

Issue : Third

Erudite

KNOWLEDGE BEYOND LIMITS

(An Annual Publication of Research Oriented Articles on various Current Business and Management Issues)

Published by
The Department of Bachelor of Business Administration (BBA)
In association with Research and Publication Cell

Chief Editor
Dr. Homeswar Kalita

Editor
Dr. Bidisha Lahkar Das



Gauhati Commerce College, R.G. Barooah Road,
Guwahati- 781021, Assam

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Ref. No. :


Date : ...10/12/2021

Message from the Principal



It takes immense pleasure to know that the Department of BBA is going to publish the third issue of its research oriented business publication named Erudite – Knowledge Beyond Limits. This publication has opened up a platform for the students, alumnus and teachers to show their investigative attitude and knowledge in various areas of business, management and commerce. The publication includes various visionary research papers by many contributors from the Department of BBA. I hope that the publication will be of much significance and will play a pivotal role for the researchers, students, professionals and the society at large.

I am confident that the publication will carry on its good work and will receive wide acceptance and appreciation from the academicians and other business community.


10/12/21

Dr. Homeswar Kalita
Principal
Gauhati Commerce College

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Gauhati Commerce College
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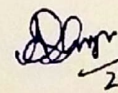
Message from the Coordinator's Desk

I am extremely happy to inform all the Stake holders of Gauhati Commerce College that Department of Bachelor of Business Admission (BBA) is bringing out the third issue of "Erudite" - Knowledge Beyond Limits. I do believe that it will be an add-on to the catalogue of college Publication and academic literature.

The various articles present in this issue of the "Erudite" will be an eye opener to the research scholars, academicians, faculty members and students in various business issues.

I would like to appreciate the efforts of Dr. Bidisha Lahkar Das and her team entrusted with the preparation and Publication of Erudite.

As the coordinator of the Department of BBA I wish all the best for the mission and offer my heartfelt thanks and gratitude to all the paper contributors and wish this publication a great success.


23/12/21

(Dr. Anjali Bhuyan Deka)

Co- Ordinator,

BBA Department

Gauhati Commerce College

DR. ANJALI BHUYAN DEKA

Co-ordinator

Department of BBA

Gauhati Commerce College



GAUHATI COMMERCE COLLEGE

GCC CENTRE OF MANAGEMENT STUDIES

APPROVED BY THE AICTE & AFFILIATED TO GAUHATI UNIVERSITY

Date :



Message from the Director of MBA Department

I am glad to share that the Department of BBA, Gauhati Commerce College, has been publishing the academic journal “Erudite” annually, providing a platform to budding writers to develop their acumen for research work and thereby contribute to the existing methods, experiences and current policies in the management field. This book is a peer reviewed publication highlighting the latest information and developments in various managerial fields.

I congratulate the editors and the fraternity of the BBA Department for taking the initiative to publish this journal and inspiring the students and academicians to focus on research.

With best wishes,

(Dr. Sunil Kr Saikia)

Director

Department of MBA (GCMS)



MESSAGE

I am extremely glad to know that the third issue of the research journal "Erudite" of BBA Department of our college is going to be published very soon.

Research is regarded as one of the integral part of higher education as well as corporate world. Innovation and creative thinking of the young and dynamic researchers fields. In this regard, the "Erudite" can provide scope for the researchers to focus on their ideas beyond the academic scenario.

I hope, this sincere endeavour by the Department of BBA will continue for years to come for academic as well as non-academic benefits of our society.

A handwritten signature in black ink, appearing to read 'R. K. Pathak'.

(Dr R K Pathak)

Co-Ordinator,
Department of M. Com
Gauhati Commerce College

10th January, 2022

Business and Commerce plays the most important role in the development of an economy. It generates nation's wealth, creates jobs and provides funds that go towards Government spending. Research in the field of trade, business and commerce helps in exploring new business opportunities, identifying the problem areas and also finding suitable solutions to the same. The Department of Bachelor of Business Administration (BBA) of Gauhati Commerce College (GCC) in association with the Research and Publication Cell (GCC) had taken the initiative of publishing Erudite-Knowledge Beyond Limits in the year 2018 taking into account the need of exploring and investigating the trends and conditions prevailing in the field of business and commerce. The main objective of the research publication is not only to investigate the different areas of business but also to provide an opportunity to the students, alumni and faculty members of the college to adopt an investigative approach and develop a research oriented attitude which will help and contribute to the well being of the society. The last two issues of the publication have got immensely good response and students, alumni and faculty members have contributed various innovative research papers.



The publication is purely an academic pursuit which provides an opportunity to the contributors to publish their original and quality papers.

