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VISION

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USE OF COMPUTER PROGRAMS IN SOLVING PHYSICS PROBLEMS

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ABSTRACT

The article shows the method of using computer programs to solve physical problems graphically. By solving problems using the graphical method, students can easily absorb large amounts of information related to the topic. Implementation of the lesson with the use of digital technologies not only helps teachers to save time, but also makes it easier for students to master the subject.

KEYWORDS: *Graphical Method, Physical Problem, Digital Technologies, Connection Graphs, Computer Programs.*

INTRODUCTION

Acquiring knowledge in a general physics course means not only understanding physical phenomena and laws, but also putting them into practice learning to use is also. Any application of the general rules of physics to solve a specific, specific question is solving a physical problem. A physical problem is a problem that can be solved by thinking logically, based on physical laws, and using mathematical operations. Solving problems in physics belongs to practical educational methods and fulfills educational, educational and developmental tasks based on the active thinking activity of the student. The physical meaning of various definitions, rules, and laws becomes clear to students only after they have used them many times in solving concrete example problems [1-4]. The educational task of a physical problem leads to the formation of a scientific outlook in students, educates independent thinking, interest in learning, perseverance in achieving the goal. During problem solving, students develop logical and creative thinking. Being able to solve problems leads to effective application of knowledge in practice [3-6].

Computers can be called the great invention of the 20th century. Their appearance makes a great contribution to the development of science and technology. Now it is difficult to point to any sector of the national economy that has not been penetrated by computers. Especially, the scope of their application in physics is incredibly wide of the President of the Republic of Uzbekistan Sh. Mirziyoyev to the Oliy Majlis, it was emphasized that the acquisition of digital knowledge and modern information technologies is necessary and necessary to achieve development, which gives the opportunity to take the shortest path to progress. Development of Information Technologies and Communications in Decree No. PF-6108 of the President of the Republic of Uzbekistan of November 6, 2020 "On measures to develop the fields of education and science in the new development period of Uzbekistan" The task of introducing modern forms of teaching, new pedagogical and information technologies in the preschool education system by January 1,

2022, together with the Ministry of Education, the State Inspection of Education Quality Control and other interested ministries and agencies is envisaged [7-11].

Relevance of the Topic

In addition to improving the quality of education, digital technologies serve to demonstrate the educational process and facilitate easy mastery of topics.

Nowadays, it is impossible to imagine without computers the processing of information sent from spaceships, the control of the movement of particles in accelerators, the conducting of very sensitive physics experiments, and the solving of complex problems of theoretical physics. This is very important for the initial study of physical concepts and laws. But it happens in life almost all physical problems cannot be solved analytically and require the use of computers to solve them. That is why it is useful for every physicist to know how to solve problems on a computer independently. Today, scientists and pedagogues of the world have carried out certain works in this field, and computers and similar digital information technologies are effectively used to solve problems in physics graphically and use them in the educational process. But the almost absence of literature published in Uzbek in this field indicates how much work needs to be done in this field. Based on the above, in this work, it was aimed to solve problems that can be solved graphically using computer programs [11-14].

Must first master the methods of solving problems. There are several methods of solving problems in physics, and solving problems graphically is one of them. is of great importance. In the process of solving graphic problems, students learn the fundamentals of physics. In the process of solving graphic problems in the lesson and in the process of independent homework, students see in practice the interrelationships of physics and mathematics.

This method is used in solving problems where it is possible to draw graphical connections of two physical quantities and their product gives the value of the sought physical quantity. In this case, the numerical value of the sought quantity is equal to the surface of the figure lying under the graph. Therefore, we can see the distance traveled from the speed-time graph, gas pressure P and the volume V occupied by the connections - the work done by the gas when it expands, and the current I from the time- t graph - the length of the conductor It is possible to determine the charge passing through the cross-sectional surface, the graph of the connection of the capacitor charge to the voltage on its covers - the work done by the current source in the process of charging the capacitor.

As a proof of our point, let's look at some problems that can be solved graphically, as an example.

Issue 1. When an ideal gas expands, its pressure changes according to the law $P = P_0 + aV$, where a - is a constant quantity. Find the molar heat capacity of the gas for this process.

Figure 1. The ideal gas pressure to gas volume graph The molar heat capacity of a gas is determined by the following formula – p

$$C = Q / (\nu AT), \quad (1)$$

Here, Q is equal to the amount of heat given to ν mole gas to raise its temperature to AT . So, the molar heat capacity is equal to the amount of heat used to raise the temperature of one mole of

gas by one unit. The SI unit of heat capacity is $J/(\text{mol K})$. We determine the amount of heat by the first law of thermodynamics

$$Q = \Delta U + A, \quad (2)$$

Here ΔU is the change in internal energy of the gas, A is the work done by the gas in this process.

The change in internal energy is determined by the following formula, regardless of the process by which the work done by the gas is performed

$$\Delta U = C_v \nu \Delta T \quad (3)$$

Let's determine the work done by the gas in this process graphically. Based on the condition of the problem, we draw a graph of gas pressure and its volume (Fig. 1). The work done by the gas is determined by the plane of the area bounded by the coordinates P and V , that is, the surface of the hatched trapezoid in the graph:

$$A = (P_0 + P)V / 2 = (2P_0 + aV)V / 2 \quad (4)$$

Putting expressions (3) and (4) into (2), we get the expression for Q :

$$Q = C_v \nu \Delta T + (2P_0 + aV)V / 2 \quad (5)$$

(1) we determine the $\nu \Delta T$ multiplier needed to determine C according to the formula from the following system of equations: $P = P_0 + aV$;

$$PAV = \nu RAT \quad (6)$$

Here $\Delta V = V - 0 = V$. Solving this system of equations, we get the following

$$\nu \Delta T = (P_0 + aV)V / R \quad (7)$$

expressions (5) and (7) into (1), we find the expression for calculating the molar heat capacity of gas for the given process:

$$C = C_v + R \left[(2P_0 + aV) / (2P_0 + 2aV) \right] \quad (8)$$

Issue 1. A passenger who is late for a train notices that the penultimate car has passed in front of him at $t_1 = t_0$ s, and the last one at $t_2 = 8$ s. Assuming the motion of the train to be uniformly accelerated, determine the delay time of the passenger.

