwindling as well as superstition, they are facing several challenges in health areas. The loss of traditional work, deforestation, displacement along with illiteracy has made them poor and vulnerable to be exploited. This has compelled them to vices like gambling, alcoholism, prostitution and also robbery and several other crimes. There were instances in Mumbai where Pardhi would commit robbery at night as they are expert in climbing. The tribes also robbed people on the highways at night. Some examples of Husband soliciting customers for their wives and daughters is reported at Delhi-Haryana border where they live. The tribes follow polyandry as well as polygyny, child marriage, Infanticide, homicide, exchange of wives, trial marriage, trading of

women. Black magic was common in olden times, today few of the tribes follow them and believe in **Animism** where they worship all the forces of nature like animals, birds, water etc. They also believe in **Ethnocentrism** like all societies do where you believe that your culture including your language, food, dressing style, language, music, dance, values etc. are the best. Some of tribes are very open and modern in outlook as they follow trial marriage and a few communities believe and follow **Matriarchy** where women are the head of households like the **Khasis** of North India and **Nair** in South India. The tribes were influenced by **British Missionaries** and some tribes of North East India got converted to Christianity and went to missionary schools to follow western way of life. They are very modern in outlook and going away from tradition and losing their culture under western influences.

The government is consistently trying to protect them and preserve their culture by providing benefits under various schemes under the Ministry of Tribal Welfare and other schemes, as they are isolated, less or not educated, they are unable to utilize the benefits of the schemes and many provisions do not reach them due to bureaucracy and corruption. Several of the tribal people are found to be working as farm labourers, bonded labourers, mine and industry workers, a miniscule percentage of them are working in organized sectors as well as government organizations under the ST quota in urban areas. The tribal areas have also remained backward due to unavailability of staff like teachers and officers unwilling to go and work in these remote areas due to lack of road connectivity and amenities. Some of the tribes in north India demanded separate states like Jharkhand, Uttarakhand, Bodoland, Chhattisgarh, Uttaranchal and new states were formed with maximum tribal population. Although the struggle for Bodoland still continues their several demands have been met. Some tribes are declared as **Naxalites** by government as they are seen indulging in warfare and militant activities and have spread across the country.

There are several tribes which are on the verge of extinction like the **Sentinelese**, **Onge**, **Jarawa** and the **Great Andamanese** tribe of Andaman and Nicobar Islands; the **Kamar** tribe of M.P and Chhattisgarh, the **Kadar** tribe of Kerala and the **Kurumba** tribe of

Kerala and Tamil Nadu. In Malabar region a tribe called as Moplah or Mappila who were brought by British to India and belong to Negroid race, they have adopted to the local culture and are part of the region.

Several leaders have initiated movements for tribes and most famous among them was Birsa Munda who was not only a great leader, an activist, loved and also worshipped as god by many tribes in North India. Another very famous personality among the tribes was Rani Gaidinliu who was a freedom fighter and later a political leader. Today we have several of them in Indian Administrative as well as Indian Police Services and in Government offices which indicates that they are slowly becoming a part of our mainstream fabric.

The culture of India is very rich with vibrant heritage which comes from all communities, religious groups as well as regions and the tribes certainly add colour to it with its dance, music, knowledge, and make our heritage richer with traditional values and customs and therefore the tribes being an integral part of our country and heritage, need to be saved from extinction, their dwindling number as well as their mixing with other cultures. They need to be saved and protected for our own existence as well as culture and heritage of India to be preserved for future generations too.

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PRODUCT CUSTOMIZATION: NEW ERA OF PRODUCT DEVELOPMENT

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ABSTRACT

Globalization and the Internet has made the world a very small place to live in. Consumers not only have a variety of brands to choose from but also a variety of products under the same brand. With the wide range of product lines catering different market segmentations and meeting the needs of every customer is now easy. Companies today launch not only just one product but a number of variants of the same products to suit the customers preference of different segments. The times are changing and with this companies are shifting over customization of products in order to stand strong in the market and achieve greater amounts of customer satisfaction.

