

MEMORANDUM OF UNDERSTANDING (MOU)

Between



K.R. MANGALAM UNIVERSITY
EDUCATION FOR LIFE
(Recognized by UGC and a member of AIU)

K.R. MANGALAM UNIVERSITY
Sohna Road, Gurugram (Haryana)-122103

And



SRI GURU GOBIND SINGH
COLLEGE OF COMMERCE

University of Delhi, Opposite TV Tower, Pitampura,
Delhi-110034 (India).

A handwritten signature in blue ink, likely belonging to the Registrar of K.R. Mangalam University.

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

MEMORANDUM OF UNDERSTANDING

The Memorandum of Understanding is executed on 2nd June, 2022

BETWEEN

K.R. Mangalam University, Sohna Road, Gurgaon - 122103 (Delhi NCR Region), a University established under the Haryana Private Universities Act 2006 (Amended 08 of 2013) and under section 2(f) of UGC Act, 1956 wherein empowered to award degrees, as specified under section 22 of the UGC Act, 1956, through its Registrar, duly authorized to enter into and sign an MOU on behalf of K.R. Mangalam University (hereinafter referred to as KRMU) PARTY OF THE FIRST PART.

AND

Sri Guru Gobind Singh College of Commerce founded in 1984 as the second commerce college of the University of Delhi with its campus at University of Delhi, Opposite TV Tower, Pitampura, Delhi-110034 (India), through its Prof. J.B. Singh Principal, duly authorized in this regard to sign an MOU on behalf of Sri Guru Gobind Singh College of Commerce, PARTY OF THE SECOND PART.

The expression KRMU and Gurugram University shall, mean and include the Institutions/Organizations, their successors, appointees, assignees etc.

1. SCOPE OF THIS AGREEMENT

The scope of collaboration on academic and research activities in this Memorandum of Understanding includes the following categories:

- (i) Academic and Research collaboration in the areas of mutual interest. It is expected that this collaboration will in due course lead to collaborative research projects, joint publications, joint workshops and seminars, etc.
- (ii) Exchange of students and faculty; Scholarly information, materials and publications, Faculty development programs

2. RESEARCH COLLABORATION

Faculty from both Institutions will collaborate in the joint research in disciplines of mutual interest. All such joint research activities will be governed by the terms as given below:

Mahajan

C. R. Singh

Jmd
Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)
Page 2 of 2

- i. Proposals for collaborative research work under this Memorandum will be submitted with the prior approval of the Head of each institution, or his/her nominee.
- ii. Each institution will nominate one of its members as its representative in charge of the cooperative programme. Individual programme of work under this Memorandum will be jointly planned and conducted by the nominees of both parties
- iii. Progress of work of any individual programme will be reviewed and approved by designated authorities of both parties.
- iv. Neither K.R. Mangalam University nor Sri Guru Gobind Singh College of Commerce will be held responsible for any liability to the party, and neither party shall be required to purchase any insurance against loss or damage to any property due to activities to which this agreement relates.
- v. Every collaboration will have its own agreement / contract which addresses issues such as IPR, funding pattern, usage policies of research facilities, disclosure of information etc.

3. STUDENTS AND FACULTY EXCHANGE

- i. Pursuant to the agreement for academic exchange, K.R. Mangalam University and Sri Guru Gobind Singh College of Commerce will exchange Commerce students, research scholars and faculty according to the terms laid out here. It is desired by both parties that there will be significant flow of students/faculty in both directions.
- ii. Students under the students exchange will be permitted to take participate in research activities / internships / project work.
- iii. In any case, the consent of the teacher / project supervisors / research supervisors is required.
- iv. Participants will be subjected to the rules and regulations of the host institution.
- v. The scope and duration of the collaboration may be amended and/or extended through the joint agreement further with the consent and approval of both the parties.

Mahajan

P. R. Ryz

[Signature]

Registrar

K.R. Mangalam University

Sr.

4. SELECTION AND NOMINATION

The selection and nomination of students is open throughout the academic year. The student nomination should be accompanied by

- i. Curriculum vitae
- ii. Statement of aptitude from a member of the student's school/ faculty.
- iii. A specific outline of the programme of study at the host institution and a statement of objectives of the students.

When a nomination is forwarded by the home institution, it is presumed that the sending Institution considers the students suitable for the proposed program and consents to send the students if selected by the host institution.

The host institution will evaluate the nominations and determine their suitability for selection under the Student Exchange Programme.