The train's speed versus time during its uniformly accelerated motion. In the graph, the time intervals of the penultimate and last carriages of the rail train passing in front of the observer through t_2 are defined. According to the condition of the problem, it is necessary to find the delay time of the passenger to . It should be noted that according to the velocity graph, the path traveled by the object is determined by the surface of the area bounded by the v and t axes on the graph. Since the length of the wagons is the same, the distances covered by the train in the time t_1 and t_2 are also the same, so the surfaces of the trapezoids with heights equal to t_1 and t_2 must also be equal to each other, i.e. $S_1 = S_2$.

The surface of the first trapezoid is equal to $S_1 = (V_0 + V_1)t_1 / 2$, and that of the second is equal to $S_2 = (V_1 + V_2)t_2 / 2$.

Equating the right sides of these equations, we get the following equation:

$$(V_0 + V_1)t_1 = (V_1 + V_2)t_2 \quad (9)$$

to, $(t_0 + t_1)h$ $(t_0 + t_1 + t_2)$ corresponding to the moments of time, expressed by the speed formula of the train speed included in equation (1) in flat acceleration, we get the following:

$$\begin{aligned} V_0 &= a t_0; \\ V_2 &= a(t_0 + t_1 + t_2); \\ V_1 &= a(t_0 + t_1); \end{aligned} \quad (10)$$

Putting these expressions into (1) and making some simple substitutions, we get the following expression:

$$t_0 = (t_2^2 + 2t_1t_2 - t_1^2) / 2(t_1 - t_2), \quad (11)$$

Putting the numerical values in the problem condition into the expression (3), we find that the passenger's delay time is equal to = 31 s.

Most of the physical problems recommended for solving on the computer are designed to work without approximate methods, in which it is required to determine the relationship between two or more physical quantities, or to draw a graph of the connection between these quantities. Studying the relationships between physical quantities with the help of graphs creates a clearer picture of them and helps students gain deeper knowledge. Special functions and operators have been developed for drawing graphs and shapes in BASIC. To draw a graph of a function using these operators, the following program can be used: REM q/d - Graphing SCREEN 2

H=(BA)/N

FOR X=A TO B STEP H GOSUB 300 PSET (x,y) NEXT X RETURN

Issue 2. Draw a time graph of the relative amount of remaining atoms in a radioactive substance with a half-life T. Solving. According to the law of radioactive decay

$N = N_0 \cdot 2^{-t/T}$

From here $N/N_0 = 2^{-t/T}$ we enter notation: N/NoY, tX Problem program: 10 REM

20 INPUT "Half-life"; T 30 INPUT "Number of time intervals and points"; A, B, N 40 GOSUB 200 50 END

300 Y=2A(-x/ T)* 100 310 RETURN

Our goal is to improve problem solving with graphic methods in specialized schools on the basis of digital technologies. Currently, digital technologies are widely and effectively used in the educational process at the international level. I hope that an electronic program that can be an assistant for physics teachers can be the only program that covers all parts of physics that can be solved graphically.

The following will be possible with the help of the program:

- Draws the graphs presented in the condition of the problem;
- Allows to calculate problems based on formulas in a short time.

CONCLUSIONS

1. Solving problems in various ways, including digital technologies, increases students' ability to think creatively;
2. The use of computer programs to solve physical problems graphically helps students to easily absorb large amounts of information related to the subject. Implementation of the lesson using digital technologies not only saves time for teachers, but also makes it easier for students to master the subject.
3. Solving problems on the basis of computer programs, checking whether problems solved in the traditional way are correct or incorrect, allows students to self-evaluate.

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SOCIETAL ECHOES ON SCREEN: MARITAL RAPE DEPICTIONS IN INDIAN CINEMA'S TRANSITION

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ABSTRACT:

In the world of Indian cinema, time is captured not just on film but also in the stories it spins. This study unveils a comparative exploration of the portrayal of marital rape in two emblematic Indian films, "Dehan" (1997) and "Ammu" (2022). With a lens focused on pre-liberalization and post-liberalization eras, this research employs a robust blend of content analysis and textual analysis to unravel the nuances of cinematic depictions.

The aim of this study is to unravel the metamorphosis of societal attitudes and cinematic narratives surrounding marital rape across these two distinct epochs. The objectives encompass an intricate dissection of contextual underpinnings, character dynamics, and cinematic techniques that shape the representation of this sensitive theme. Employing a theoretical framework rooted in gender studies and cultural analysis, this research probes the intersection between art, society, and transformation.

The findings underscore how cinematic portrayal of marital rape has evolved, reflecting shifting socio-cultural dynamics and offering intriguing insights into the evolution of societal perspectives. This study contributes not only to the academic discourse on film studies but also to the broader understanding of how cinema serves as a mirror to societal metamorphosis. As celluloid narratives unfold, they unveil the intricate tapestry of change, urging us to contemplate the role of cinema in molding and mirroring societal perceptions.

KEYWORDS: *Marital Rape, Indian Cinema, Content Analysis, Textual Analysis, Dehan, Ammu.*

INTRODUCTION

Stepping onto the silver screen, Indian film spins fanciful narratives that go beyond simple amusement, unfolding a mesmerizing tapestry of society's aspirations, challenges, and changes (Kusuma K., 2018). A social construct that simultaneously reflects and affects the fundamental

core of human life, gender is a mystery that is solved inside its borders by the interplay of light and shadow (Balabantaray S., 2020).

The incorporation of Cultural Studies into literary departments across India and the larger South Asian area has led to an increased interest in film among academics. India, the country with the most films produced worldwide, has seen the emergence of cinema as a major cultural force that influences people from all socioeconomic classes and as a source of mass enjoyment (Manohar U. & Kline S. 2014). The cinematic medium has been profoundly established in Indian culture, greatly impacting the development of sociocultural norms. Indian cinema, which began its journey in 1913 with the debut of the movie "Raja Harishchandra," celebrated its 100th anniversary in 2013 (Malur P., 2021) This voyage is still going on, providing a constantly changing means of enjoyment and fulfilment for people. Even if the primary goal of the film is to entertain, it has proven over time that it is also capable of bringing attention to pressing societal concerns. This trait has highlighted the power of movies to influence social change (Kusuma K., 2018).