Key Words: customization of products, consumer satisfaction, New product development

INTRODUCTION

"It's better to have quality than quantity", is what we say, a quality product will last for a longer time in the minds of the customers. As it will provide a greater amount of customer satisfaction, high quality product, meets the customer's needs. During the time when Maggie faced a crisis with its noodles, it was able to revive itself back into the market only on one condition and that was consumer loyalty. Today with Multinational Brands entering different markets and large amounts of competition, it is difficult to sustain a loyal customer. A consumer will be loyal only when he/she is satisfied. Today with the changing times the meaning of satisfaction has also changed. The demands of consumers have increased and meeting their demand to the point is when customisation is something that can solve the problem. This paper focuses on understanding the emerging era of product customization with the help of case studies. The attempt is made to understand the opportunities and challenges in this emerging era.

CONCEPTUAL FRAMEWORK

- **The Production Concept-** Emerges from production orientation. This was in the olden days when the consumers only had to buy from the products available in the market. The manufacturers assumed that the products that are in mass volume and low in prices was most accepted by the consumers. Product managers assumed that the products available at low prices and are widely available are the products purchased by the consumers. Application of this concept leads to poor quality of product.
- **The Product Concept-** This concept orients on the attributes of the products. The product managers focus on the attributes of the products, improving the quality and technological improvements. The drawback of this stage was that the producers focused only on the products and not on consumer needs.

- **The Selling Concept-** This concept believed that the customers will buy products when persuaded and selling efforts are initiated. The whole focus of this concept was to create sales by persuasion, the drawback of this concept was the assumption that the "Sales happen through persuasion and dissatisfied customers do not complain." In real life situations the ideology does not work and often leads to failure in the business.
- **The Marketing Concept-** Selling focuses on the needs of the customer's whereas Marketing focuses on the needs of the buyers. The marketing concept helps understand the consumer needs and wants and satisfy them with the products and services that consumers seek. This concept has worked as the most successful method in the market, earning economies for the company.
- **The Societal Marketing Concept-** This concept is an extension to the marketing concept. Here the focus is to match the goal of profit maximization with the goal of customer satisfaction. With the growing need of concern towards society this concept focuses on giving in return the best to the society by making marketing relevant to the society.
- **The Product Customization Concept-** product customization arises when the product is tailor made according to the customer's preferences. The likes, dislikes, needs, wants, and all the other preferences are recommended by the customer while making the product. Previously customizations were made only to a specific category of products and only a certain set of manufacturers could do the needful, but today with the help of E-commerce customization of products are taking place. The customization provides a great amount of satisfaction to the customer. The product developed is based on the term "made-to-order" or "Tailor Made".

REVIEW OF LITERATURE

In an article by Aviva Freudman in the New York Times stated that all businesses today are sifting to customize products to extend their product lines. Companies that have just entered the market to companies that are already pioneers in the market are now starting to use this strategy. Freudman stated that there is a huge shift in the business today right from social to cultural, economic to technology. **Wiivv**, a Canadian sportswear company manufacturers footwear i.e., sports shoes based on the footprint of every customer based on the scan the customer creates on the manufacturers Application. The company started in 2014 and is now making business in billions. Their revenue has turned into 6 digits. The company also personalities the name of customers on their shoes.

Similarly, many companies are now using 3D printers to create every type of products possible from Appalled to jewellery, medical implant, pharmaceuticals steel all are undergoing mass customization with these changes in the market and increasing demand big brands also have to offer the same due to competition pressure.

Rae Witte, in her article "Three brands taking customization beyond personalization to treat yourself with." On Forbes; shared example of 3 such brands that have created customization is, money demanding task but satisfaction is guaranteed.

Hawthorne, launched in the year 2016 is a New York based brand that creates perfumes based on customers, diet, lifestyle, habits and body chemistry; the data is collected on the Website and each user is offered 2 scents for work and for play, created by top fragrance created. The cost of the scent is around \$100 and the products are replaced till the time the customer finds the right fragrance that suits them.