Where the exchange student is pursuing a research or implementation project as part of the B.Com., M.Com. or Ph.D. (or equivalent) degree programme, the host institution will provide a suitable faculty member to jointly assist (along with supervisor in the parent institution) the exchange student in formulating research project or jointly supervising the exchange student in the event that a research project has already been identified.

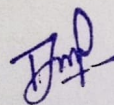
The host institution will inform the home institution of any academic or other problems that may arise during the period of student's residence in the host institution. The host institution with the home institution will deal with such problems.

5. COMMENCEMENT, RENEWAL, TERMINATION AND AMENDMENT

This MoU will come into force upon affixing of the signatures of the representatives of the partner institutions and will remain in effect for three (3) years. This MoU may be renewed upon its expiry, with the agreement of both the partner institutions. If either partner institution wishes to terminate the MoU at the end of three years, it must notify the other institution not less than six months prior to the expiry of the MoU.

Mahajan

P. B. Singh



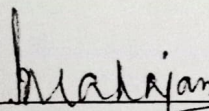
Registrar

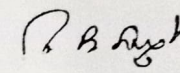
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

This MoU or its renewal and the actions taken under it may be reviewed at any time. Modifications may be made by mutual agreement and any amendment or extension to the agreement may be formalized by the exchange of letters between the two parties.

For K.R. Mangalam University

For Sri Guru Gobind Singh College
of Commerce

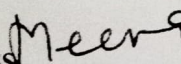

Gp. Capt. Praveen Mahajan
Registrar

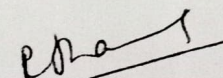

Prof. J.B. Singh
Principal

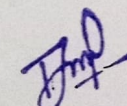
Dated: 2nd June, 2022

Dated: 2nd June, 2022

Registrar
K.R. Mangalam University
Sohna Road, Gurugram
Haryana - 122103

1. WITNESS 

2. WITNESS 
Dr. Rekha Sharma
(Department of Economics)
SASSC, BU


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



Sri Guru Gobind Singh College of Commerce
(University of Delhi)
Pitam Pura, Delhi-110034

15th July 2023

Certificate of Achievement

This is to certify that the students of the School of Management and Commerce, KR Mangalam University, Gurgaon, MBA Programme have successfully completed a research project report on "An Empirical study on the effect of Social Media and Online Advertisements on Consumer Purchase Behaviour in Fashion Industry" under the Memorandum of Understanding (MOU) signed between Guru Gobind Singh College of Commerce, Delhi University, and KR Mangalam University, Gurgaon

The students, through their diligent efforts and thorough research, have showcased their exceptional understanding of the subject matter and its practical implications. They have demonstrated their ability to analyse and interpret data, formulate hypotheses, and draw meaningful conclusions.

Details of the research project:

Title: "An Empirical study on the effect of Social Media and Online Advertisements on Consumer Purchase Behaviour in Fashion Industry"

Supervisor:

Dr. Ritu Jain, Assistant Professor, KR Mangalam University, Gurgaon

Dr. Manmohan Chaudhry, Associate Professor, KR Mangalam University, Gurgaon

Project Team:

Ms. Khyati Jain (2102570039)

Ms. Bhawna Shokeen (2102570023)

Mr. Shreyansh Chaturvedi (2102570020)

Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



Sri Guru Gobind Singh College of Commerce

(University of Delhi)

Pitam Pura, Delhi-110034

Both primary and secondary data were collected for the study. Factor analysis was done. Data was analysed using different statistical tools. Their research project report highlights the profound impact of social media on consumer behaviour within the fashion Industry. Their findings have shed light on the role of social media platforms in influencing purchasing decisions, the impact of online reviews and recommendations, and the effectiveness of targeted marketing campaigns on the fashion industry.

We acknowledge the efforts made by these students towards the successful completion of this project. Their dedication, commitment, and teamwork have been commendable throughout the research process.

Therefore, we proudly present this Certificate of Achievement to acknowledge their outstanding performance and the valuable contribution they have made to the field of marketing research.

(JATINDER BIR SINGH)

Principal

Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



Sri Guru Gobind Singh College of Commerce

(University of Delhi)
Pitam Pura, Delhi-110034

15 July, 2023

Certificate of Achievement

This is to certify that the students of the School of Management and Commerce, KR Mangalam University, Gurgaon, BBA and MBA Integrated Programme (Sem II) have successfully completed a research project on:

"An Impact of Social Media on Consumer Buying Behaviour: FMCG Industry" under the Memorandum of Understanding (MOU) signed between Sri Guru Gobind Singh College of Commerce, Delhi University, and KR Mangalam University, Gurgaon

The students, through their diligent efforts and thorough research, have showcased their exceptional understanding of the subject matter and its practical implications. They have demonstrated their ability to analyse and interpret data, formulate hypotheses, and draw meaningful conclusions.