A basic social construct known as gender defines the process of classifying people and social behaviors according to their sexual orientations. The term "gender" refers to a group of characteristics and actions that society assigns to either males or females (Cody L., 2023). It illustrates the framework through which society views and anticipates behavior from each gender. The idea of gender first came into being as a way to emphasize how socially manufactured masculinity and femininity are, as well as how men and women interact in certain ways (Tasew A. & Getahun K., 2021). As the 1980s came to a close, the field of masculinity and femininity studies moved beyond women's studies and began to focus on gender itself. This change put the emphasis on examining how gender is ingrained in every aspect of human culture, society, and relationships (Tannvi T & Narayana S., 2022).

Theoretically, gender permeates important societal pillars like the economy, ideology, family, and politics and forms an integral part of the fabric of society, according to Manohar U. & Kline S. (2014). Gender isn't just a facet of individual identity, but a pervasive societal institution that governs expectations, influences daily routines, and permeates important societal pillars like the economy and ideology. The sociological investigation focuses on the area of gender roles, which are the responsibilities that society assigns to people depending on their gender (Cody L., 2023). According to masculine or feminine paradigms, these roles determine behavior and self-perception. Through socialization, these roles are absorbed and shaped by cultural influences. Gender is characterized through interactions and behaviors among people as much as by an innate male or female condition (Pleck J., 1975).

The role of cinema, which serves as a reflection of historical and societal practices, is crucial in sociological research. Cinema, like other forms of media, is crucial in creating gender ideals and promoting gender socialization (Kusuma K., 2018). Media artefacts shape our identities, ethnicity, race, nationality, sexuality, and perspectives of "us" and "them." Films stand out as an essential medium for influencing debate in this setting. With its function as a conduit for individual aspirations, societal issues, and cultural narratives, Indian cinema has the capacity to change the socio-cultural environment (Balabantaray S., 2020).

The depiction of women in media structures and in media content has long been a cause for concern since it reflects and reinforces larger gender inequities. The widespread adoption of traditional female gender roles in society is largely facilitated by films, which are the dominating

form of public communication. Women's identities have received particular attention in research on gender and cinema, with the "second wave" feminism of the 1960s and 1970s serving as a focal point for the criticism of women's roles and images in the film industry (Manohar U. & Kline S. 2014).

Women's status in India has undergone a fundamental change as a result of the nation's progressive reforms and changing cultural perceptions on women. India's rich legacy has supported its progress in a variety of creative fields, and women have made significant contributions to society and politics (Kusuma K., 2018). In the 1970s, Indian film in particular saw a change towards more politically and socially conscious storytelling, known as Parallel film. In Indian film, a phenomenon that has existed since the genre's birth, women's portrayal, status, and social roles are reflected. The relationship between women and film in India is multifaceted, with a rich body of literature and a sophisticated view of feminism in developing nations (Gross J. & Levenson R., 1995).

Examining the function of agency in women's lives is necessary in order to comprehend the place and representation of women within the dynamics of power and gender relations. "Agency" refers to a person's ability to act independently and make decisions (Stromquist N., 1997). This idea emphasizes that any social being has agency since it applies to both individual actors and collective entities. Cinematic characters and ideas are presented in a way that reflects this agency, eliciting an emotional response from viewers through familiarity, alignment, and allegiance (Cody L., 2023).

The representation of marital rape emerges as a crucial focal point in cinematic discourse, demonstrating the nuanced handling of this delicate subject in Indian cinema spanning two different historical epochs: pre-liberalization and post-liberalization. The examination of this difficult topic in the realm of cinema gives a special viewpoint on the development of society's knowledge and sensitivity to such issues. Long buried in society's shadows, marital rape slowly made its way into the film's story, revealing how knowledge and representation have changed over time (Kusuma K., 2018).

Prior to liberalization, Indian cinema frequently dealt with traditional gender roles, usually upholding the status quo. Marriage was often portrayed in ways that met social norms, avoiding the difficulties of marital rape. The investigation of personal concerns remained restrained throughout this time period, which was characterized by a more conservative filmmaking style (Sharpe J., 2005).

On the other hand, there was a significant deviation from traditional depictions throughout the post-liberalization phase. Cinema changed as society changed, reflecting progressive stories that dared to explore previously forbidden issues (Sarkar B., 2013). The portrayal of marital rape in films changed from being an unspoken truth to a pressing issue. Movies have adopted a more open discussion of marital relationships in recent years, allowing women to speak up and sparking cultural debates (Manohar U. & Kline S. 2014).

The transition is clarified by comparing two exemplary films from these periods side by side. The representation of marital relations remained firmly ingrained in traditional gender norms in the pre-liberalization classic "Dahan," overshadowing the intricacies of marital rape (Rahman H. & Kareem S., 2023). Contrarily, the post-liberalization masterpiece "Ammu" defied these

constraints by presenting a direct examination of marital rape that struck a powerful chord with viewers (Haricharan P., 2022).

Since the post-liberalization period saw a more accepting climate for expressing intimate matters and celebrating women's agency, the history of cinematic treatment parallels wider societal shifts. This change emphasizes how the film may impact and reflect cultural attitudes, bridging the gap between the screen and real life (Sarkar B., 2013).

In a nutshell, Indian cinema, a powerful creative and cultural force, has a transforming impact on how society views and discusses gender relations. The depiction of sensitive topics like marital rape and the defining of gender norms are only two examples of how film reflects society change (Banerjee B., Rao T., 2022). The development of Indian film reflects the development of society as a whole, passing through traditional values and embracing progressive stories. The power of cinema resides not just in its ability to entertain, but also in its capacity to spark social change by exposing the intricate web of gender interactions in India. The route leading to a more equal and inclusive future continues to be illuminated as the screen flickers with life's many stories (Rahman H. & Kareem S., 2023).

The aim of this study is to examine and contrast the portrayal of marital rape in Indian cinema, focusing on two distinct time periods - pre-liberalization (as represented by "Dehan") and post-liberalization (as represented by "Ammu"). By analyzing the cinematic treatment of this sensitive issue, the study aims to shed light on changing societal attitudes, narratives, and cinematic techniques over time.

The research will employ a content analysis and textual analysis approach to compare the depiction of marital rape in two Indian movies, "Dehan" (1997) and "Ammu" (2022). Content analysis will involve a quantitative assessment of scenes, dialogues, and narrative elements related to marital rape within each movie. Textual analysis will delve into the qualitative aspects of how the issue is presented, including the context, portrayal of characters, emotions, and societal implications.

In the captivating realm of Bengali literature, a luminary named Suchitra Bhattacharya graced us with her profound narratives and captivating novel. Known as a master wordsmith, she bravely championed the rights of oppressed women and used her pen as a lethal weapon against social norms, leaving an enduring impression on both hearts and minds (Basu M., 2023).

