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Humour Advertisement Influencing the  
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## Humour Advertisement Influencing the Customer Perception

*Sonali Gharat<sup>1</sup>*

### Abstract

People are exposed to a lot of posts on social media every day. There are numerous products in the market, so it would be interesting to learn why some advertisements get our attention and others don't. Given how prevalent humorous advertisements are in modern advertising, this research paper focuses on them.

The use of humour in advertising has become widespread, but since the last significant review nearly 20 years ago, our understanding of its effects has not been updated. Since then, a tonne of research on humour has been done. The results of this study highlight the need to use humour sparingly and only partially support earlier findings. Crafting effective advertisements involves more than just incorporating humour. While humour doesn't guarantee better results, its effectiveness can be heightened by thoughtfully assessing the objectives, target audience, context, and appropriate style of humour.

**Key words:** Humour Advertisement, Purchase Decision, Attitude towards Brand, Attitude towards Quality, Attitude towards Presentation, Attitude towards Entertainment.

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## **Introduction**

Advertisements come in two flavours: cognitive and emotional. By eliciting a specific response from the audience, or what are known as "advertising stimulus effects," advertisers and marketers try to choose the best type to achieve the campaign target. Consumers are psychologically affected by advertising, which affects their purchasing decisions. Advertising appeal, a force that influences consumer thinking towards the good or service and triggers purchasing choice, is a way to accomplish this final goal. Businesses and advertisers aiming to boost sales will be fascinated by the potential and benefits of using humor as a catalyst in their advertising campaigns. However, it is important to recognize that changing someone's mindset is not a straightforward task. To understand how customers react to humorous appeals in commercials and how they influence consumers' purchasing decisions, this thesis will incorporate research on consumer behavior and the buyer's decision process.

The series of Happy Dent White chewing gum commercials can be used as an example of a humorous advertising campaign for a television commercial. In these commercials, the corporation cleverly conveys the chewing gum's qualities and features. They have emphasised the teeth-whitening aspect in such a way that no one could have predicted before. In the advertisement, a guy makes bright light through his whitened teeth, and photographers choose to utilise the man instead of a picture flashlight by displaying his teeth. The key idea in humorous advertising is that everyone reacts to humour quite differently.

The marketer and advertising agency are always mindful of how to benefit from the procedure. With increasing rivalry, there is a growing need to produce humorous commercials. The competitors among the advertising are fiercely engaged in outdoing one another in terms of successful product sales. Technology development has also been employed in opposition to the requirement for competition and commercialization. In this light, the advertiser never neglects to incorporate multimedia and animation into their usage of technology while creating advertisements.

## **Consumer's Purchase Decision**

Consumer purchases are influenced by social, culture, personal and psychological characteristics as for the most part, marketers cannot control these factors (Kotler, Armstrong 2010), but they still need to be aware of them and take them into consideration when making marketing decisions. They do, however, affect consumer behaviour by

affecting purchasing. Marketers try to help consumers recognise what they need, in addition to focusing on what they desire. What and how consumers buy today also influences their behaviour. This paper will go into more detail regarding how customers hold their purchasing behaviour and how they make decisions.

## **Methodology**

### **Objectives of this study**

- To learn about the idea of humour marketing
- To comprehend the ideas and innovations behind brand building
- To comprehend how customers perceive and feel about a brand via humour marketing

### **Scope of the study**

- This report will help marketers identify marketing opportunities to ensure greater efficiency in their use of resources and efforts.
- In India, the Digital Marketing sector is experiencing unprecedented growth. This study will contribute to a better understanding of the aspects of consumer perspective in this lucrative sector in India.
- This information should be of valuable use to marketers and will help them understand their customers better.
- This report will help marketers identify marketing opportunities to ensure greater efficiency in their use of resources and efforts.

## **Research design**

The type of research design is descriptive. The research design serves as a guide for achieving the goals and responding to the inquiries. The availability of a wide range of methods, techniques, procedures, protocols, and sampling plans makes choosing the research design challenging. Descriptive research design has therefore been utilised in quantity research to comprehend and characterise the existing market phenomena for consumer awareness of and increase in the use of digital marketing. As units are measured from a sample of the population, a cross-sectional study has been used.

**Data collection method****Primary Data**

The primary data was collected by a questionnaire. The questionnaire was designed in a structured and close-ended form. The survey was conducted by means of personal interviews and email.

**Secondary Data**

Secondary data was collected from previous dissertations/research papers/marketing journals/magazines/textbooks and websites.

**Sampling method**

The study involved choosing sampling through the convenience sampling method. The survey was conducted using a data collection tool i.e., Google forms.

**Sampling size**

The sample size was 50 and respondents of the age group of 16 years to 60 years.

**Sample strata**

The respondents to the study were the General public.

**Sample area**

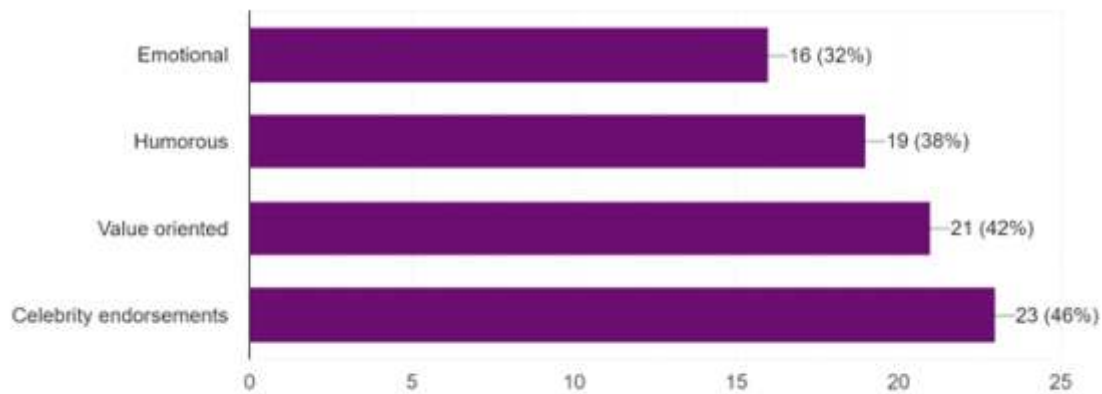
Here the respondents were limited to a sampling of Navi Mumbai.

**Limitations of Study**

- There was a constraint on time and hence the sample size was restricted.
- Due to geographical constraints, the sample size included only consumers from Navi Mumbai.
- Vast information was available on the internet about the personal care sector but it was not updated.

## Results/ findings/ discussion

### Which type of advertisement do you like most?



### Interpretation

1. It is possible to analyse advertisements similarly to the analysis of literature (i.e., interpreting symbols, determining the motives of the creator, examining the use of particular themes, etc.).
2. Despite a mixed response, celebrity endorsements come out on top, proving that influence marketing is the most effective kind of advertising.

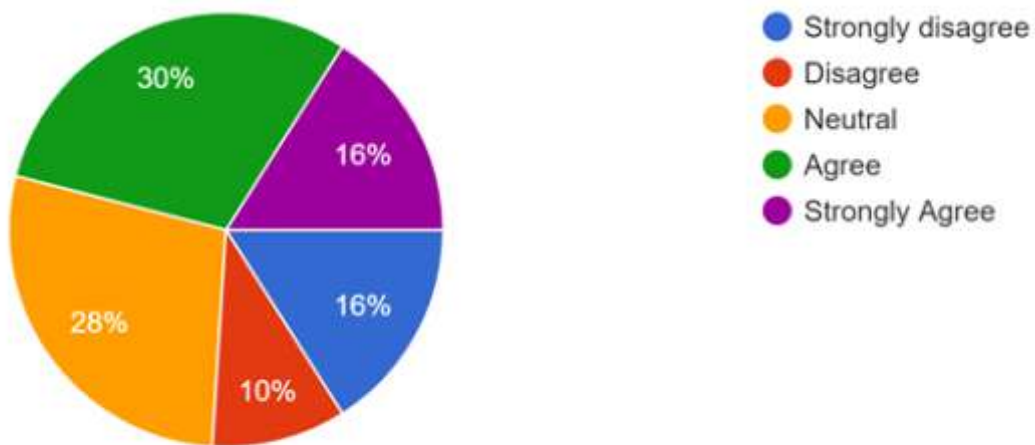
### How do you make your purchase decision when shopping for product?



### Interpretation

1. The emotive decision is described in the first two sentences. The third and fourth claims speak of attitude-based decision-making.
2. This diagram shows that when consumers browse for products, they are more likely to make affective and attitude-based decisions than attribute-based decisions.