Function of Beauty is a personalized hair care brand that provides products based on a questionnaire filled by the customer. The question contains concerns like hair type, colour and scent preferences. A section also includes the hair goals one wishes to achieve such as frizz free hair, colour protection, deep cleaning etc. Function of beauty offers guaranteed products, each product filled individually when an order is placed. Another product is replaced in case the customer is not satisfied with the product at first.

BAUME, launched in the year 2018 offering customized watches as per the customers interest. The watches are sustainable and one can select the shape size, colour, frame, material and even material of bands, each option has more than 2000 varieties to choose from. As there is customization to switch according to their choice.

STATEMENT OF PROBLEM

The needs and demands of the consumers are rapidly increasing. New set of items are adding to their basic needs. Consumer's today have become very picky about the products they choose as they look forward to products and services that suit their needs and lifestyle. A consumer buys a product to satisfy psychological needs of looking good, or consuming good or buying good quality products. And when a brand provides a product which can be altered or customized according to their choice is like a cherry on the cake. We have seen examples of car modifications where the company assists the customer to modify a certain set of accessories in the car like seat covers, lights, etc. but when we talk about soaps being customised or cosmetic products being customized it goes beyond imagination. There is an increase in brands creating customized products right from sofa, interiors, clothing, soaps & toiletries to beauty products, gifting crockeries to bedsheets. Today what not can be customised? We are happy to have customized mobile covers to customized mobile phones today made of Gold. With the increasing customization there is an increase in demand, customers are ready to pay any amount if they are able to get the product of their favourite brand developing a product specially for an individual. This is a rising concern for many companies whereas adding USP to others. This study aims at understanding the challenges and opportunities that Customization of products brings into the scene.

OBJECTIVE OF THE STUDY

1. To understand the concept of product customization.
2. To understand the difference between customization and personalization.
3. To understand the opportunities and challenges in product customization.
4. To study the prospects of product customization.
5. To provide conclusions and suggestions to the study

SIGNIFICANCE OF THE STUDY

This study will be helpful for the manufacturers to understand the upcoming trends in product development. It will also help them to understand the opportunities and potential scope in their products. This study will also be helpful to the marketing Agencies and Advertising agencies to understand what and how they are expected to promote the products. It will also be helpful to the candidates seeking employment as customized products will lead to more employment opportunities.

RESEARCH METHODOLOGY

The researcher will use the secondary data for the research. The sources for the secondary data are E-Journals, Articles, blogs, E- Newspapers, reference books etc. The research will be elaborated with the help of a case study in a descriptive method.

ANALYSIS

CUSTOMIZATION VS PERSONALIZATION

Both are often used as synonyms by people but in practical sense both are different, they both perform different functions. Let's say for an example when we visit Starbucks the coffee that we order the waiter writes our name on it- that is personalized, but when we order a latte with no sugar, hazelnut flavour and whipped cream on the top- that is customized. In other terms customization happens when the inputs of the customer are considered and the product is created accordingly but personalization is user relevant products or services being offered. Personalization is offered by the company whereas customization is initiated by the customer.

CUSTOMIZATION THE GROWING CHALLENGE

- Customization is an emerging challenge in the market with competition, leaving no choice for mass producers to shift into customization.
- When every product has to be customised according to individuals' preferences it requires larger technological application, each product has to be worked upon individually which is time consuming.
- Consumer behaviour is very dynamic and you never know what the consumer may ask for. Understanding every individual's preferences is time consuming and a slow process.
- When people pay an exclusively high amount for a product, they expect it to be of a class quality. Also, customers have high expectation due to customization, the consumer has certain set of ideology or imagination which at times also may not be realistic in nature but when the actual product reaches them there is higher amount of satisfaction
- Customization incurs higher cost for manufacturers as best of skills, expertise technologies are needed which are extremely expensive every business has the common risk of failure if not marked properly or if it did not meet the customer expectation, All effort and investment into vain.