She whirled about 20 literary greats in an exquisite artistic endeavor citing works like "Dahan: The Burning," "Hemanter Pakhi (Autumn Bird)," "Kacher Dewal (Glass Wall)," and "Udo Megh (Stray Cloud)." She depicted the challenges of women against the constraints of a male-dominated society with each stroke of her narrative brush (Baral A., 2023).

Suchitra Bhattacharya received several honors, including the coveted Bharat Nirman Award, the Sahitya Setu Award, the Katha Award, and the Tara Shankar Award. But destiny gave us a cruel blow by stealing this literary titan from us too soon (Lahiri S., 2013).

The legacy she leaves behind will inspire future generations as we say goodbye to this inspirational speaker. The words of Suchitra Bhattacharya still ring true today, upending expectations and enabling women to shatter social constraints. Her genius shines as a compass for everyone who has the courage to imagine and rebel in the grand universe of writing (Mukherjee G., 2015).

The representation of the constant hardships women who dare to break free from society's constraints confront in "Dahan" is what gives the film its core. The story dives into the awakening of women to struggle for equality and justice in a world controlled by males. Romita, a sensitive homemaker, suffers a horrendous attack; Jhinuk, a young teacher, is the only one to provide rescue.

The narrative reveals the dominant male-centric framework that oppresses women in patriarchal civilizations via Romita's struggles. Romita's husband Palash, motivated by his masculine ego and his incapacity to protect her, accuses her rather than supporting her pursuit of justice. As she is subjected to marital rape and made into a symbol of her husband's machismo, Romita's pain intensifies.

Romita begins the route to justice by submitting a complaint, but society casts doubt on her morals and claims that Romita's honor is in their hands. The glaring gender-based discrimination brings to light the societal inequalities that already exist.

Jhinuk's fiancé Tunir tries to silence her, but her willpower wins out. She recognizes the abuse women frequently experience at the hands of males, who treat them like simple objects. She describes the hidden prejudices that harm gender-related interactions.

As the story progresses, Romita's court evidence is tainted by her husband and family's anxiety, exposing the emotional and mental suffering that women frequently experience. Mrinalini, Jhinuk's grandmother, emerges as a source of knowledge and emphasises the cyclical nature of a woman's imprisonment, passing from father to husband and, on occasion, son—all disguised in the garb of love and ties.

By claiming control over Romita's body and decisions, her husband makes her situation worse. He commits marital rape and uses a misguided sense of spousal entitlement to defend it. Romita's existence is upended by the road incident, which makes her aware of society's darker aspects, family betrayals, and the unpleasant reality about her spouse. Social pressures increase as she considers breaking off her relationship with him, silencing her and requiring her acquiescence, effectively stifling her screams for justice.

Unflinchingly capturing the challenges and marginalization women face, "Dahan: The Burning" gives voice to their battles against the patriarchal system. These strong female characters, as portrayed by Suchitra Bhattacharya, demolish gender preconceptions and the roles patriarchy has assigned them.

The 2022 Telugu drama thriller "Ammu" deftly combines the harrowing subject of marital abuse and resiliency in a plot that unfolds against the backdrop of post-liberalization India (Haricharan P., 2022). The movie dives into Ammu's life as she struggles to deal with the terrifying truth of marital rape in her seemingly perfect marriage. Using "Ammu" as a lens to evaluate the shifting societal viewpoints, narrative complexities, and cinematic approaches across different periods like the post-liberalization period.

At its foundation, "Ammu" highlights the pervasive social problem of marital rape, deftly playing out amid the constraints of a shifting Indian society after liberalization. The video depicts the heartbreaking transformation of Ammu's marriage to police officer Ravi. The representation painstakingly shows how Ammu's once-harmonious relationship turns into a terrifying struggle. Her quiet and compliance, which are motivated by fear and cultural

expectations, accentuate the severity of her suffering and draw attention to the sneaky nature of marital rape.

As "Ammu" unravels, it becomes evident that the film serves as a reflection of changing times and attitudes towards marital rape. The story deftly follows Ammu's development from quiet to resiliency and her quest for revenge against her attacker. A perspective through which to view the transforming process of cinematic depiction and social acceptance of marital rape is provided by the study's analysis of the narrative arc, character interactions, and cinematic components of the film.

In this regard, "Ammu" emerges as an effective tool for examining how marital rape is portrayed in Indian culture during the post-liberalization age. This study intends to clarify the changing cultural perspectives, narrative techniques, and cinematic approaches used to address and reflect upon this important matter by analyzing how the movie portrays the problem. This study attempts to further knowledge of the complex relationships between cinema, culture, and the representation of delicate subjects like marital rape by a thorough analysis of "Ammu."

CONCLUSION

The representation of marital rape appears as a potent thread in the tapestry of Indian film, weaving together the complex web of societal change. This investigation, led by the lights of "Dehan" and "Ammu," has shed light on how Indian film has changed over time as a reflection of shifting views and stories about gender dynamics.

The muted cries of Romita echoed the suppressed voices of countless women, trapped within the confines of traditional gender roles. The film's lens refracted the light on the oppressive patriarchy that cast its shadow over their lives. The struggle of Romita, emblematic of a larger battle, unveiled a society marred by inequality and the pervasive influence of established norms.

In contrast, "Ammu" shed light on the post-liberalization era, a period in which film gallantly broke free of its restraints to face the gloom. Through Ammu's eyes, we witnessed a society awakening to the horrors of marital rape. A society's collective journey towards rethinking its position on gender relations was poignantly reflected in the shift from compliance to resistance. "Ammu" mirrored the cinema's ability to alter, which has developed to reflect unsaid stories and changing social mores.

The core of cinema's function in societal transformation is encapsulated in this study's tapestry, which is weaved from the threads of analysis and reflection. We investigated the complex interplay of gender dynamics, cultural views, and cinematic approaches throughout history, using "Dehan" and "Ammu" as our guiding lights. The silver screen tempts us to explore the shifting terrain of social change as it flickers with tales of adversity and tenacity. Once a quiet witness, the celluloid canvas today echoes with the voices of the silent, sparking discussions that span the gap between the past and the present.