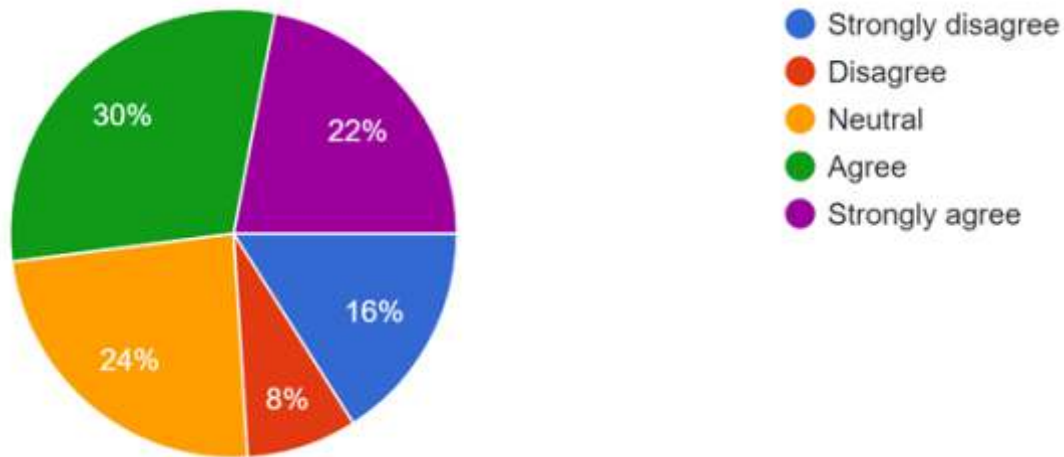
### Presence of Humour in advertisement communicates more successfully with audience.



### Interpretation

1. The use of humour in advertising has a positive effect on the amount of attention paid to it, how it is connected to other advertisements, how it makes people feel less frustrated, and how much they are connected to and attached to the product.
2. Humorous advertising can assist B2C and B2B companies attract new customers. It is supported by 46% of the respondents , 28% are neutral, and 13% are opposed to the statement.

**The impact of humour on liking the message or the brand in the advertisements is high.**



### Interpretation

1. The impact of humour on consumer's purchase decision also depends on how involved or attached the consumer is to the product.

### Conclusion

In conclusion, this study aimed to explore the impact of using different humour techniques in advertisements on perceived humour, attitudes towards advertisements and brands, and purchase intentions among individuals with varying motivational values. The key finding suggests that incorporating humour in advertisements can effectively enhance consumers' willingness to make purchases. Moreover, the study revealed significant correlations between the levity scale and attitudes towards advertisements, brands, and purchase intentions, as well as between brand attitude and purchase intent. Notably, the level of attention paid to a commercial strongly influences the individual's attitude towards it, indicating the importance of attracting attention to foster positive attitudes and increase purchase intentions. Additionally, the research highlighted a noteworthy negative correlation between offensive commercials and both achievement and security, underscoring the importance of avoiding offensive content in advertisements. Further, it can be said that using humour in advertisements is a successful way to increase the perceived value of a product, draw attention to it, and pique the interest of potential buyers. This is done by highlighting features and benefits, as well as convincing viewers that the

product or service will meet their needs.

The research additionally looked at the ways in which hilarious advertisements tend to evoke greater levels of brand awareness, positive action attitudes, and perceived humour. Based on the sample, TV commercials with a comical element had more influence than serious commercials, potentially due to a mediation mechanism. Humour is often considered to be a key component of advertisements.

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## **A Study on the Investment Pattern of Investors in Life Insurance Industry with Reference to LIC And HDFC Life in Airol**

*Pragya Upadhyay<sup>1</sup>*

### **Abstract**

This study aims to analyse and understand the investment pattern of investors in the life insurance industry. In today's day and age, life insurance is one of the most important things for everyone. The coronavirus pandemic has also made people realize this fact. India's insurance industry is experiencing upward growth. Life insurance gives financial security. Apart from giving financial security, it also provides tax benefits. There are different types of life insurance plans, and each plan fulfils different financial goals via all the diverse products available. There are a total of 62 respondents in this research paper, which also tries to understand how aware the policyholder is about all the different products available in the life insurance industry.

**Keywords :** Investment, Pattern, Life Insurance, Investor, LIC, HDFC Life

**Paper Submission Date : March 20, 2023**

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<sup>1</sup>Pragya Upadhyay is a student at Rajeev Gandhi College of Management Studies, Navi Mumbai

**Introduction**

An insurance contract is a type of contract that provides a person or group with financial protection against losses. It is also a type of risk management that involves pooling the risks of investors. The term "an insurer" refers to a company that provides insurance, while the term "insured" refers to individuals or groups that are covered under the policy.

Although the terms 'insured' or 'policyholder' are often used interchangeably, coverage may also extend to other individuals who did not purchase the insurance. The IRDA is India's regulatory agency for insurance. It is responsible for overseeing and licensing the country's insurance industry.

Life insurance products are also an excellent way to invest and get returns. They are ideal for people with low-risk appetite.

**Methodology**

1. Type of Research- The study has a descriptive research design.

Descriptive research is a fact-finding study and its goal is to describe the characteristics of the individual and the situation or a group (or) that describes the state of things as they are at present.

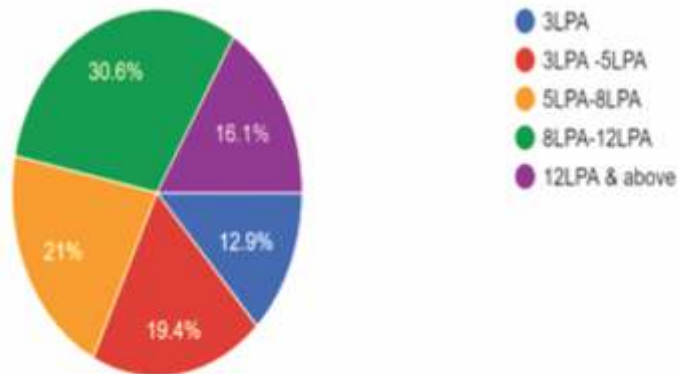
Sampling Method-The study has a simple random sampling method.

2. Data Collection Method- Data used is primary as well as secondary data. Primary data is collected through a survey using a questionnaire.
3. Sample Strata- The respondents are investors in life insurance products in Airoli region.
4. Sample Area- Airoli, Navi Mumbai.

## Results/ Findings/ Discussion

What is your annual income?

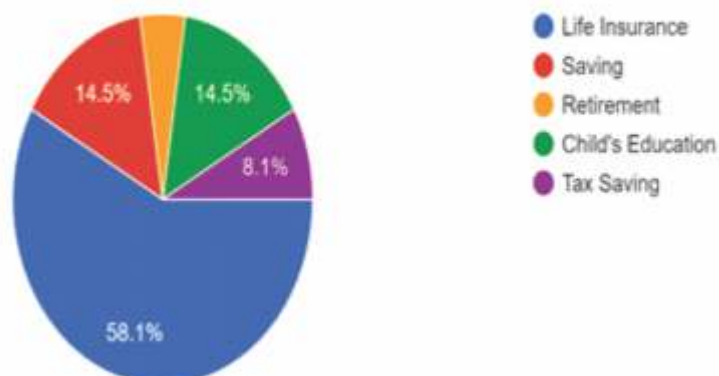
62 responses



Interpretation: There are 10 respondents who are from 12 LPA and above income category, 19 from 8-12 LPA, 13 from 5-8 LPA, and 12 from 3-5 LPA. And 12.9% i.e. total of 8 from 3 LPA income categories.

What is the primary reason for your investment in life insurance?

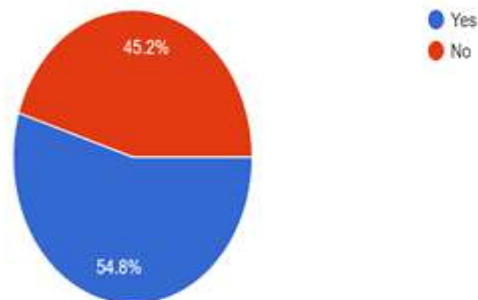
62 responses



Interpretation: Life insurance is primary reason for 58.1% respondents , followed by child's education and saving for 14.5% of respondents. Tax saving is primary reason for 8.1% i.e. for 5 respondents.

Is tax saving one of the reasons for your investment ?

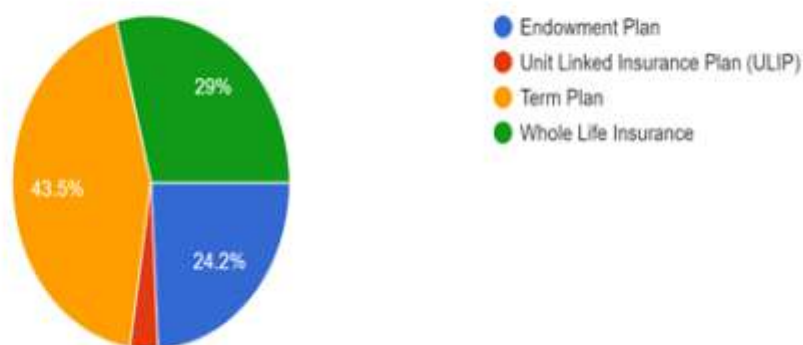
62 responses



Interpretation: Tax saving is one of the important reasons of investment for 28 respondents, where as it is not a reason to invest for 34 respondents.

Which plan out of the following have you heard about the most ?