- Every customer has difficult demands with respect to the quality and type of product, it is nearly impossible to stock raw material in advance as the producer is unaware of what would be their next order.
- Globalization has made the customer smarter, with a wide range of products available in the market for one specific product it is confuses the manufacturer

ADVANTAGES

- As the products are made for individuals based on specific needs, stocking and warehousing is of the least requirement. It indirectly saves logistics and warehousing expenses for the organization.
- It adds value to the brand and higher level of customer satisfaction.
- The company does not have to waste time and money in continuous research.
- Products made doesn't require bulk purchases. The manufacturer can buy only what is needed, reducing the wastage of excess product.
- It helps the company to develop brand equity and nurture the brand for a longer period in the Market.
- It helps the company beat competition in the market. As it helps the brand to stay updated with what to expect next.
- It has been helping brands and the products to stand out in the crowd and that's where it is taking over the attention of new customers.

FUTURE PROSPECTS OF PRODUCT CUSTOMIZATION

"Customization is Here to Stay!" When The customer is given personal attention, the product created according to the customer's choice gives a better experience. Function of Beauty and Hawthorn has been successful in creating better experience. Similarly, the wiivv Sportswear were able to produce products which were customized according to individual foot size and width. They were able to deliver a better-quality product that suited every individual's needs and the customers did not have to compromise their experience to any extent.

There are a number of brands that are today coming up with customized products and the growth has been seen in that industry. More and more companies are adding another product line to their Product mix by doing customization. India is also now acknowledging personalized products. Soon shall be taken over by customization. Pandemic has given birth to homegrown entrepreneurs and today more and more people are using their creativity as a source of business right from customised Nameplates to hand painted dupattas, customised passport wallets and much more to explore from. Customers like to follow the trend and when they can achieve a product that can showcase their personality it attracts more customers.

As it creates product differentiation, it is a level up for the customers to add attributes of their choice to the products of the. Which in turn increases brand loyalty and helps sustain the customers. Previously the companies have been striving hard to give value added benefits to its customers, provide number of

services for creating experience which incurs extra cost, efforts and time but with customization the product itself creates the whole experience for the consumers cutting down all additional expenses again encouraging the manufacturer to focus only on the product rather than additional marketing services. This ideology will motivate more manufacturers to enter the market.

The future is technology and CAD based systems, 3D systems will help manufacturers to develop products more efficiently and easily again as a bonus to manufacturers to invest less and receive more profits.

With the growing demand for Artificial Intelligence adds boon to customization, customers can order products and services with the help of chatbots and other artificial intelligence mechanisms like 3D image, Customers can view themselves using the products, so that they can decide whether the product suits them or not.

CONCLUSION

We have seen the transition from the societal marketing era to Personalization where the customers data is taken and preferences are modified accordingly, products adding Name and choice of colour of the customer has been a very successful strategy. Netflix, YouTube are really good jobs, to add to it even coca cola- "Share a coke" has used this strategy to add individuals' names on the bottle sticker. To conclude it is observed that consumers are liking the concept of Personalized and custom products, but there is a greater demand for customised where as customisation happens according to the customer's choice. In past few years we have seen a great demand for personalized gifting products from Mugs to keychains etc, but now we are witnessing brands like Bare Anatomy creating customised hair care products, LANCÔME with cosmetic products, BAUME with watches, Louis Vuitton with custom run-away sneakers, Nike has also come up with the same strategy.

With the examples shared it can be seen that most of the brands that have come up with this strategy are not really old in the market, yet they have done exceptional jobs and prospered their revenues. With the increasing demands of the customers, it can be said that more and more customers will soon look forward to customised products in all spectrums.

SUGGESTIONS

- Companies must conduct SWOT analysis of their products with their competitor's products so to understand where they stand.
- Companies should be ready to adopt new production and marketing strategies in the market.
- Extension of product lines can be done with product customization and mass customization can be considered to be safe for the future changes in the market.
- Use of Artificial Intelligence, Virtual Reality and Augmented Reality are emerging tools to marketing products which will be very helpful to brands when we talk about product customisation.