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SELF-CALIBRATION OF INTELLIGENT MEASUREMENTS USING THE REDUNDANT METHOD

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ABSTRACT

In the work under study, the main functions of intelligent measuring instruments are considered. To increase the calibration and verification interval, it is proposed to implement the self-calibration function in the sensor. The methods of calibration of measuring instruments are analyzed. A method for self-calibration of intelligent measuring instruments using the redundant method has been developed. To correct external and internal influences, two primary transducers of the same type were used for differential measurement. A significant advantage of the proposed method is that the sensor can independently introduce a correction to the measured signal, taking into account the calibration data.

KEYWORDS: *Measurement, Meter Calibration, Intelligent Measuring Instruments, Self-Calibration, Self-Testing, Microprocessor, TEDS, Temperature Corrections.*

INTRODUCTION

At present, the intelligent measurement system has gained great popularity for the successful completion of real-time process control tasks due to its ability to provide high accuracy. The intelligence of measuring instruments is revealed by additional functions such as self-control, self-identification, self-adaptation and self-reconfiguration. The measuring system must independently record and evaluate the current state and provide information on future operational readiness. Thus, intelligent measurement systems can detect malfunctions or failures of the measurement system, as well as systematic measurement errors. To improve the accuracy and sensitivity of sensor data, error compensation is introduced that occurs in sensors, the principle of operation of which is based on measuring a parameter in real time [1-3].

Measuring means receive information of a physical quantity and convert this quantity into a unified electrical signal. In intelligent measuring instruments, additional signal processing is performed. Each measurement and conversion leads to errors, and over time, due to the influence of mechanical, chemical and other loads, a deviation of the measured signal appears. These occurring errors during measurement cannot be prevented, but they can be detected and compensated for. In practice, calibration is used for this [4, 5].

The calibration process of the measuring device includes comparing the measurement results of the reference device (measuring device with high measurement accuracy), thereby determining the deviation of the signal of the measuring device from those given in the documentation. After calibration, you can adjust the measuring instrument to reduce the deviation of the measurement.

After the behavior of the adjustment, one more calibration must be performed, which will determine the final compliance of the measuring device with the one presented in the documentation [6].

MAIN PART

The method of direct comparison with the standard based on the comparison of the results of the tested measuring instrument with the reference measuring instrument. Based on the resulting difference in the measurement signals of the considered instruments, the error of the calibrated measuring instrument is determined according to the following equation [7].

$$\gamma = \frac{\Delta}{X_N} \cdot 100$$

where $\Delta = X_k - X_i$ is the absolute error, X_N is the normalized value.

The main advantages of this method are: ease of calibration work, high accuracy, the possibility of automating the calibration process. The disadvantage is the need for a reference device, the difficulty of calibrating at the installation site of the device.

The method of comparison with the help of a comparator is carried out by introducing an additional element (comparator), which compares the measured physical quantities with instruments. The comparator must respond equally to the reference and verified measurement parameters. Figure 1 shows the calibration scheme using an additional device. After measurement using a reference sensitive element, the data is stored (Fig. 1,a). Next, the measurement is made by the device under test. the sensitive element is replaced and an additional measurement is made (Fig. 1,b).

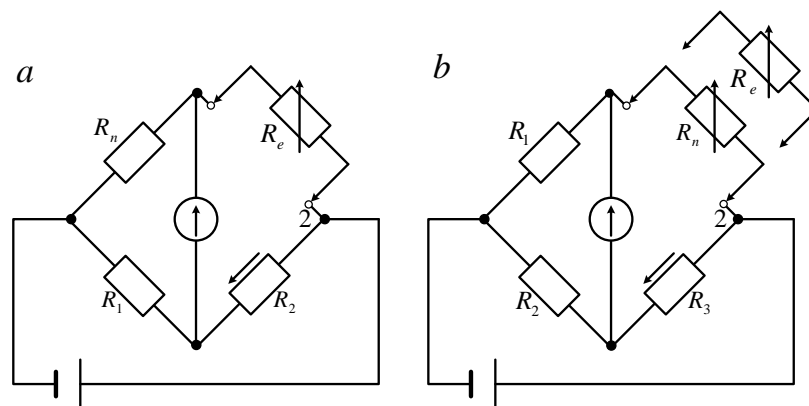


Figure 1. Calibration with an additional instrument

Typically, the resulting calibration results are used by operators to adjust the measuring instrument at best to adjust the measuring instrument. Intelligent sensors have the ability to relieve the burden on the operator, as they include algorithms that can be used to correct the measurement signal.

In fact, the calibration of measuring instruments will not be able to cover the entire measurement range that can be used in the field. To increase the range and measurement points, and further calculations require a lot of time. Intelligent sensors in a short time can calculate a large number of points in an increased range. Calibration data is recorded via a digital input in the smart

measuring instrument. There are many ways to store calibration data, but two methods are commonly used in practice.

In the first method, the calibration data is recorded in the form of a table according to the IEEE 1451 standard in the electronic passport of the TEDS device. To change the characteristics of the measuring instrument according to new calibration data, a number of operations will be required. The smart sensor can receive calibration data through various communication interfaces. Calibration data is automatically updated, which is very important when working with large numbers of sensors [8].

The second way to store data is to write calibration data to non-volatile memory. This method enables the free development of measurement signal correction algorithms, which contributes to the rapid identification of the device when connected to the information network and device configuration.

Intelligent measuring instruments consist, as already mentioned, of a microprocessor and additional microcircuits. This gives these sensors the ability to amplify weak or damped signals, process digital signals and measure parameters with high accuracy in the presence of various noise and interference. Another significant advantage of smart sensors is that the sensor can correct the measured signal based on the calibration data. Also, the implementation of the self-test function can warn of a sensor failure or a large error. On the basis of which a decision is made to replace or recalibrate the sensor. Figure 2 shows the normal distribution probability of the sensor error before and after calibration.

Intelligent measuring instruments are built on the basis of the integration of artificial intelligence with the measuring device. Based on this, it can be assumed that it is possible to implement self-calibration in intelligent measuring instruments. But intelligent measuring instruments cannot fully self-calibrate. Since a fully calibrated measuring instrument requires a reference measuring device or a reference measure. Using intelligence in measuring instruments, it is possible to achieve the implementation of partial self-calibration of measuring instruments.