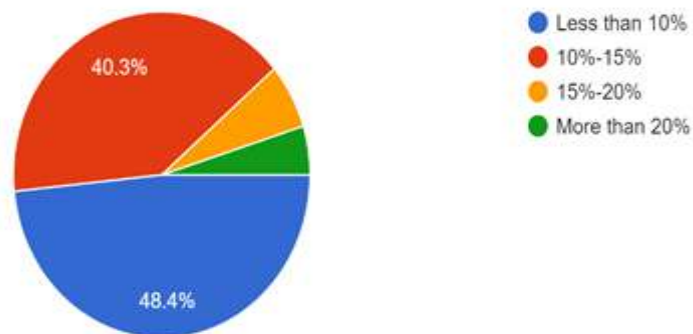
62 responses



Interpretation: 43.5% of respondents know about term plan, 29% of them know about whole life insurance, 24.2% Of them are aware about endowment plan. And only 3.3% are aware about ULIP plans.

What percentage of your monthly income you invest in life insurance?

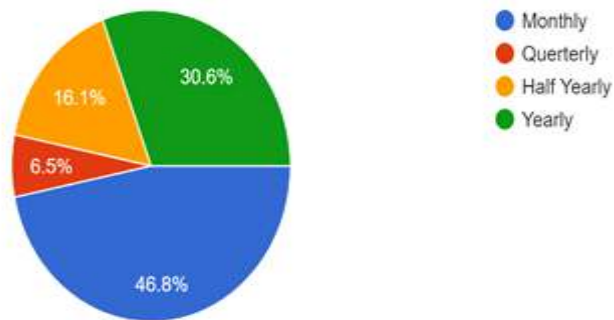
62 responses



Interpretation: Majority of the respondents invest 10% of their monthly income in life insurance products, while 40.3% invest between 10-15% . And 6.5% invest their 15-20%, 4.8% which is 3 respondents invest more than 20% of their monthly income.

## How regularly you pay premium?

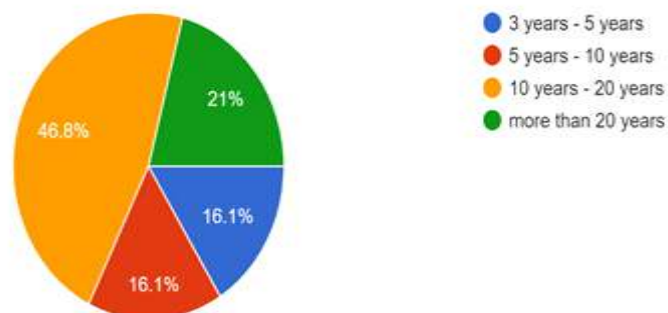
62 responses



Interpretation: Majority of respondents (29) pay their premium on monthly basis, 19 pay on yearly basis, 10 pay on half yearly basis and 4 respondents pay their premium on quarterly basis.

## What is your investment horizon ?

62 responses



Interpretation: 16.1% of them invest for a period of 3-5 years, 46.8% of them invest for a period of 10-20 years, and 21% of respondents invest for a period of more than 20 years.

### **Conclusion**

1. Majority of people invest around 10% of their monthly income in life insurance policies. They prefer to pay premium on monthly basis.
2. Returns and saving are two of the major considerations while choosing investments and people also consider the tax benefit they get while investing.
3. The term plan is among respondents' most famous and preferred plans.
4. Investors in life insurance industry have long investment horizons.

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## **Challenges and Opportunities of E-Commerce Companies in the New Normal**

***Yogesh Panda<sup>1</sup>***

***Rishika Shetty***

***Riddhi Sawant***

***Roshane Borole***

***Prachiti Mainkatte***

### **Abstract**

The global spread of the COVID-19 pandemic has altered people's perceptions of e-commerce and how they buy goods and services. Due to the country's lockdown regulations and consumers' growing reluctance to go outside and shop for necessities, India has shifted toward e-commerce. Customers now buy everything from basic necessities to luxury items from online stores rather than brick-and-mortar stores, supermarkets, and shopping malls.

This study is based on the opportunities and threats that the E-commerce company has encountered in the post-pandemic new normal. The study focuses on three industries: food, tourism, and e-learning, with each industry considering two companies in particular. As a result, this study will help us understand the major growth areas as well as the challenges that industries face in the new normal.

***Keywords :*** E-commerce, Market growth, New normal, Business trends, Personalization and Customer retention.

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<sup>1</sup>Yogesh Panda, Rishika Shetty, Riddhi Sawant, Roshani Borole and Prachiti Mainkatte are students at Indira Institute of Business Management, Navi Mumbai

**Introduction**

The economic transition to the digital age has been accelerated by the Covid-19 pandemic. Due to the massive shift in consumer behavior brought on by the pandemic, e-commerce businesses have emerged as a significant component of the new normal. E-commerce companies have had to quickly adapt while also facing a number of difficulties as more people conduct their shopping online. The exchange of money or data, as well as the buying and selling of goods and services over an electronic network, most notably the internet, is known as e-commerce. It is possible to conduct transactions from business to business (B2B), business to consumer (B2C), consumer to consumer (C2C), or consumer to business (C2B). The pandemic presented a number of difficulties for e-commerce, which was already thriving before it. Businesses are experimenting with a range of tactics to boost sales, from small adjustments to the appearance of their websites to the addition of products more pertinent to the pandemic and beyond.

**This study Focuses on the following three industries in 'E-Commerce Sector' :**

**E- Commerce Tourism Industries – Make my Trip & Yatra**

The tourism industry in India has been severely impacted by the COVID-19 pandemic, leading to a significant decline in both domestic and international tourism. The country has implemented various measures to control the spread of the virus, including travel restrictions and lockdowns, which have had a major impact on the tourism industry.

**E- commerce Food Delivery Industry**

The food delivery e-commerce business in India has witnessed tremendous growth in recent years, driven by factors such as changing consumer preferences, the rise of e-commerce platforms, and increased smartphone penetration.

**Edtech Industry in India**

The Edtech industry in India has witnessed a significant transformation in the post-Covid era. The COVID-19 pandemic has accelerated the growth of the Edtech industry, with more students and educators turning to online learning platforms.

**Objectives of the study**

1. To study the expanding opportunities for Indian E-commerce firms in the new normal.
2. To examine the challenges that Indian e-commerce companies face.
3. To investigate how Indian e-commerce companies responded to post-pandemic situations.
4. To comprehend recent and emerging trends in E-commerce companies following the Covid era.
5. To make some recommendations to e-commerce companies on adapting to India's changing conditions.

**Scope of the Study**

1. To study the overview of the impact of the COVID-19 pandemic on the e-commerce industry in India.
2. To study the analysis of the challenges faced by e-commerce companies in India during the pandemic, such as supply chain disruptions, logistics challenges, and reduced consumer spending.
3. To understand the opportunities and innovations that emerged for e-commerce companies in India during the pandemic, including the adoption of digital technologies, new business models, and safety measures.
4. To study the evaluation of the strategies adopted by e-commerce companies in India to adapt to the new normal and sustain their operations during the pandemic.
5. To identify the future prospects and challenges for e-commerce companies in India in the post-pandemic era.

**Limitations**

1. **Reliance on existing data:** Secondary research relies on existing data that has been collected by others. This means that the data may not be specific to the research question being investigated, and there may be limitations in terms of the scope and

depth of the data.

2. **Lack of control over data collection:** Since the data used in secondary research has already been collected, the researcher has little control over the data collection process. This means that the data may not be collected in a way that is ideal for the researcher's needs.
3. **Potential for bias:** The data used in secondary research may be biased, either due to the original data collection process or due to the way the data is selected and analyzed.
4. **Limited ability to generalize findings:** The findings of secondary research may not be generalizable to other populations or contexts, since the data used in the study was collected from a specific population or context.
5. **Lack of context:** Secondary research may lack context, since the researcher did not directly observe the data being collected. This means that the researcher may not have a complete understanding of the circumstances surrounding the data.

### **Review of Literature**

The COVID-19 pandemic has forced businesses all over the world to adjust to the new normal. E-commerce businesses, in particular, have been impacted by the pandemic in a variety of ways. The purpose of this literature review is to examine the difficulties and opportunities that e-commerce businesses face in the new normal.

"The Impact of COVID-19 on the E-commerce Industry in India: A Comparative Study of Amazon and Flipkart" by Shivangi Pandey and Nitin Gupta, published in the Journal of Commerce and Accounting Research in 2021.

This study compared the strategies adopted by two leading e-commerce companies in India, Amazon and Flipkart, in response to the COVID-19 pandemic. The authors identified the opportunities presented by the surge in online shopping and the adoption of digital payments, as well as the need for e-commerce companies to address logistical challenges and build consumer trust.

The "new normal" in marketing and retail: How COVID-19 has changed e-commerce. Journal of Business Research, by McKnight, W., & Choudhury, P. in 2021.

McKnight and Choudhury explore how the COVID-19 pandemic has changed e-commerce and suggest that companies should focus on building trust with customers,

improving their online presence, and investing in technologies that support virtual interactions with customers.