Details of the research project:

Title: "An Impact of Social Media on Consumer Buying Behaviour: The FMCG Industry"

Supervisor:

Dr. Manmohan Chaudhry, Associate Professor, KR Mangalam University, Gurgaon

Dr. Ritu Jain, Assistant Professor, KR Mangalam University, Gurgaon

Project Team:

1. Ms. Somya Jha, SemII Enrollment No. 2202520018
2. Mr. Lavaney Kumar, SemII Enrollment No. 2202520004
3. Mr. Garvit Parmar, SemII, Enrollment No. 2202520014

Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



Sri Guru Gobind Singh College of Commerce
(University of Delhi)
Pitam Pura, Delhi-110034

4. Mr. Aditya Raj Sem11 -- Enrollment No. -2202520006

The students have collected primary and secondary data, employed appropriate research methodologies, and employed statistical tools to analyse the data. Their research project report highlights the profound impact of social media on consumer behaviour within the fast-moving consumer goods (FMCG) industry. Their findings have shed light on the role of social media platforms in influencing purchasing decisions, the impact of online reviews and recommendations, and the effectiveness of targeted marketing campaigns on various social media platforms.

We acknowledge the efforts made by these students towards the successful completion of this project. Their dedication, commitment, and teamwork have been commendable throughout the research process.

Therefore, we proudly present this Certificate of Achievement to acknowledge their outstanding performance and the valuable contribution they have made to the field of marketing research.

(JATINDER BIR SINGH)

Principal

Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Impact of Social Media on the Consumer Buying Behaviour in case of FMCG Industry

Somya Jha

Lavaney Kumar

Garvit Parmar

Aditya Raj

(Students of BBA-MBA Integrated Programme, KR Mangalam University, Gurgaon)

Submitted to: -

Dr Manmohan Chaudhry Associate professor

Dr Ritu Jain -Assistant Professor

-KR Mangalam University

Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Hary)

Abstract

The development and broad utilisation of social media have changed how customers interact with brands and make decisions about what to buy. In the context of fast-moving consumer goods (FMCG), this study explicitly intends to investigate the influence of social media on customer purchasing behaviour. Food, beverages, personal care products, and household goods are examples of FMCG products. These products are frequently purchased and need little user input.

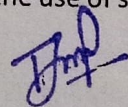
This study uses a mixed-methods approach, integrating qualitative analysis of online debates and social media content with quantitative analysis of consumer survey data. The quantitative investigation looks into the connections between consumer purchasing habits, social media engagement, and FMCG brand engagement. In-depth exploration of the type and volume of customer interactions with FMCG brands on social media platforms is done in the qualitative analysis. The impact of social media on consumer information-seeking behaviour, product assessment, decision-making, and post-purchase experiences is examined.

The results of this study offer insightful information about how social media affects customer purchasing habits in the FMCG sector. They emphasise the value of social media as a potent instrument for enhancing brand loyalty, customer engagement, and brand communication. The study also reveals the difficulties and chances faced by FMCG firms in using social media platforms to successfully sway consumer choice.

Introduction

The relevance of social media has been observed practically, not just in theory, in every market around the world. The significance of social media in the Indian FMCG market can be observed by analyzing the hustle and bustle of the market. Various FMCG giants like Cadbury, Nestle, Pepsi Co, etc. have designed targeted social media campaigns that have been successful in the recent past. It has been observed that the youth are very responsive to such campaigns. So, the fact that 50% of the total population in India is below 30 years of age (Nelson 2014) gives further incentive to continue investing in conducting such campaigns. This research tries to broadly describe the use of social media in the various aspects of the Indian FMCG sector. The primary research mainly focuses on the application of various social media tools in marketing of FMCG products and also investigates the use of social media.

Social Media



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Social media is an internet-based technique of communication. Social media platforms enable users to communicate, exchange information, and publish material online. Blogs, microblogs, wikis, social networking sites, and photo-sharing websites are just a few examples of the many social media platforms.

Other technologies include instant messaging (IM), video-sharing websites, podcasts, widgets, and virtual worlds. There are billions of users worldwide who utilise social media for communication and information sharing. Social media gives you the opportunity to communicate with loved ones, discover new things, follow your hobbies, and have fun. On a professional level, social media can help you build your network by connecting with others in your industry and hone your subject-matter expertise.

