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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<p style="text-align: center;">CONSUMER BEHAVIOUR TOWARDS DIGITAL MARKETING & E-SHOPPING (AN EMPIRICAL STUDY ON THE CITIES OF WESTERN UP, INDIA)</p> <p style="text-align: center;"><i>UJJAVAL KUMAR TONK & Dr. RITIKA MOOLCHANDANI</i></p>	1
2.	<p style="text-align: center;">THE SUCCESS STORY OF AMUL: BENCHMARK FOR CRISES MANAGEMENT DURING THE COVID 19</p> <p style="text-align: center;"><i>Dr. SWATI SURYANARAYANAN</i></p>	2
	REQUEST FOR FEEDBACK & DISCLAIMER	3

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**CONSUMER BEHAVIOUR TOWARDS DIGITAL MARKETING & E-SHOPPING
(AN EMPIRICAL STUDY ON THE CITIES OF WESTERN UP, INDIA)**

**UJJAVAL KUMAR TONK
RESEARCH SCHOLAR
DEPARTMENT OF MANAGEMENT STUDIES
BHAGWANT UNIVERSITY
AJMER**

**Dr. RITIKA MOOLCHANDANI
ASSOCIATE PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
BHAGWANT UNIVERSITY
AJMER**

ABSTRACT

The World Wide Web has brought about unprecedented changes in the conditions and behavior of people around the world. Thanks to this blessing, online shopping has already affected the lives of ordinary citizens. Online shopping has also been launched in India, but the highest percentage buyer is less likely to shop online more often. This study was conducted to understand the performance of online consumers using a self-administered questionnaire of 150 respondents from western cities and UP. Research shows that consumers shop online to save time, as well as the types of products and services available. Both man and woman both have similar behaviors in relation to the likes and dislikes; they love the delivery home and don't like the inability to touch and feel the product so much. They find online shopping information on websites especially on the social network and buy clothes, accessories especially in cash through payment delivery. Most consumers are concerned about the security of the payment system, and their satisfaction with online shopping is included.

THE SUCCESS STORY OF AMUL: BENCHMARK FOR CRISES MANAGEMENT DURING THE COVID 19

Dr. SWATI SURYANARAYANAN
ASST. PROFESSOR
DEPARTMENT OF COMMERCE
UNIVERSITY OF MUMBAI
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ABSTRACT

The Government of India announced a complete nationwide lockdown on the 25th March, 2020. This was something that the country was totally unprepared for. Several sectors got severely impacted due to this costing more than 10 lakh crores to the Indian economy. On one hand, millions of Indians lost their jobs struggling for their survival and on the other hand the economy was moving to a very bad shape. One such industry that was severely impacted due to this crisis was the Dairy industry. It costed the milk producers of India more than 112.3 crores every single day. The one legendary company that was able through very successfully navigate through the entire crises, that they not only minimized their loss but went a step ahead to increase their revenue by 698 crores- was Anand Milk Union Limited (AMUL). One of the biggest brands of India. This research paper examines the resourcefulness, the robust supply chain management, the unique marketing strategies along the use of technology by the company in not only creating a brand but also successfully navigating through the entire situation with higher profits. This research would be a classic case study and the business lessons to other companies in the industry, the students of management and to the investors.

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