“The impact of COVID-19 pandemic on e-commerce: A Case study of India” by Rajput, N., & Thakur, R., published in the Journal of Asian Finance, Economics, and Business in 2021. Rajput and Thakur studied the impact of the pandemic on e-commerce companies in India, and found that it has accelerated the adoption of digital technologies, such as AI and data analytics, to improve customer experience and operational efficiency. They also noted that e-commerce companies have adopted new business models, such as hyper local delivery and social commerce, to cater to the changing consumer preferences.

## Results & Discussions

### Opportunities in E-commerce Travel Industry

Here are some opportunities for growth and innovation that they can explore in the post-COVID era:

1. **Domestic Travel:** Domestic travel has grown in popularity as international travel remains restricted in many countries. According to a report by Make My Trip, in July 2021, domestic air travel bookings were up 70% compared to the same month in 2019. Domestic hotel bookings were up 25% compared to 2019. Domestic travel in India is expected to grow at a 15% CAGR from 2022 to 2027.
2. **Contactless Booking:** Make My Trip and Yatra can invest in user-friendly and secure booking platforms to attract customers who prefer contactless transactions. Make My Trip and Yatra have both reported an increase in contactless bookings in the post-COVID era. Make My Trip reported that 65% of its bookings were made through the company's mobile app in the second quarter of 2021. Yatra reported that online bookings accounted for 94% of its total bookings in the same period.

### Challenges faced by E-commerce Travel Industry

Some of the challenges faced by e-commerce companies in the travel industry post-COVID include:

1. **Decreased Demand:** People have become cautious about traveling, and many countries have imposed travel restrictions, making it difficult for people to travel. The travel industry was among the worst affected by the COVID-19

pandemic, with demand for travel plummeting. MakeMyTrip reported a 92% drop in revenue in 2020, while Yatra reported a 95% drop.

- 2. Changes in Travel Behaviour:** Travellers are increasingly likely to take shorter trips, stay closer to home, and avoid congested areas. This has made traditional travel products, such as long-haul flights and cruises, difficult to sell.

### **Opportunities for E-commerce companies in Food Delivery sector**

Here are some potential opportunities for e-commerce companies in the food delivery sector post-COVID:

- 1. Expansion of the market:** According to a report by Statista, the Indian online food delivery market is expected to reach a value of \$21 billion by 2026. Revenue in the Online Food Delivery market is projected to reach US\$33.36bn in 2023. Revenue is expected to show an annual growth rate (CAGR 2023-2027) of 21.78%, resulting in a projected market volume of US\$73.38bn by 2027. This growth is being driven by a number of factors, including the increasing number of internet users in India, the growing popularity of online shopping, and the increasing demand for convenience.
- 2. Integration with technology:** E-commerce companies can leverage technology to optimize their food delivery services. For example, they can use artificial intelligence and machine learning algorithms to predict customer preferences and offer personalized recommendations. They can also use GPS tracking and real-time updates to improve the delivery experience for customers.

### **Challenges Faced by E-commerce Companies in Food Delivery Sector**

Here are some of the challenges that e-commerce companies in the food sector have faced post-COVID:

- 1. Increased demand:** E-commerce companies in the food sector have struggled to keep up with this increased demand, resulting in delayed deliveries and stock shortages.
- 2. Supply chain disruptions:** The pandemic has disrupted supply chains, causing delays in the delivery of raw materials and finished products. This has impacted the ability of e-commerce companies in the food sector to offer a diverse range of products and maintain quality standards.

**Opportunities for E-commerce Companies in Edtech Sector :**

Here are some key opportunities they can leverage:

1. **Increased demand for online learning:** With schools and educational institutions shifting to remote learning, there has been a surge in demand for online education platforms. EdTech companies like BYJU'S and Unacademy can capitalize on this increased demand by providing high-quality online courses and learning resources.
2. **Expansion of user base:** As more people become familiar and comfortable with digital education, EdTech companies can expand their user base significantly. BYJU'S and Unacademy have already established a strong presence in India, and they can now target international markets where there is a growing interest in online education.

**Challenges faced by E-commerce Companies in Edtech Sector :**

While EdTech companies have great opportunities post-COVID, they also face several challenges. Following are the key challenges they may encounter:

1. **User retention and engagement:** It can be challenging to maintain long-term user commitment and prevent churn, especially when there are numerous alternatives available. EdTech companies need to continuously innovate and enhance their offerings to ensure user satisfaction and loyalty.
2. **Accessibility and affordability:** Not all students have equal access to technology devices, reliable internet connectivity, or the financial means to pay for online courses. EdTech companies need to address these barriers by exploring solutions such as partnerships with local communities, offering affordable pricing models, or providing access to devices and internet connectivity.

**Conclusion**

In conclusion, e-commerce businesses engaged in the travel, food, and edu-tech industries face a distinctive range of opportunities and difficulties. On the one hand, these businesses can reach a larger audience and grow their businesses thanks to their access to a sizable online customer base. They can use cutting-edge technology and data analytics to provide convenience, customise recommendations, and personalise customer experiences. E-commerce additionally enables smooth transactions and economical operations, allowing

businesses to lower overhead costs and raise profit margins. There are, however, a lot of difficult obstacles to get past. Due to the fierce competition the travel industry faces from numerous online platforms that offer comparable services, e-commerce businesses must stand out from the competition and offer distinctive value propositions. Building customer confidence requires addressing issues with trust and security related to online payments and data protection.

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## **Crisis Management for Hazardous Environments and Emergency Response Planning**

*Indranil Ghosh<sup>1</sup>*

### **Abstract**

In this paper, the author based on his own experiences & study has explained the various aspects of Crisis Management in the Hazardous Environments and explained the various reasons of failure of Emergency Response Planning.

Although contingencies can be prepared for, the nature and scope of such negative events are typically unknowable in advance. A single contingency can be dealt with, appropriately, with some discipline and planning. However, hazardous environment makes it a multiple contingency situation. A contingency plan is sometimes referred to as "Plan B" or a backup plan because it can also be used as an alternative action if expected results fail to materialize. Contingency planning is a component of Business Continuity (BC), Disaster Recovery (DR) and Risk Management (RM).

Risk Management and Crisis Management have very close relationship. Emergency is nothing but unprepared crisis. The author with a few case studies tried to explain this. All the case studies indicate that adequate preparedness shall be there to handle emergency. Hence, it is very important to get ourselves prepared for the emergency. Crisis, if not acted on time, may get turned into an emergency situation. Emergency may occur when all of our risk mitigation measures and the layers of protection have failed.

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**Introduction**

Crisis, as we all know, is the time of great danger or difficulty. It is a situation that is extremely difficult or dangerous, when there are many problems. Crises are usually categorized as being either situational or maturational. Situational crises involve an unexpected event that is usually beyond the individual's control. Examples of situational crises include natural, manmade and accidental disasters.

Types of Crisis that an Organization generally faces are as follows:

- 1) Financial Crisis
- 2) Personnel Crisis
- 3) Organizational Crisis
- 4) Technological Crisis
- 5) Natural Crisis
- 6) Confrontation Crisis
- 7) Workplace Violence Crisis
- 8) Crisis of Malevolence

Crisis, whichever it may be, if not acted on time, may get turned into an emergency situation. Emergency may occur when all of your risk mitigation measures and the layers of protection have failed. But the "Real Emergency" comes when you are "not prepared" for it. In personal life how many of us are "prepared" to handle a situation of "losing our wallet with important documents" (like Aadhar, PAN Card copies, credit/debit cards). Hence, when such things happen, it is an emergency for us. In industrial scenario, emergency is either one or multiple failure of a single or multiple processes which may have cascading effect and can cause harm to life, property and environment.

Emergency Response Planning shall be developed to handle the situation irrespective of the nature of the crisis and if the crisis is 'Creeping or Slow-Burn or Sudden'.

In this paper, I will mainly talk about the crisis management for the hazardous environments.

**Crisis, a Contingency Situation**

Crisis is a contingency situation, which is nothing but a potential occurrence of a negative event in the future. In 2020, businesses were hit with the corona virus pandemic, forcing

many organizations to work with skeleton staff, resulting dealing with contingency inappropriately.

During the survey, when we asked the industry & corporate professional if the statement - “Although contingencies can be prepared for, the nature and scope of such negative events are typically unknowable in advance” is TRUE or FALSE. 83% of the respondents felt that the statement is TRUE.

By analyzing the survey result and initiating a discussion with the experts, we realized that a contingency plan is sometimes referred to as "Plan B" or a backup plan because it can also be used as an alternative action if expected results fail to materialize. Contingency planning is a component of Business Continuity (BC), Disaster Recovery (DR) and Risk Management (RM).

A single contingency can be dealt with, appropriately, with some discipline and planning. However, hazardous environment makes it a multiple contingency situation. It is experienced that dealing with multiple contingency situation presents problems, with difficulties of varying degrees and types, sometimes reaching level of “hopeless situation”.

### **Case Studies**

Let's first discuss the Emergency Preparedness vide two similar case studies (Case Study No.1 and 2).

#### **Case Study No. 1: Tham Luang cave rescue, Thailand**

On 23 June 2018, 13 boys and their coach entered the cave and were trapped there after onset of monsoon rains and floods. International attention was drawn. Expert divers from all over the world and pumping equipment as required were deployed, and around 11 July all trapped persons were rescued.