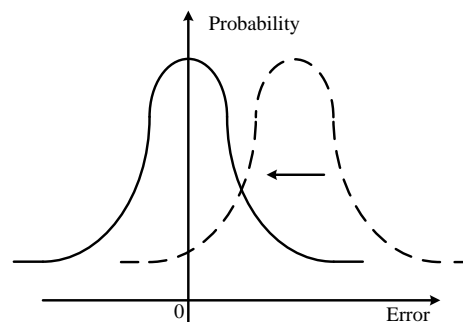


Figure 2. Normal distribution of sensor error before and after calibration

Calibration of smart measuring instruments has some differences from simple measuring instruments. Intelligent measuring instruments manufactured according to standards consist of two parts, a primary converter and an electronic unit for intelligent data processing. The calibration of these devices can also be considered as separate two parts. Self-calibration of the electronic unit is carried out by applying reference signals and then comparing them with data

from the device's memory. The resulting difference is compensated by the calibration algorithm, and the calibration data is stored in the device's memory. Figure 3 shows a calibration scheme using reference signals. This calibration method works as follows. At the signal of the microprocessor, the contactless switch connects the reference signal generator instead of the primary converter. The reaction of the electronic unit to the reference signals is compared with the data from the memory of the smart device, which have information about the measurement range of the sensor, information about the accuracy of the sensor and other information necessary for device calibration.

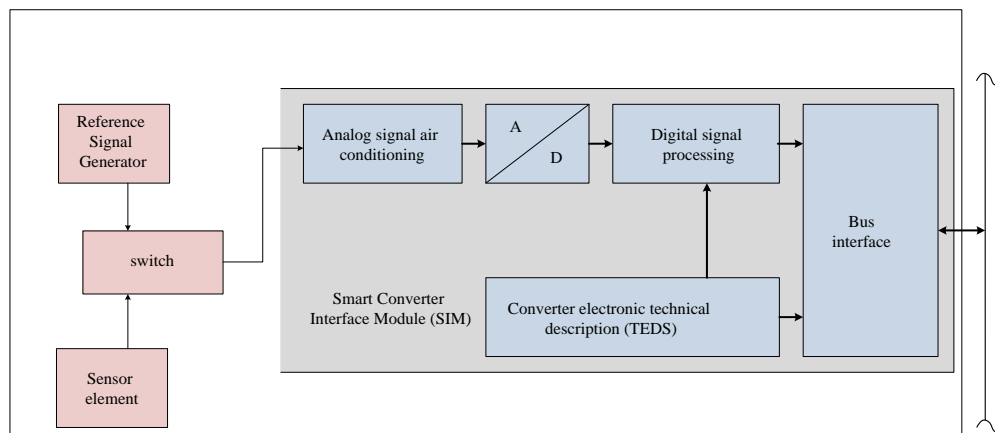


Figure 3. Calibration scheme using reference signals

Self-calibration of the measurement transducer is a very complex job. Today, there are a number of methods that perform the calibration of measuring instruments. Consider the self-calibration of an intelligent measuring instrument using a redundant method that involves the use of several primary transducers. In the work under study, self-calibration using the redundant method is conditionally divided into three types. The inclusion of an additional transducer to correct external and internal influences, the use of two primary transducers of the same type for differential measurement and the use of two primary transducers measuring the same parameter in different ways.

The principle of operation of the method for correcting external and internal influences is based on the introduction of an additional primary transducer into the measuring device, which measures a parameter that affects the measurement accuracy, or interferes with the measurement of the main parameter (Fig. 4). In the general case, the dependence of the measured parameter on the measured external disturbances must be known in advance. Measurement of the influencing parameters is carried out by an additionally introduced sensor, which is located in the same measurement environment as the main sensor.

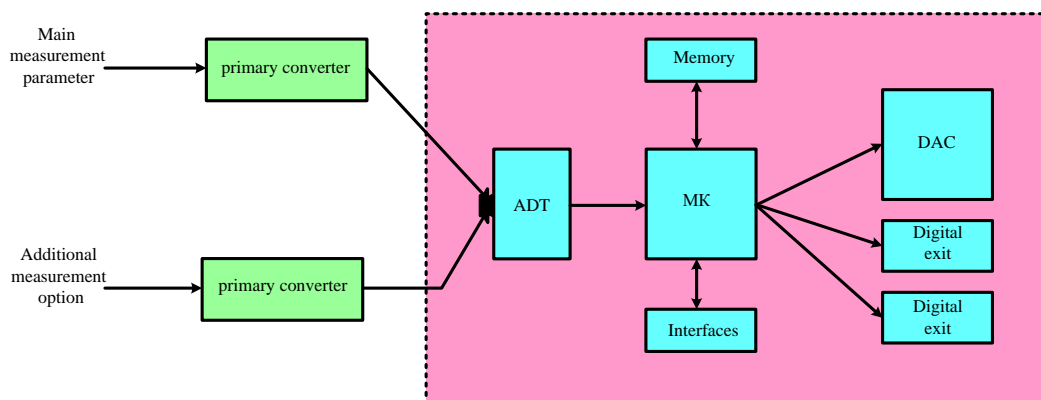


Figure 4. Compensation scheme in intelligent measuring instruments

Usually, the mathematical relationship between the measurement parameter and the influencing factor is described in a linear form, or a linearization is performed. To calibrate a single signal, you can apply the following equation:

$$y(t) = a_0x_1(t) + a_1x_2(t)$$

Here x_1 is the measured variable, x_2 is an additional variable for compensation. In calibration, the influence of x_1 on the measurement result is determined by regression calculation or tabulation. For non-linear descriptions, a matrix solution method with regression coefficients λ is used.

$$\begin{cases} Y(\lambda_1) = a_{11}X_1 + a_{12}X_2 \\ Y(\lambda_2) = a_{21}X_1 + a_{22}X_2 \\ Y(\lambda_n) = a_{n1}X_1 + a_{n2}X_2 \end{cases}$$

где $y = \begin{bmatrix} Y_1 \\ Y_2 \\ \dots \\ Y_n \end{bmatrix}; \quad A = \begin{bmatrix} a_{11} & a_{12} \\ a_{21} & a_{22} \\ \dots & \dots \\ a_{n1} & a_{n2} \end{bmatrix}; \quad x = \begin{bmatrix} X_1 \\ X_2 \end{bmatrix}$

To obtain higher accuracy in the operation of intelligent measuring instruments in a robot, we propose to introduce an additional temperature sensor into the electronic unit of an intelligent measuring instrument. Analysis of the study shows that the use of microcircuits in smart sensors leads to additional multiplicative and additive errors. These errors are caused to a large extent by ADC and DAC converters. Since they are very sensitive to changes in current and temperature. Table 1 shows the errors of smart sensor microcircuits by the influence of temperature change in the range of 0-100 C0.