- It is a must for every company to update themselves according to the changing environment in order to survive in the market.

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World Economy

Trade & Employment –
Navigating the Future



Edited By
CMA Dr. Kinnarry Thakkar



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Snehal Obhan

ABSTRACT

We have witnessed Evolution of Marketing from the product concept to production concept and from Selling concept to Marketing. Consumers today are no longer interested only in the product but they also consider services associated with the product as a major part of concern. On the other hand, we cannot pass over the concept of levels of products since one talk about understanding the needs and wants of the customer and the other talks about providing products with multiple attributes attached to it. Combining both the concepts can lead to the success for a firm. This research focuses on understanding the importance of customer service and its impact on consumers' buying choices.

Keywords: *Customer Service, Potential Product, Customer Satisfaction*

I. INTRODUCTION

With the changing customer lifestyle and consumption patterns, so is the demand for the products. We have seen the shift from three levels of product to five levels of the product, we have also witnessed the shift from product concept to Marketing concept. Globalization and increasing income the demands are increasing, the consumers don't mind to pay high for products of high quality and services. Young consumers are demanding, modernized, and innovative. The company strives hard to create a greater level of customer satisfaction through the means of customer service. hence the research into focus on the strategies, the factors and the level of satisfaction that customer service creates.

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II. STATEMENT OF PROBLEM

Customers not only buy products but also have certain Expectations certain augmentations and certain potentials that they look forward to in a product. a product may satisfy the basic need or want of a customer but when it comes to satisfaction no one can escape the potential product which refers to the factors due to which one wants to buy the product which gives an ongoing image in the mind of the customer. Hence It is essential for every company to interact with the services provided along with the product. the consumers are not forgiving in case they need and not met in case of the service.

Hence the researcher has made an attempt to find out the impact of customer service on young consumers in the Mumbai Metro region.

III. OBJECTIVE OF THE STUDY

- To Understand the Concept of Customer Service
- To understand Various Customer Service Strategies.
- To Understand the impact of customer service among consumers in the Mumbai Metro Region.
- To Provide conclusion and Suggestion to the study.

IV. SIGNIFICANCE OF THE STUDY

This Study will help Companies develop better customer service strategies. It will also help the Customer service managers to understand the consumer's attitude towards customer service in Mumbai Metro Region. It will also be beneficial for customers to receive better customer service. Similarly, the companies will be able to provide better customer service.

V. RESEARCH METHODOLOGY

The researcher has collected data from both primary and secondary sources.

The secondary data has been collected from E- Journals, Newspapers, Magazines, articles and blogs.

The Primary data have been conducted with a set of questionnaires. The sample has been the 117 Respondents both Male and female from Mumbai Metro Region.

VI. REVIEW OF LITERATURE

In ¹ Researcher has stated that Due to high levels of elevation there and number of products available in the market the only way to retain the customer is through its potential product that

is true is customer service. he also stated that there is a growth in small and micro industries which are able to get a much more personalized products with better quality of service enabling customers to take a shipped over from multinational product to personalized product. This is creating another level of competition in the market.

Pribanic Emily (August, 2020). Article stated that customer service can lead to success, it is also a critical factor for the industry. She addressed the technology which helps improve customer service experience and address concerns raised by the customers. That companies Must understand the needs and wants of the customer, their likes and preferences with the help of technology and develop a mechanism to provide service using that data. Certain factors to improve customer experience like emotional connection with the customers Which includes emotions of gratitude, positive attitude, condolences, apologies and much more customer a satisfaction disappointed with the product, getting a real-time feedback- when a customer purchases a product that product² is at the highest point of mind of the customer, the customer is making a post purchase evaluation of the product at that point of time, collecting a real-time feedback Assist appropriate answers and to your experience of the customers, she also mentioned to satisfy the customer's needs which can be done with a quality of core product. Lastly, to re-examine the opportunities in the market to come up with innovative ideas. Another major focus was on creating customer experience irrespective of the time of purchase. She considered customer experience as one of the vital keys to success. to conclude the whole article emphasizes on two major aspects foreskin Technology and second customer experience in order to win the customers.

