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**IN-STORE VISUAL MERCHANDISING AND SHOPPER BEHAVIOUR: AN
EMPIRICAL STUDY OF SHOPPERS AT SELECT RETAIL STORES IN THE CITY OF
HYDERABAD**

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ABSTRACT

Visual merchandising (VM) has an influence on retail consumer behaviour. In this study an attempt has been made to explore the specific relation between In-store Visual Merchandising variables (store atmospherics, store layout, shelf/merchandise display, signage and graphics and social factors) and shopper behaviour variables (purchase and repurchase intention, customer satisfaction, patronage and store loyalty). A structured questionnaire was prepared consisting of scales measuring the said variables on a 5-point Likert scale ranging from 5 (Strongly Agree) to 1(Strongly Disagree). Complete responses were obtained from 100 respondents. The data was analysed in SPSS. Cronbach Alpha and inter item correlations were calculated for ascertaining the reliability of the scales. Correlation and regression were done to test the hypotheses of the study. Results show that Shelf/Merchandise display is a significant determinant of shopper behaviour followed by store atmosphere and signage and graphics. Incidentally, contribution of store layout and social factors to shopper behaviour is not statistically significant.

**LEGAL DIMENSION OF CROWDFUNDING PLATFORMS - A CROSS COUNTRY
PERSPECTIVE WITH SPECIAL FOCUS ON BRICS NATIONS**

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ABSTRACT

Even in earlier days, when the internet was not so popular, crowdfunding was practiced in India for the construction of churches, temples and other places of common interest. However, crowdfunding in the present state is of recent origin. Since the year 2014, crowdfunding with the help of internet platforms has become popular in India. In order to avoid the abuse of small investors who are risk-averse and do not have much expertise and experience in investing, equity crowdfunding has been made illegal in India by SEBI. For the study, seven crowdfunding platforms were selected based on information availability, size, locational presence and the type of crowd. A few of the factors that impact the success or failure of crowdfunded projects are the social media presence of the seeker/creator, the friends and family support for the seeker, the demographics, etc. In the effectiveness of a campaign, the mindset of the supporters often plays a crucial role. Different sites for crowdfunding have distinct project criteria and emphasis on various industries. Crowdfunding has been carried out for various reasons, such as raising funds for cancers or rare diseases, supporting individuals in the event of disasters, supporting an idea, helping to execute initiatives, etc. Also, the techniques by which we can initiate a campaign on different crowdfunding sites also have been discussed in this project. We have also studied the legal aspects of crowdfunding in the BRICS Nations i.e., Brazil, Russia, India, China and South Africa and made a comparative study of it.

A STUDY OF THE RELATIONSHIP BETWEEN STOCK MARKET INDEX PRICE AND CORRESPONDING PRICE OF GOLD FROM INDIAN MARKET PERSPECTIVE AND COMPARATIVE PERCENTAGE OF RETURN IN LONG TERM

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KOLKATA

ABSTRACT

The study of Stock Market is one the most challenging as well as rewarding task for any financial analyst. Predictions about stock markets carry a lot of potential risk and can easily lead to a catastrophic loss of assets if a small factor is overlooked or not considered. There are many tools for studying past market trends and predicting the future market scenarios which takes in account all available data and tries to predict any highly probable future events. In this paper, attempt was made to analyze the relation between monthly closing price of NIFTY which is index of National Stock Exchange (NSE) of India and GOLD Price. The price points over the last 15 years were looked into and attempt was made to establish a relation between the two instruments. The Stock Market Index Price was marked against the price of gold and attempt was made to find out if there is any relation between them. The Karl Pearson's Correlation coefficient technique was used to find out exactly how precisely the prices are interdependent. The return rate provided by both over a short range of time as well as in the long span of time was also examined. After a thorough data collection, calculation and analysis, the paper concludes that, there is a strong positive correlation between the Stock Market Index Price and corresponding Price of GOLD over the larger time span of last 15 years. Though there have been instances where a negative correlation was also seen due to high uncertainty and fear factor of the investor's point of thinking towards stock market, however keeping in mind that the market crash during those period of times, they can be concluded as case studies. The detailed analysis of this paper also revealed that investing in NIFTY can provide short term benefits; however, in the long span of time horizon GOLD gives a much higher return on investment percentage compared to index NIFTY.

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