The influence of temperature on microcircuit errors

Table 1

Type	ADC	DAC	ICs
Multiplicativeerror	0,15 %	0,1 %	0,01

Additiveerror	5-20 EMP	10-15 mB	0,005-0,01mB
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Based on the built-in temperature sensor in the electronic unit, the ADC and DAC errors are corrected. Correction factors can be calculated by mathematical equations or obtained by conducting experiments. To achieve the greatest effect, it is necessary to determine the correction factors for a specific ADC and DAC chip used in the electronic unit of an intelligent measuring instrument. Figure 5 shows the effect of temperature on an analog-to-digital converter.

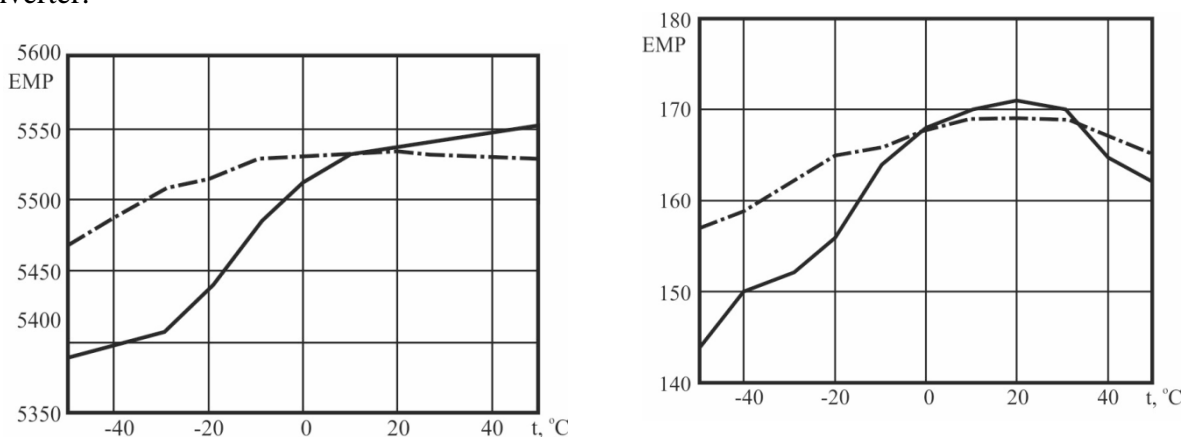


Figure 5. Effect of temperature on the analog-to-digital converter at the beginning (a) and at the end (b) of the scale.

CONCLUSION

Thus, the proposed self-calibration method provides high measurement accuracy under various external and internal influences, and also helps to increase the calibration and verification interval of an intelligent measuring instrument. To reduce the effect of current on the error in operation, it is proposed to use a reference voltage source. The reference voltage has an input to the microprocessor, based on a comparison of the reference and consumed voltage, it is possible to calibrate all the microcircuits used in an intelligent measuring device.

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OPINION OF YOUTH IN HARYANA ABOUT OTT PLATFORMS

(A Study of Central Haryana)

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ABSTRACT

OTT platforms have virtually transformed the viewing habits of people in general and youth in particular. It may seem novel to the Indians but it is a World-wide phenomenon. The material available on OTT platforms is uncensored and many a times one finds the story, its depiction and dialogues etc. close to the world around him. This is primarily the basic reason for the popularity of OTT platforms in India. There are a number of paid and unpaid OTT platforms which allure the audience by way of their Web Series. Now even sports events, TV serials, Reality shows and films are available on these platforms. Even some films are premiered on OTT platforms. This in itself underlines the popularity of OTT platforms in India. Netflix, Amazon, Disney-Hot Star, Bigflix, ALT Balaji, Voot, MX Player and Big Cinema are some of the most popular OTT platforms in India. They have dented the Cinema going habits of people and conquered vital space and ground from films. This research paper tries to look into the rationale of the growing immense popularity of OTT platforms in India and discusses some recent research works done in this regard and their theoretical frame work. This paper will be of great academic research for academicians and scholars who are doing research on the penetration and popularity of OTT platforms in India.

KEYWORDS: *Ott Platforms, Web Series, Netflix, Amazon, Popularity.*

INTRODUCTION

OTT platform is a term coined for the modern content creator or "streamer". It has become one of the most essential tools in the digital landscape for several reasons. "Streaming" is a form of live video sharing in which content creators share their videos with a selection of fans in real time. The term was used to describe pre-recorded content such as movies and television programs produced on-demand by customers. Often the term is also used for material distributed over the Internet. Over the top i.e. OTT platform refers to such services. Which are used by the consumer through the Internet? OTT television is commonly referred to as Over the Top television, Internet television, or streaming television. One such platform does Farahm. Through

which you can watch episodes and serials etc. of your favourite web series while sitting at home. The term OTT is generally used in relation to video on demand platforms. Content related to audio-videos or other digital media is available on it. OTTs are a type of apps that can be easily accessed through Google Play store. To use them, the consumer has to subscribe to them. All a user needs is a subscription to the service and an Internet connection in order to access a content stream. OTT streaming is useful because it bypasses the traditional gatekeepers of cable, broadcast and satellite connectivity. It's essentially a more streamlined approach to delivering video to a set of customers anytime, anywhere. There are three types of services on the OTT platform. Transactional Video on Demand (TVOD) service allows customers to watch a favourite television show or movie only once. So through this they can watch it on rent or even buy it. Second Advertising Video on Demand (AVOD) advertisements is present in this type of service. In this, customers can watch the content for free. But along with watching the content, one has to watch advertisements from time to time. MXPlayer, Sony Liv, Alt Balaji, Disney+ Hotstar etc. are popular OTT platforms providing video content with advertisements. Third Subscription Video on Demand (SVOD) If customers prefer to watch video streaming content, then subscription has to be taken for this. They have to pay something for NetFlix/Amazon subscription.

Types of OTT Platforms: - OTT platform is the tool that OTT content creators use to manage the flow of content to the customers. An OTT service essentially refers to the streaming providers that you may be familiar with in today's entertainment world, such as Amazon Prime Video, or HBO Max. An OTT platform is the technology used by modern companies and producers to distribute content across various services, accept payments from customers around the world, and set up recurring subscriptions.