³ In an article by Peter Desmet and Paul Hekkert they stated that consumers look forward to experience if the core product can be stated as pleasant, calm, unpleasant, activated. the stated that emotion, concern and product all are interrelated with appraisal. they concluded that experience is the basic purpose by which a consumer purchases a product they also stated that a user centered design can be a strong approach to retain its customer Respective to the rational experience or irrational experience as each level of the product uses the product experience.

⁴ Morgan Blake, contributed impressive examples of customer services initiated by various brands that are not only successful but innovative to meet the modern consumer's needs. She shared examples from Mercedes to Ford launching AR based apps to convenience stores in taxi in Singapore, from bottles AR with games to Gamification loyalty programs. All the examples listed

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² Pribanic E., 5 Innovative Ideas to Improve Customer Experience in 2020, <https://www.techfunnel.com/martech/5-innovative-ideas-to-improve-customer-experience-in-2019/>

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can be concluded as a base for creating customer experience which leads to customer satisfaction as a means through customer service.

VII. DATA INTERPRETATION

Quantitative method of research was conducted with the help of a well-structured questionnaire and data was collected from 117 Young respondents of Mumbai Metro Region. On analyzing the following statistical data was generated.

Age

According to the research conducted it was observed that 94.9 percent of consumers there are under the age of 18 to 25 and only 95.1 % of consumers belong to the age group of 26 to 32 which theory made the objective of the research that is to focus on young consumers in Mumbai Metro region.

Type of Population

It was also observed that 87.2 % of respondents by students which consists of the majority of the young generation who are smarter when they buy a product can also conclude that the respondents are still a dependent population and the products that they buy are not luxury products or are not and products which have incurred high prices.

Seek Customer Service

When asked for customer service they stated 50.4% of respondents see customer assistants sometimes whereas, 36.8 percent stated that only if in their face a major difficulty 8.5 % of consumers always look for customer service. It can be observed that a very smaller number of young respondents always seek customer service.

Customer Service- Purpose

According to the research conducted It was observed that 22.22% of respondents seek personal assistants or attention while buying a product for any kind of help, whereas 35% of respondents look for customer service only after sales of the product that is after Sales Service 20.5 percent respondents see loyalty cards and other loyalty methods and very few stated that they look for other services like email customer service social media service live chat with customers technical support marketing support sales etc.

Customer Service- an Important Aspect

According to the research conducted it was observed that when respondents were asked whether they consider before buying a product or brand 13.8% respondents said yes, they consider customer service as one of the aspects 19.7 percent respondents do not consider customer service as an important aspect where 49.6 % stated maybe. This symbolizes that very less number of respondents do not consider customer service as a crucial part whereas the majority of respondents

consider customer service as one of the essential parts or one of the parts that they look forward to, which States that customer service is an important element of a product. Respondents were also asked the reason why they consider it as important they stated points like it determined relationship, customers always listens to the buyers, give the Assurance and self-satisfaction of the product being purchased, really important for image of the product in the market, it reflects brand impression, it can attain their customers if approach immediately, customers feel secured, it acts as a guiding roll with the product, give more satisfaction, customer tends to be loyal, As customer service is one of the face of the company.

Customer service- Satisfied Customers

The respondents stated that 47.9 person respondents said satisfied, 48.7 percent respondents said they are always satisfied and very few stated never. with the overall view it can be observed that there is a greater impact of customer satisfaction on respondents. The respondents also listed their Brands from which they are very satisfied which included brands like Amazon, LG, Nike, Nykaa, Apple, Reliance, Myntra.