**Fig. 1:** Sketch showing narrow entrance and the trapped boys with their coach



**Fig. 2:** Rescue operation: Divers rescuing one of the trapped boys with appropriate safety equipment

### **Case Study No. 2: Rescue operation at Meghalaya rat-hole mine disaster**

On December 13, 2018, 15 miners were trapped in flooded illegal rat hole coal mine at Meghalaya. Rescue operations undertaken by Indian Army and Navy personnel. After over 3 months of intense search there was zero success in rescuing trapped miners.

Please note that Rat-hole mining, a dangerous practice, involves digging narrow tunnels, each of which fits only one person to enter and extract coal. The National Green Tribunal (NGT) had imposed a ban on it in 2014, terming it as unscientific. Hence, information regarding the trapped miners was initially kept as secret.



**Fig 3:** Photographs showing rescue operation at Meghalaya rat-hole mine disaster

### Analysis of these two Case Studies

| Thai Success story - Case 1                                                                                                                                                                                                                                                                                                                                          | Meghalaya problems - Case 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>○ Good pumping equipment of adequate size deployed as required</li> <li>○ Wide publicity and International attention and participation in rescue operation</li> <li>○ Guiding maps available</li> <li>○ Internationally renowned rescuers and divers from UK and USA had high experience and training in such work</li> </ul> | <ul style="list-style-type: none"> <li>○ Inadequate capacity of pumps</li> <li>○ Limited (only national level) publicity, low key interest</li> <li>○ Unknown area, no maps available, interconnected rat holes, proximity of river made it difficult to ascertain nature of terrain inside the mines</li> <li>○ <b>Major hurdles:</b> Equipment malfunction, running out of gas at times, loss of visibility inside the mine, flow reversal, siphon condition, toxic gases, falling debris and turbidity</li> </ul> |

### Case Study No. 3: California Forest Fires 2018-19

After these two similar case studies, let's throw some light on the Case Study no. 3, which is a bit different.



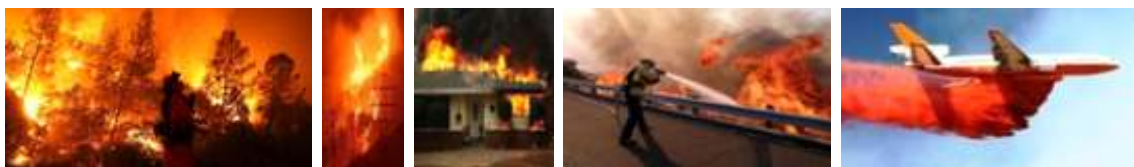
Fig 3: Geographical locations of the forest fires

Aerial Fire Fighting (Air Tankers) was used to quench the fire. Air tankers, also called water bombers, are very fast aircrafts, with top speeds of some exceeding 400 mph. They help contain fires by dumping fire retardant on the fires to slow their growth.

Fire retardant used in this Case Study had the following properties:

1. This fire retardant is known as slurry, which contains mostly water, preservatives, and a rust inhibitor.
2. It also has a special fertilizer mixed in to protect trees and vegetation from fire. Borate salt was primarily used in the past but was deemed toxic to the animals and soil.
3. Today, ammonium sulphate or ammonium polyphosphate is used in the slurry, often with some type of thickening agent.
4. This powdery substance is dyed red so that it can be easily seen.
5. Air tankers can hold thousands of gallons of slurry – some even more than 10,000 gallons.
6. While it's recommended that pets do not ingest slurry, it's not harmful to the environment. In fact, farmers often ask fire departments to dump any leftover slurry on their fields, since it contains fertilizer.
7. When the slurry hits the ground, bulldozers and other tractors are often on the ground to create a fire break. Therefore, effective aerial fire-fighting involves a team effort, especially in areas with dry, rugged terrain.

In short, what is needed is Special Fire Retardant materials and skilled workforce. And adequate preparedness was there to handle this emergency.



**Fig 4:** Extinguishing forest fires

### **Analysis of the third Case Study**

#### **a. Conducive factors for fire:**

- Extended Draught for 3 years, causing
  - Dry grass
  - Dry fallen trees
- Dry and hot climate

#### **b. Hazards in fire fighting and rescue**

- Dry environment and abundant combustible material
- Wooden houses easily combustible
- Unknown area for fire fighters
- Lack of communication (cell towers gutted)
- High velocity winds in unpredictable directions
- Inadequacy of conventional fire fighting methods

#### **c. Triggers (as surmised subsequently)**

- Fire suppression policy was adopted instead of Fire prevention
- Lack of awareness of danger among inhabitants and visitors (Houses, Camps in highly combustible zone)
- Careless smokers and campers (Barbecue etc)
- Sparking with a minor action as golf club hitting a stone
- Draught, increased population, Dry and hot winds from desert

### **Learning for Industrial Environment Based on Case Studies**

Major learning from these case studies call for some **essential requirements** such as -

- Disciplined approach as per drill
- Deploy the correctly qualified and experienced resources
- Correct on-the-spot decisions by experts with due consideration to safety.

If we apply these learning in a typical industrial environment, we may zero down to **some possible hindrance factors**:

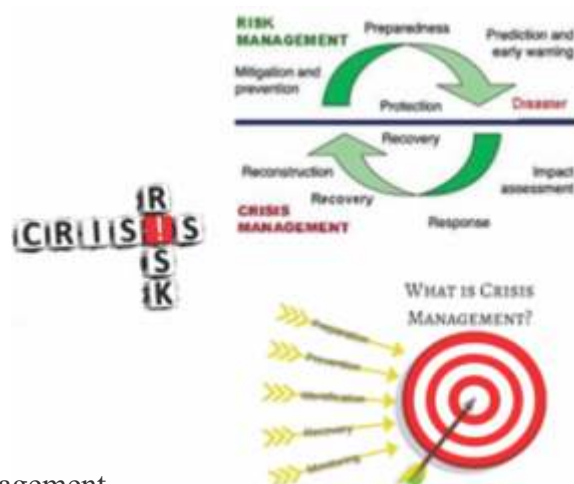
- Skeptical managerial and operational approach to install and implement pre-emptive measures seriously

- Partitions between operation-Maintenance departments and Environment and Safety
- Safety and Rescue preparedness not in tune with changes in plant layout and technology
- Inadequate finances and inability to prioritise the mitigating features.
- Incorrect decisions taken on-the-spot without due considerations

This will call for a few **Pre-emptive steps**, as mentioned below:

- Ensure Safe Design Consideration and plant Layout
- Tune up the rescue and crisis management to changes in site and in operational areas
- Ensure Regulatory compliance for all areas of business
- Operate within design parameters advised by the manufacturer
- Instil good Operation and maintenance practices, safety awareness
- Plan and practice Disaster Management through Disciplined approach
- Prepare the crisis management group to tackle single contingency as well as multiple contingencies
- Ensure healthiness and availability of all crisis fighting tools at all times. Upgrade them as required.
- Know the areas well, Update the plans, Maps and have them easily accessible
- Implement a fool proof safety tagging and work permit system.

These case studies also reveal that Risk Management and Crisis Management have very close relationship, as mentioned in the sketch below:



**Fig 5:** Relationship between Risk Management and Crisis Management

## **Managing Crisis when the Environment is Hazardous**

Crisis has many faces. They could be -

- The Cause of Crisis, or
- The Result of Crisis, or
- Conducive to Crisis, or
- A By-product of the Crisis
- Evolved due to another crisis, or
- Dormantly pre existing in “safely chained manner”, or
- Just a part of the scenario

When it is the management of crisis in hazardous environment, it requires disciplined approach with a purpose to ensure –

- Safety of Working personnel
- Safety of population
- Safety of environment
- Safety of Equipment and minimisation of damage
- Business Continuity, least damage and least down-time of Business

That too all at OPTIMISED COST

Satisfactory Management of Crisis, in Hazardous environment, is a morally, socially, legally mandated responsibility on all entities. Hence, to deal with crisis, we need to comply with the -

- Regulatory Requirements (Legal Mandates) i.e. **Compliance**
- Various Acts of the Parliament and Rules and Regulations framed accordingly, mandate the Owners of Industrial Establishments to comply with several provisions to ensure Safety and ensure preparedness to meet crisis conditions in hazardous environments

We need to understand that a single contingency plan helps us to ensure that we are prepared for what may come but a full fledged crisis management plan empowers us to manage the response after the incident occurs.

Hence, we need a systematic Emergency Preparedness Plan, which is a scenario-based tool

for planning response to potential emergencies and to ensure that adequate arrangements are made in anticipation of a crisis.

Actually, what we really need is –

- Anticipation of the crisis and recognition of hazards need very wide vision, right from Design Stage and in Operation times, it is required to identify and be prepared for the hazardous environment at all times.
- Awareness about the crisis among all potentially affected persons

This calls for a few preambles of Crisis Management in Hazardous Environment, and needs knowledge of -

- Identification of Hazard & its associated risk
- Identification of the degree of hazards of various crisis
- Understanding Hazard Area Classification (HAC) and its significance
- Knowledge of HIRA, HAZOP, QRA, SWMS, FTA & ETA etc.
- Understanding various applicable regulations and industry practices
- Drawing up an emergency preparedness plan and its continual improvements
- Organizing Emergency Control Centres along with Emergency Response and Crisis Management Teams
- Strategizing the Crisis Management function of the organization
- Reliability, Availability and Maintainability (RAM)
- Conducting Accident Investigation and Analysis

### **When a Safe Area becomes Hazardous**

Even a safe area can suddenly become hazardous. This is a typical Case Study to understand this.