As in case of previous two issues, in the third issue of Erudite also we have tried to focus our attention on various fields of business, management and education. We are very much confident that the papers in this issue would also help the future researchers in exploring more new areas of investigation and will help the society in one way or the other. Here I take this opportunity to provide a brief glimpse of the research papers in this issue.

The paper entitled "**Perception and Social influence of Digital Advertising Among Students**" aims to investigate the factors that determine the perception of the students on digital advertising and understand the effects of the digital advertisements on students.

Social distancing restrictions and demand shifts from covid-19 shuttered many small businesses and entrepreneurs. Business owners experience business cancellation or closure and reduced income due to the closure of several supporting sectors such as transportation, etc. The research investigation titled "**A Study on Impact of Covid-19 pandemic on Retail Business with special reference to Guwahati City**" tries to provide an analysis of impact of the pandemic on a number of small retail businesses in Guwahati city.

The research paper "**Online Education- A Study on its growth among the Students and Teachers during the Covid-19**" highlights a paradigm shift witnessed in the education sector in India during the pandemic period. The paper highlights the growth of online education at the time of crisis and tries to throw light on merits, demerits and includes some suggestions to alter the challenges related to online education faced by the students and the teachers.

The paper entitled "**A Study on Students' Perception towards the Effectiveness of Online classes amid COVID-19 Lockdown**" attempts to find out the perception, preparedness and practicality of online classes.

The research investigation "**A Study on the Life Expectancy at birth of India and Select States**" attempts to understand the life expectancy in India and some select states in terms of gender and residence. The paper also tries to make a prediction for the future life expectancy in India.

Ciric, the pioneer Mathematician established and studied many fixed-point theorems for mappings which satisfy different contractive conditions in complete metric space. In the paper entitled "**Non-linear Contraction in a Partial Metric Space with special reference to Ciric type Quasi Contraction**" an attempt has been made to establish some fixed-point results for strong Ciric type quasi-contractions in the setting of a complete partial metric space.

The research investigation "**Emotion in Marketing**" reviews the major theories of emotions adopted from psychology and critically analyses their application in the marketing context.

"**Emotional Appeal and Consumer Behaviour: A Review of Literature**", this paper attempts to assimilate a review on emotional appeals. The study makes a genuine attempt to find the various factors involved in emotional appeal. The study further tries to understand how emotional appeals influence consumer decision making process.

Dr. Bidisha Lahkar Das

C O N T E N T S

- | | | |
|----|---|----|
| 1. | PERCEPTION AND SOCIAL INFLUENCE OF
DIGITAL ADVERTISING AMONG STUDENTS
<i>Alankrita Saikia¹, Ankurjyoti Das², Sombadi Chatterjee³</i>
<i>BBA 6th Semester, Gauhati Commerce College</i> | 01 |
| 2. | A STUDY ON IMPACT OF COVID-19 PANDEMIC ON
RETAIL BUSINESS WITH SPECIAL REFERENCE TO GUWAHATI CITY
<i>Sweta Deka</i>
<i>Assistant Professor, Department of Commerce,</i>
<i>NERIM Group of Institutions</i> | 12 |
| 3. | ONLINE EDUCATION- A STUDY ON ITS GROWTH AMONG
THE STUDENTS AND TEACHERS DURING THE COVID-19
<i>Shyamali Baruah</i>
<i>Asst. Professor, NERIM Group of Institutions, Guwahati.</i> | 28 |
| 4. | A STUDY ON STUDENTS' PERCEPTION TOWARDS THE
EFFECTIVENESS OF ONLINE CLASSES AMID COVID-19 LOCKDOWN
<i>Shabnam Yesmin</i>
<i>Faculty, Department of BBA, Dispur College</i> | 41 |
| 5. | A STUDY ON THE LIFE EXPECTANCY AT BIRTH OF INDIA
AND SELECT STATES
<i>Minhaz Sabiha Osmani</i>
<i>Assistant Professor, Department of M. Com, Gauhati Commerce College</i> | 50 |
| 6. | NON-LINEAR CONTRACTION IN A PARTIAL METRIC
SPACE WITH SPECIAL REFERENCE TO CIRIC TYPE QUASI CONTRACTION
<i>Rashmi Rekha Dehingia</i>
<i>Asst Prof, Department of BBA, Gauhati Commerce College</i> | 59 |
| 7. | EMOTION IN MARKETING
<i>Sikha Rani Baishya</i>
<i>Assistant Professor, Department of Business Administration, GIMT.</i> | 66 |
| 8. | EMOTIONAL APPEAL AND CONSUMER BEHAVIOUR: A REVIEW
<i>Anannya Boruah¹, Dr. Bidisha Lahkar Das²</i>
<i>Assistant Professor, Department of BBA, Gauhati Commerce College</i> | 75 |