Customer service- Factors

Respondents also listed the factors of satisfaction which included customer service, helped them clear doubts, prompt responses, immediate service, quick problem solving, good service, good follow up. it was observed that a majority of respondents stated immediate problem solving and prompt actions as one of the factors which aids satisfaction.

Types of Products preferred for Customer Service

When the respondents were asked about the products which they prefer customer service 65.4% respondents stated electronic products like laptops, mobiles and other Gadgets. While only 9.6% respondents preferred in food and restaurants, on the other hand 23.2% respondents said they prefer in fashion and other retail aspects.

Level of Satisfaction

Also asked to rate their satisfaction level received from the company they mentioned. The majority of respondents rated their satisfaction between 8 to 10 which was the highest another set of customers rated between 5 to 7 which was around 12% to 11.1% respectively whereas only a few respondents stated their satisfaction between two to four which included 0.9 % to 5.1 % of respondents. It can be clearly observed when customers rated their level of satisfaction unsatisfied and still treated them 8 has the highest respondents.

Benefit to the Company

According to the research conducted it was also observed that satisfied customers also referred the brand to their friends and others which is around 96.6 percent. It was also concluded that satisfied customers turn out to be loyal customers and they prefer to stick to their brand irrespective to other better product choices. consumers find assurance as one of the essential factors which

can be achieved with the help of customer service.

VIII. CONCLUSION

It can be concluded that customer satisfaction plays a vital role in the product industry. In order to beat the competition in the market customer service can play as a major weapon to beat its other competitors in the market but also to retain its customer for a longer duration. A loyal customer is an asset to the company. A loyal customer will not only recommend the product to others but will also continue with the product as Respective to the turbulence in the market. Young consumers today want to be at short about any products they purchase. young consumers patience and especially when a product is purchased and money is disbursed customers seek to have assurance with the product. It was also observed that consumers look forward to physical evidence which in turn can be a person on call or physical in nature. The level of responses given to a customer from the company helps determine the customer satisfaction. customers see more personal assistants when it comes to high end products which involves high involvement of the consumer. The professionalism and politeness rejected by the customer service team create a huge impact in the minds of customers creating a brand image and brand loyalty towards a company. It is also observed that a mere advertisement can only attract customers but it is customer service that leads to actual sales of the product.

Customer service has been enhanced with the help of technology, 24/7 customer service platforms, social media platforms and other e-services methods are enabling consumers to interact with the companies in no matter of time.

IX. SUGGESTIONS

Developing a strong customer is essential for any company. Today consumers today look for personalization and customization. A personal touch with the help of a customer service can help customers make decisions to a better level. We live in a world of humans, no matter how far the technology goes yet human touch to any product or service makes a huge difference.

- Immediate response with the help of chatbots and artificial intelligence can help companies give immediate response to its customers.
- Is another component adding to customer service- humans today are so impatient to wait for customer service representatives to respond. On the other hand, self-service adds an experience to the customer while purchasing a product. Example: retail stores like 7 Eleven provide Stations with instant noodle making machines, microwave and water heaters at their stores, enabling customers to immediately reheat the products, and even cook their products and add other customized products like eggs. This concept is quite trending in the Asian market, making it open the gates for Indian Market.

- Micro interactions can do a great extent creating opportunity for customers to make repeat purchases. Creating small clips humorous messages and creative offers can help assist customer service to greater extent.
- Customer experience in the terms of professional talks, industry knowledge, product knowledge can generate confidence among the customers.
- In case of non-personalized products customer service can lead to create satisfaction for products.
- Immediate customer feedback, quick actions, convenient service options like home service will help companies in the long run.
- Customer services at physical stores or on call in regular intervals can assist the customer feeling privileged, and important to the company.
- Long and tedious Methods of service can be boring and shall also push away the customer. Simple structured customers service mechanism, no multiple visits no multiple calls from customer end can enable a smooth customer service pattern.
- The company should conduct feedback on the product on regular intervals shall help the company retain a good image.
- Use AR/ VR and AI to customize and provide better services to the customers.

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