**Fig 6:** A simple job like drilling hole on a wall can be the reason for emergency

A person was drilling the wall standing on a ladder without knowing that in the other side of the wall, there was a close storage area of toxic & flammable cylinders. The hole in the wall soon became a passage for the toxic & flammable gases & fumes, which in no time filled the room where the drilling activity was going on. The person trembled. Result of which his drill machine intruded the live electrical line carrying 230V located inside the wall. The spark of the drill machine created a blast resulting in toxic & flammable gas spreading all over. Soon a few secondary serial blasts happened and created an emergency situation. The organization was not at all prepared for and so, faced loss of lives and property damage.

**Lesson learned** for this case study is –

- A simple Risk Based Thinking and any Risk Assessment (HIRA or JSA) could have identified the hazards involved in the job.
- A well developed Emergency Preparedness Plan or On-site Disaster Management Plan could have helped to reduce loss of life and property.

Besides these two, the industry experts on the deployment of the Emergency Preparedness Plan, in response to our survey, felt that –

- Preparedness against any emergency situation will be successful if employees are trained. Whooping 55% of respondents felt it is employee awareness but
- 29% felt it is conducting of Regular safety mock drills, which contributes maximum for emergency preparedness.
- Failure of an Emergency Preparedness Plan due to lack of commitment of the owner or the factory manager. However, it is not more than in 10% of cases

According to another survey, success of any Emergency Preparedness Plan will require –

- Disciplined approach in drills : 63%
- Deployment of qualified resources : 11%
- Correct on-the-spot decisions : 23%

### **The Emergency Preparedness Plan**

From all these case studies, we can conclude that we need robust Emergency Preparedness Plan to counter the contingencies. Please note, this paper is talking about a plan to tackle emergencies, which is different from Business Contingency Plan (BCP).

### **Basic Requirements**

These two case studies make us to understand and fulfilling a few Basic Requirements of 'Emergency Preparedness' for the rescue operations. These basic requirements may be any of the following:

- Owner's commitment
- Employee awareness
- Availability of appropriate tools and tackles
- Regular safety drills
- All in combination
- Something else

All these may prepare you to safely handle crisis in hazardous environment

### **Phases and Elements of Emergency Management System**

Four phases of emergency management are mitigation, preparedness, response, and recovery.

The Elements of Successful Emergency Action Planning are as follows:

- 1) Consider the situations
- 2) Determine the correct actions
- 3) Create rally points
- 4) Verify safe routes
- 5) Account for everyone
- 6) Drill (or not)
- 7) Keep reviewing

### **Onsite difficulties for emergency operations**

In spite of all this knowledge, we have seen that in the past 'Crisis Management' in many industries has failed. The survey conducted in this research indicated that this is because of the following three major reasons:

- 1) In 40% cases, Mock drills not done regularly
  - 2) In 29% cases, it is due to 'Wrong Emergency Response plan'
  - 3) Unidentified degree of hazards also constitutes 29% of cases
- Only 2% are due to the other miscellaneous reasons.

Often emergency handling becomes difficult due to onsite difficulties. Some of them could be as follows:

- **Access problems due to weak Structures and restricted pathways:**
  - Structural instability / Defective stairs, Ladders
  - Danger of fall from heights or through openings, slipping/tripping
  - Dangerous waterways with obstacles, low ceilings etc.
  - Access to crisis area through confined spaces
- **Problems related to Electrical installations / Utilities/ Services**
  - Exposed live wiring, Arcing grounds, High Step voltage and touch voltage
  - Uncontrolled Gas and water flow from utilities supply lines
- **Defective tools, tackles, safety devices**
  - Defective rescue tools such as chain saws, gas cutters etc, gas masks.
  - Defective crane / winches or not able to reach or have access to crisis areas
  - Defective lighting, Defective or low pressure water supply
- **Hazardous environment including Chemical & Biological**
  - Unsecured hazards in the working area/ crisis location (Explosives, Chemicals, Oils, Gases, smoke)
  - Animal bites/Stings or aggressiveness, poisonous body fluids
  - Radio activity
  - Discovery of unknown chemicals
- **Hazardous Environments (Natural Forces)**
  - Work on, over or near water (including Diving)
  - Exposure to contaminated water and /or flood waters
  - Unpredicted tides
  - Freezing or Extremely hot temperatures, winds, Earthquakes
  - Gales or very strong wind including cyclone & hurricane

**Conclusion**

Although contingencies can be prepared for, the nature and scope of such negative events are typically unknowable in advance. A single contingency can be dealt with, appropriately, with some discipline and planning. However, hazardous environment makes it a multiple contingency situation. A contingency plan is sometimes referred to as "Plan B" or a backup plan because it can also be used as an alternative action if expected results fail to materialize. Contingency planning is a component of Business Continuity (BC), Disaster Recovery (DR) and Risk Management (RM).

Risk Management and Crisis Management have a very close relationship. Emergency is nothing but unprepared crisis. The author with a few case studies tried to explain this. All the case studies indicate that adequate preparedness shall be there to handle emergency. Hence, it is very important to get ourselves prepared for the emergency. Crisis, if not acted on time, may get turned into an emergency situation. Emergency may occur when all of our risk mitigation measures and the layers of protection have failed.

Major learning from case studies as well as opinion poll showed that some major requirements are –

- 1) A simple Risk Based Thinking and any Risk Assessment (HIRA or JSA) may be adequate to identify the hazards involved in the job.
- 2) A well developed Emergency Preparedness Plan or On-site Disaster Management Plan is necessary to reduce loss of life and property.
- 3) Regular Mock Drills and disciplined approach as per drill will increase the effectiveness of the Emergency Preparedness Plan.
- 4) Deploy the correctly qualified and experienced resources for emergency handling. Correct on-the-spot decisions by the experts with due consideration to safety is necessary. All, including the top brasses shall be trained adequately.

## Digitalization of Domestic Work: A Critical Evaluation of an Online Housemaids App

Atraye Abhrajit Adak<sup>1</sup>

### Abstract

This research project aims to investigate the impact of an online housemaid's app on the conditions of housemaids in the present, as well as the cost of implementing such an app. The app allows customers to hire housemaids for various domestic tasks, such as cleaning, cooking, and child care. This study will use a mixed-methods approach, including surveys and interviews with housemaids who have used the app, as well as with app developers and relevant stakeholders. The research will explore the benefits and challenges of using the app for housemaids, as well as the potential risks and vulnerabilities they may face. In addition, the study will also estimate the costs associated with implementing an online housemaid's app, considering factors such as development costs, hosting and server costs, payment gateway fees, design and user experience costs, marketing and promotion costs, and maintenance and support costs. The findings of this research will contribute to a better understanding of the impact of online platforms on the working conditions of housemaids, as well as the economic viability of implementing such an app.

**Keywords:** Online housemaids app, Domestic workers, Digital platforms

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## **Introduction**

The term “domestic” is veritably vague, and is used to refer to domestic workers. The term denotes a class of retainers that includes numerous types of workers like kitchen coadjutors, chefs, and sweepers. So we would define the term domestic retainers as “those retainers who do cuisine, care of children, drawing implements, washing clothes, drawing and sweeping the houses in return for the payment of stipend.”

This research project aims to analyze the online housemaid's service industry and provide insights into its operations, benefits, challenges, and impact on society. It will explore the factors that influence people's decision to use online housemaid services and the various services offered by different platforms. It will also investigate the impact of the online housemaid's service on the domestic help industry and its potential to create job opportunities. This research is conducted using a mixed-methods approach, including surveys, interviews, and secondary data analysis. The paper has targeted users of online housemaid services, platform providers, and domestic help agencies. The findings of this research will contribute to the understanding of the online housemaid's service industry and provide recommendations for its improvement and regulation. The researcher believes that this research project will be significant for individuals and organizations interested in the online housemaid's service industry and its potential impact on the domestic help sector.