Most common social media apps are as follows;

- Facebook

Facebook is a website that enables users to connect online with friends, co-workers, and complete strangers after creating a free profile. Users are able to share images, music, sharing their own ideas and opinions, movies, and articles with as many people as they like. Facebook is an American online social networking website and a subsidiary of Meta Platforms. Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, and Chris Hughes, all Harvard University undergraduates, established Facebook in 2004.

- Youtube

The headquarters of the American social networking and internet video sharing service YouTube are in San Bruno, California. It was introduced on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim and is available all around the world. It is Google's property and the second-most popular website accessed following a Google search with 2.51 billion users.

- WhatsApp

A free cross-platform texting service is WhatsApp. It enables users to send and receive free text, photo, audio, and video messages to anyone in the world, regardless of their recipient's device. After being purchased by Facebook in 2014, WhatsApp has continued to grow, surpassing the 1 billion user milestone in July 2017.

- Instagram

Instagram is a social media platform for sharing pictures and videos that is run by the American business Meta Platforms. Users can upload media that can be modified with filters and edited using the app organised using geotagging and hashtags. Public or followers who have already been approved can see posts. Users can view trending material, like photos, follow other users to add their stuff to a personal feed, and browse other users' content by tag and location.

- Snapchat

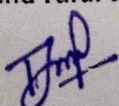
With 635 million users, Snapchat with the help of the software Snapchat, users can express themselves, be present in the moment, discover the world, and have fun with one another. It's the simplest and quickest approach to convey the whole spectrum of sharing your friends' human emotions without feeling compelled to be flawless, pretty, or popular.

- Twitter

With users (353.90 million), People can communicate with each other on Twitter, an open social network, by sending brief messages known as tweets. People use Twitter to interact with one another and to stay informed, whether they are sharing breaking news, updating their company, or following their favourite celebrities, daily learning, new stuff etc.

FMCG Industry

The fourth-largest industry in India is the fast-moving consumer goods (FMCG) sector. High turnover consumer packaged goods, or items that are made, delivered, advertised, and consumed in a short period of time, are what define it, items that are FMCG Detergents, personal care items, dental care products, cosmetics, and other items dominate the market today. Pharmacies, consumer electronics, soft drinks, packaged foods, and chocolates are also included in the FMCG industry in India. Different businesses control the market in different sub-sectors because the sector includes a wide range of items. The leading FMCG businesses in India, however, include Dabur (60%) Colgate (54.7%), and Hindustan Unilever (54%). The FMCG sector in India is split between the rural and urban populations. The city's market generates 60% of the FMCG market's consumption revenue in India. This industry's market size was \$ 29.4 billion in 2017. While the FMCG sector in India has been primarily driven by urban areas, semi-urban and rural segments are rising at a rate that cannot be ignored. Over 40% of India's FMCG industry's total revenues come from semi-urban and rural areas.


Registrar
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University

The FMCG (Fast-Moving Consumer Goods) industry is a sector that deals with the production, distribution, and marketing of consumer goods that are sold quickly and at a relatively low cost. Examples of FMCG products include food and beverages, toiletries, household cleaning products, and personal care items.

The consumer decision-making process in the FMCG industry is often influenced by factors such as brand loyalty, price sensitivity, and convenience. Consumers may have a preferred brand or product that they purchase regularly, or they may be swayed by promotions and discounts offered by competing brands.

In this industry, companies often invest heavily in advertising and marketing campaigns to influence consumer behavior and increase brand awareness. They also rely on effective distribution channels to ensure that their products are easily accessible to consumers.

Post-purchase evaluation is also crucial in the FMCG industry, as consumers may provide feedback on the quality and effectiveness of the products they have purchased. This feedback can help companies improve their products and services and build stronger relationships with their customers.

An FMCG Industry overview indicated that India's demographic profile plays a major role in the growth of this sector. Not only is India's demographic young, but this segment is also characterised by increased urbanisation and higher expenditure. Urban development initiatives by the government, as well as the increasing middle class of India, has led to an increase in the number of attractive markets in the country.

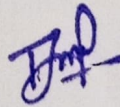
The main characteristics of FMCGs are:

From the consumers' perspective:

- Purchase of Daily consumed products.
- Involvement (little or no effort to choose the item)
- Products with strong brand loyalty are exceptions to this rule)
- price

From the marketers' angle:

- High volumes
- Low contribution margins


Registrar
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