## **The objective of the study**

- a. To understand the working condition of housemaids
- b. To study the willingness of the customer about their preferences and suitable rates they can pay for housemaids
- c. To study the requirement of the situation. i.e. from both the area owners and the maids
- d. To study in depth implementation of a digital app for providing household services in collaboration with housemaids

### **Limitations of the study**

The problems that may be faced by the housemaids and house owners are the lack of technology which can pose several problems for housemaids who want to work in an online housemaids app. Here are some potential issues that they may face:

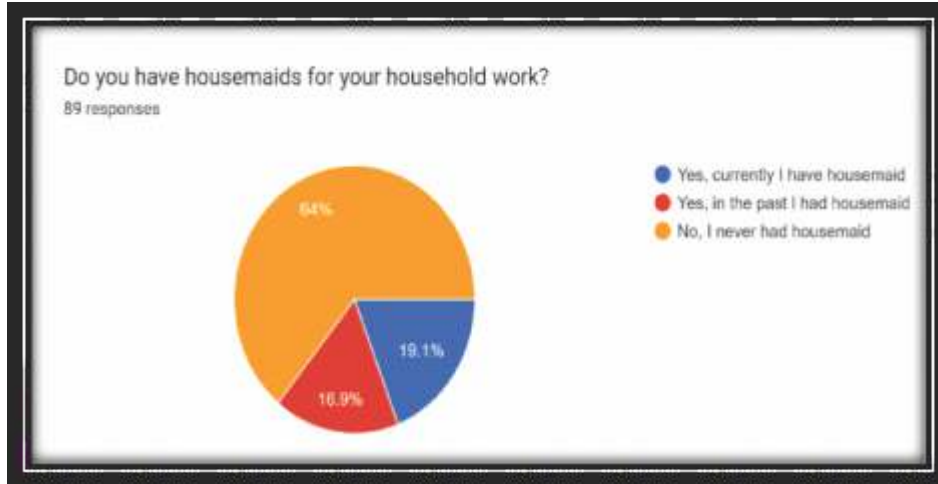
1. **Limited access to technology:** Housemaids who do not have access to a smart phone or computer may be unable to use an online housemaids app. This can limit their opportunities to find work and earn income.
2. **Technical skills:** Housemaids who lack technical skills may find it difficult to use an online housemaid's app, for instance navigating the app, accepting and rejecting jobs, or dealing with payment methods. This can hinder their ability to use the app and find work.
3. **Language barriers:** Housemaids who are not fluent in the language used by the app may face difficulty in communicating with the customers or the app developer, which can limit their opportunities to find work.
4. **Limited Internet access:** In areas where the internet is not widely available or is unreliable, housemaids may struggle to use an online housemaids app. This can limit their ability to connect with potential customers and find work.
5. **High data costs:** Housemaids who do not have a mobile data plan may have to pay high data costs in order to use the app. This can be a significant financial burden for them, particularly if they earn low wages.

### **Methodology**

The study is conducted to obtain data on “A Study on the Development of Housemaid's App”. A sample size of 89 was collected using the survey procedure. The sample includes both literate and illiterate people, as their response determines the reliability of the survey. Google forms platform was used for collecting data. The responses from the respondents were collected and analyzed using the simple percentage method.

## Primary data

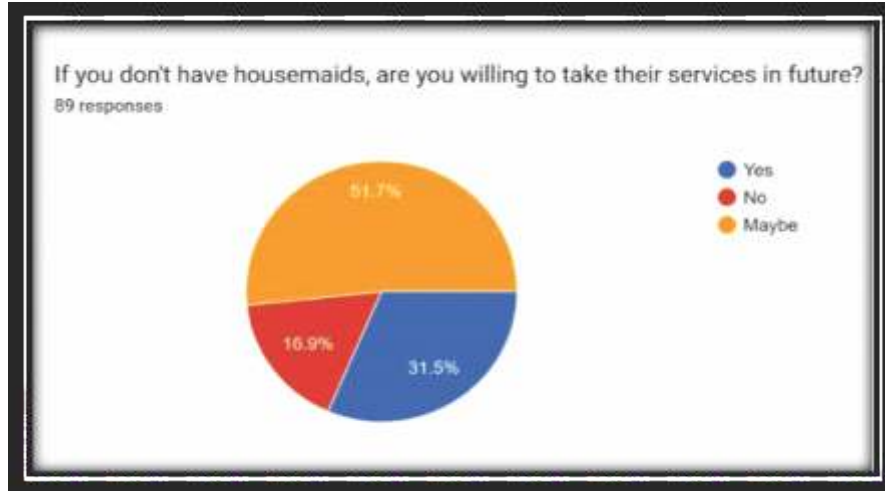
1



| Do you have housemaids for your household work? | No. of Respondents |
|-------------------------------------------------|--------------------|
| Yes, currently I have a housemaid               | 17                 |
| Yes, in the past I had a housemaid              | 15                 |
| No, I never had a housemaid                     | 57                 |
| TOTAL                                           | 89                 |

Diagram 1 (Source : Primary Data)

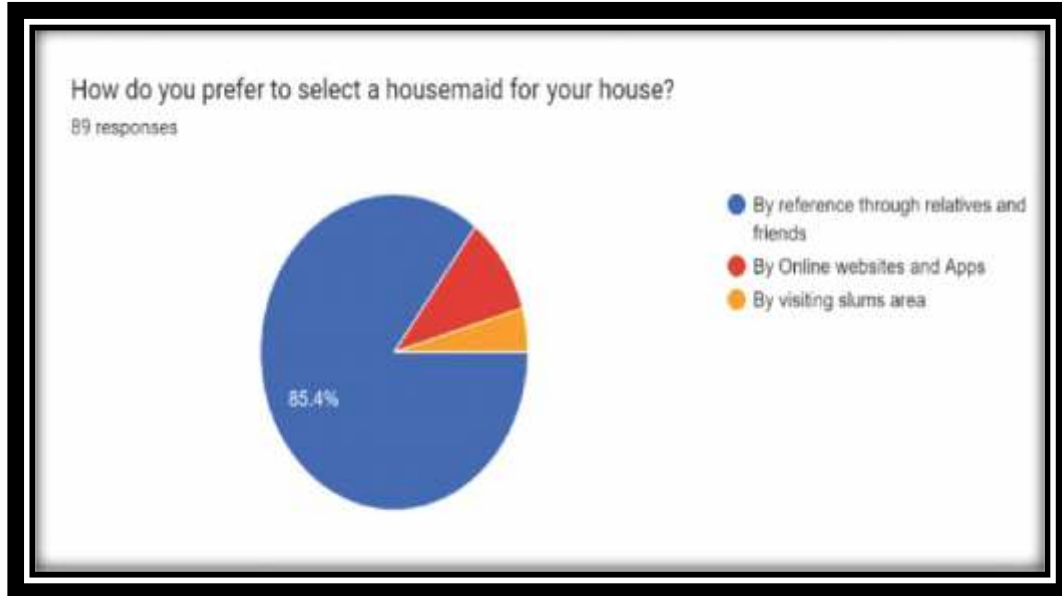
2



| If you don't have housemaids, are you willing to take their services in the future? | No. of Respondents |
|-------------------------------------------------------------------------------------|--------------------|
| Yes                                                                                 | 28                 |
| No                                                                                  | 15                 |
| Maybe                                                                               | 46                 |
| Total                                                                               | 89                 |

Diagram 2 (Source : Primary Data)

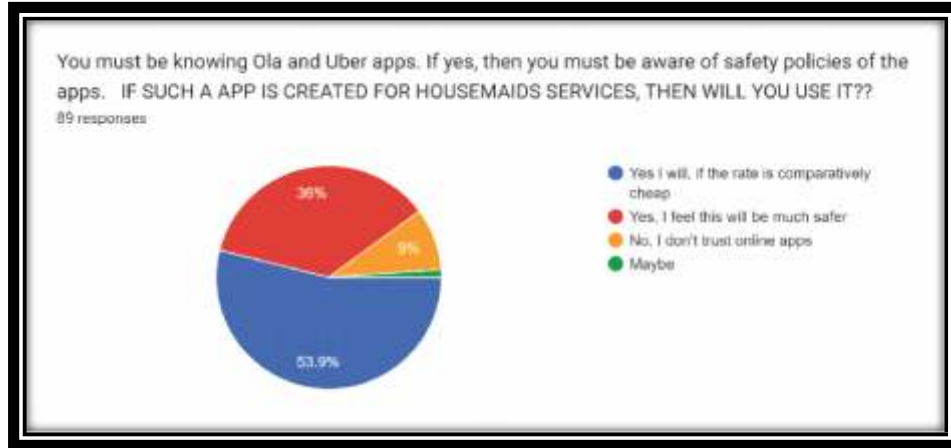
3



| How do you prefer to select a housemaid for your house? | No. of Respondents |
|---------------------------------------------------------|--------------------|
| By reference through relatives and friends              | 76                 |
| Online websites and Apps                                | 9                  |
| By visiting the slums area                              | 4                  |
| Total                                                   | 89                 |

Diagram 3 (Source : Primary Data)

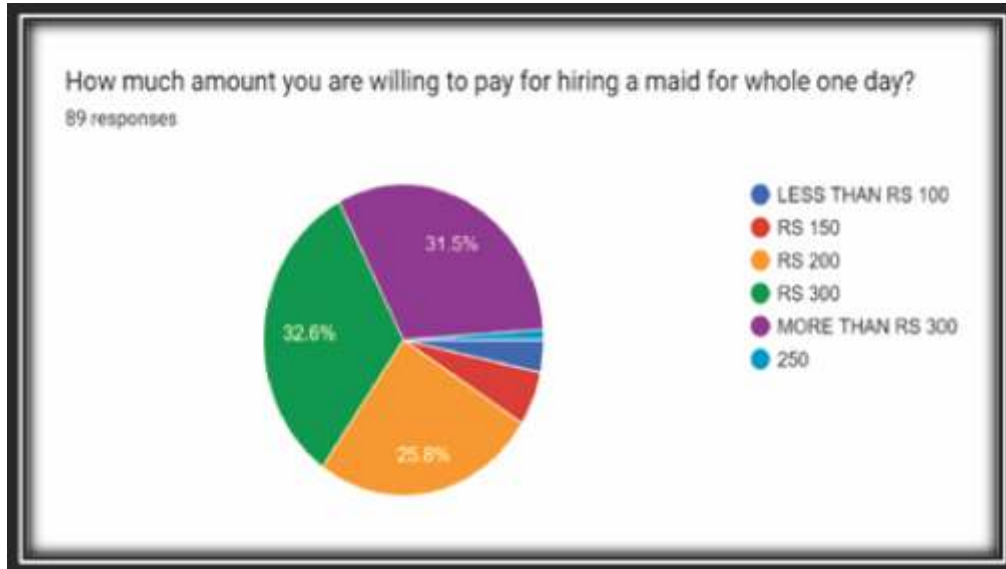
4



| You must be knowing Ola and Uber apps.<br>If yes, then you must be aware of the safety<br>policies of the apps.<br>If such a App is created for housemaid's<br>services on, an hourly or work basis,<br>then will you use it? | No. of Respondents |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| Yes I will if the rate is<br>comparatively cheap                                                                                                                                                                              | 48                 |
| Yes, I feel this will<br>be much safer                                                                                                                                                                                        | 32                 |
| No, I don't trust online apps                                                                                                                                                                                                 | 8                  |
| Maybe                                                                                                                                                                                                                         | 1                  |
| Total                                                                                                                                                                                                                         | 89                 |

Diagram 4 (Source : Primary Data)

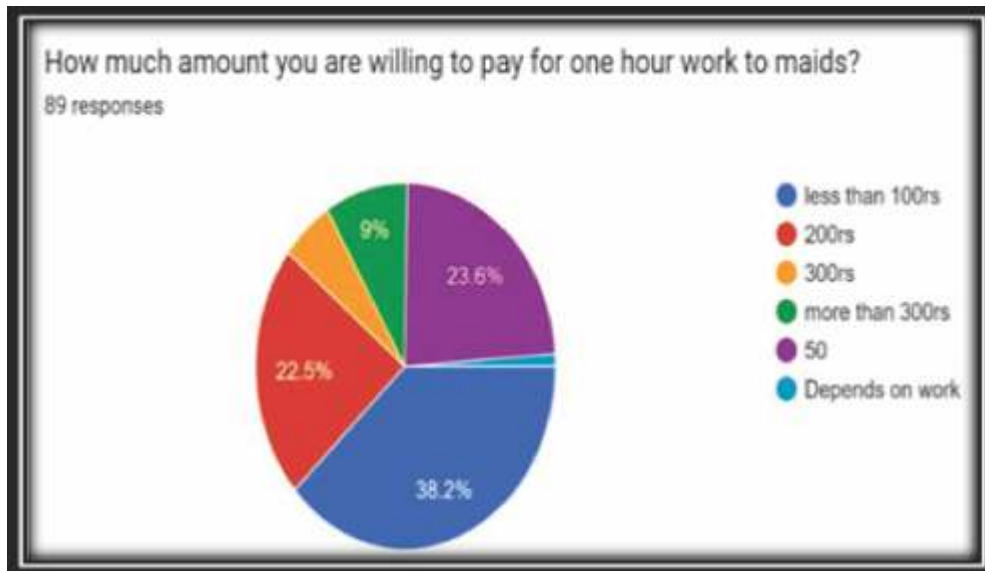
5



| How much amount you are willing to pay for hiring a maid for whole one day? | No. of Respondents |
|-----------------------------------------------------------------------------|--------------------|
| Less than Rs 100                                                            | 3                  |
| Rs 150                                                                      | 5                  |
| Rs 200                                                                      | 23                 |
| Rs 300                                                                      | 29                 |
| More than Rs 300                                                            | 28                 |
| Others                                                                      | 1                  |
| Total                                                                       | 89                 |

Diagram 5 (Source : Primary Data)

6



| How much amount you are willing to pay for one hour of work to maids ? | No. of Respondents |
|------------------------------------------------------------------------|--------------------|
| Less than Rs 100                                                       | 34                 |
| Rs 200                                                                 | 20                 |
| Rs 300                                                                 | 5                  |
| More than Rs 300                                                       | 8                  |
| Others                                                                 | 22                 |
| Total                                                                  | 89                 |

Diagram 6 (Source : Primary Data)

### **Expenses for implementation of an online app**

The expenses of implementing an online housemaids app can vary greatly depending on several factors such as the features and functionalities of the app, the complexity of the platform, the development team size and experience, the region of development, and many other factors. However, given below is a rough estimate of the expenses involved in developing an online housemaids app:

1. **Development cost:** The development cost of an online housemaid's app can range from \$1,000 to \$1,500 or more, depending on the complexity of the app and the development team's experience and size. This cost includes the cost of hiring developers, designers, project managers, and testers.
2. **Hosting cost:** The hosting cost of an online housemaid's app can vary depending on the number of users and the app's traffic. Generally, the hosting cost can range from \$20 to \$100 per month.
3. **Marketing cost:** The marketing cost of an online housemaid's app can vary depending on the app's target audience and the marketing strategy. A rough estimate of the marketing cost can range from \$100 to \$500.
4. **Maintenance and support cost:** The maintenance and support cost of an online housemaid's app can vary depending on the app's complexity and the number of users. Generally, the maintenance and support costs can range from \$1,000 to \$3,000 per year.
5. **Other expenses:** Other expenses such as legal fees, licenses, and software tools can add up to the total cost of developing an online housemaids app. A rough estimate of the other expenses can range from \$5,000 to \$10,000.

Overall, the total cost of implementing an online housemaid's app can range from \$7,120 to \$15,100 or more, depending on the factors mentioned above.

**Secondary data**

|                                                               | <b>Salary</b>          |
|---------------------------------------------------------------|------------------------|
| Chhutta Kaam (2 BHK)                                          | Rs 1200-1400 per task* |
| 6 hours Maid/ Babysitter                                      | Rs 7,000 - Rs 9,000    |
| 8 hours Maid/ Babysitter                                      | Rs 10,000 - Rs 11,000  |
| 10 hours Maid/ Babysitter                                     | Rs 12,000 - Rs 13,000  |
| 12 hours Maid/ Babysitter                                     | Rs 14,000 - Rs 15,000  |
| Full-day (Live-in) Maid/ Babysitter/Cook                      | Rs 18,000-Rs 20,000    |
| Cook for Breakfast, Lunch & Dinner for 4 people (visit twice) | Rs 7,500- Rs 8,500     |
| Breakfast, Lunch & Dinner for 2 people (visit twice)          | Rs 5,000- Rs 6,000     |
| Only Lunch or only dinner for 2 people (visit once)           | Rs 2,500- Rs 3,000     |
| Only Lunch or only dinner for 4 people (visit once)           | Rs 4,000- Rs 4,500     |
| Patient Care (Bedridden patient) (12 hours)                   | Rs 15,000 - Rs 16,000  |

**Source :** jobnukkad.com

## **Findings**

1. Housemaids face various challenges when working for online housemaid service apps, including low pay, lack of job security, and difficulty in finding consistent work.
2. Lack of access to technology, including smart phones and the internet, can limit the ability of some housemaids to participate in online housemaid service apps.
3. House owners may face challenges in finding and hiring trustworthy housemaids through online platforms and may be hesitant to use such services due to safety and privacy concerns.
4. Solutions to the challenges faced by housemaids and house owners may include improved working conditions, access to technology, and increased safety and privacy measures.
5. Promotional techniques such as loyalty programs, gamification, and partnership with local charities can help effectively market and run an online housemaids app.
6. The cost of implementing an online housemaid's app can be significant, with expenses including app development, marketing, and ongoing maintenance and support.

Overall, the research paper provides insights into the challenges and opportunities of an online housemaid's app, and offers recommendations for addressing these challenges and improving the user experience for both housemaids and house owners.

## **Conclusions**

In conclusion, this research highlights the challenges faced by both housemaids and house owners in working with online housemaid service apps. From low pay and lack of job security for housemaids to safety and quality concerns for house owners, there are several significant challenges that must be addressed for an online housemaid's app to be successful.

However, this research also suggests that there are several practical solutions available, including improving working conditions for housemaids, providing access to technology, and implementing payment guarantees or escrow services. Additionally, promotional techniques such as loyalty programs and personalized content can help drive engagement and retention for both housemaids and house owners.

Of course, implementing an online housemaid's app is not without cost, and this research highlights the significant expenses involved in app development, marketing, and ongoing maintenance and support. However, with the right strategy and approach, an online housemaid's app can provide significant benefits to both housemaids and house owners, improving efficiency and convenience while also creating new economic opportunities. Overall, this research provides important insights into the challenges and opportunities of an online housemaid's app and offers practical recommendations for addressing these challenges and improving the user experience for both housemaids and house owners.

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### **Website**

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