Arrival of OTT platform in India:-

The last few years have seen significant progress in the development of OTT platforms in India. The web series 'The Viral Fever' was one of the few early OTT series in India which was produced by TVF Pictures. It is also known as (TVF). This is a video On-demand subscription service. It is the first platform to deliver original content in India. Permanent Rheumatoid was the most popular web series of TVF.

- 1. Big Flix:** - It was launched in 2008 by Reliance Entertainment. It is India's first movie-on-demand service. It allows the consumers to stream and download movies at any point of time. BigFlix bills itself as a 'personal blockbuster' for consumers. It offers a wide range of Indian entertainment, movies, movie trailers and reviews. Various genres such as Action, Comedy, Drama, Romance, etc. are available on it. It provides its services in several languages like Hindi, Telugu, Tamil and Bengali. is
- 2. Nex GTV:-** In 2010, Digivive launched the first OTT mobile app that provides access to both Live TV and On-Demand content. nexGTV is the first app to live stream Indian Premier League matches on smartphones.e most watched web series in the world.
- 3. ditto TV:-** Launched in 2012 by Zee Entertainment Enterprises Limited (ZEE). It was the most popular over-the-top TV set in India which used to provide video streaming services to the consumers on their mobile, tablet, laptop and desktop. It was closed after some time. On 15 February 2018, ZEE5 was launched as a subscription video-on-demand and over-the-top streaming service. It provides its service in 12 languages of India.

4. **Sony LIV:-** Sony LIV was launched in 2013 by Sony Pictures India Pvt Ltd. It allows you to watch all the programs of Sony TV.
5. **JioCinema:-** It is an Indian premium video-on-demand and over-the-top streaming service operated by Jio, a subsidiary of Reliance Industries. It was launched on 5 September 2016. It provides services like movies, TV programs, wave series, music, videos.
6. **NetFlix:-** Netflix was founded in 1997 in California by Mark Rudolph and Reed Hastings. In 2007, it launched its streaming service. It was launched in India in 2016. The first web series to air on it was Sacred Games which was nominated for the International EMMI Awards.
7. **ALTBalaji:-** Alt Balaji is a video on demand platform which was started in 2017 by Balaji Telefilms Limited.
8. **VOOT :-** is an Indian subscription video-on-demand and over-the-top video streaming service launched by viacom on 18 March 2016. It is an advertising based platform of viacom 18. Voot is only available in India, the United States and the United Kingdom. It hosts over 40,000 hours of video content which includes channels like MTV, Nicklodean and colors. It provides services in languages such as Kannada, Marathi, Bengali, Gujarati, Oriya, Malayalam, Telugu and Tamil.
9. **Amazon Prime Video: -** Amazon Prime Video was launched in the US on September 7, 2006 by the Amazon Company. It was launched in India in July, 2016. It deals in film production, film distribution, television production and television distribution in as Kannada, Marathi, Bengali, Gujarati, Oriya, Malayalam, Telugu and Tamil.
10. **MX PLAYER: -** It started as Video Player in 2011 and as OTT it started in 2019. It is an Indian video on demand and video streaming platform. It works on ad supported model. It works in 12 languages like English, Malayalam, Tamil, Telugu, Marathi and Hindi.
11. **Disney +Hotstar: -** Disney Hotstar is an Indian video-on-demand and over-the-top streaming service. It was launched on 11 February 2015 by Disney Star's Novi Digital Entertainment. It was also launched in India in 2020 following the acquisition of Star India's parent company Century Fox by Disney in 2019. glish, Malayalam, Tamil, Telugu, Marathi and Hindi.
12. **Ullu App:** It is an Indian video-on-demand and over-the-top streaming service. It was launched on 25 September 2018. This OTT is more known for its erotic and pornographic web series.

Apart from these, there are many OTT platforms in India which provide services to show different types of web series and other types of programs to the viewers. These include SunNXTis, Eros Now, Shemaroo, Viu, AirtelXstream, Hoichoi, Mubi, Adda Times, YuppTv etc.

Popularity of OTT Platform:-

OTT platform means over-the-top. It is more popular among the youth because of the variety of movie content it provides to the people. Gone are the days when people depended on television to watch their favourite serials or had to go to the cinema halls to watch their favourite movies. Now apart from films and TV programmes, entertainment material is also available for the audience. This includes online gaming and web series. A web series consists of many episodes. The popularity of OTT platforms in India was at its peak during the Covid-19 era as people were cut off from the o People started feeling bored by watching old broadcasts on TV channels. In

such a situation, taking advantage of the Covid-19 situation, many OTT operators gained popularity by activating OTT and broadcasting video content on it, giving the feel of cinema to the people sitting at home. The emergence of OTT as an entertainment platform during the pandemic was no less than a panacea for the people where they can easily watch innumerable content of their choice from home and abroad. The special reason for connecting the audience with OTT is that all these OTT platforms have made their reach to the villages and towns by providing quality content and affordable content on them, and another biggest reason for popularity is adult web series streaming on OTT. It shows movies based on erotic content. Cinema halls were closed. People stopped leaving the house. OTT companies believe that OTT is an entertainment medium to be seen in private. In such a situation, adult web series are being served. It can be watched and enjoyed by everyone sitting alone on their mobile or tablet. That's why there is a flood of erotic content on OTT. Platforms like Alt Balaji and Ullu faced heavy criticism for their adult and erotic content as they displayed adult content to increase viewership during the Covid-19 era.

Apart from TV, the number of people watching videos on mobile is continuously increasing. According to an article published on the [businessstandard.com](https://www.businessstandard.com) website, the pandemic COVID-19 was responsible for the increase in OTT viewership in India. OTTs are mainly popular among the population aged 15-35. According to the report of Mudra Institute of Communication Ahmedabad (MICA) Centre for Media Entertainment Study, currently the number of OTT platform users is 350 million. It is estimated that by the year 2023, an increase of 500 million users can be seen on this platform. Ascent Group India survey report reveals that around 65 Percentage of OTT content consumed is from rural areas of India. Data shows that regional languages are also more popular platforms for content on OTT platforms. It also highlights how OTTs are not limited to adults only but are popular among children as well as the older population and this popularity is because OTTs create content keeping in mind the age group. According to a survey by Mo-Magic company in 2021, it was found that at present 55 percent of the people of India are using OTT and 44 percent are still using DTH. Regarding this, a survey of about 7,500 people was conducted across India, in which it was revealed that Hotstar is most liked in India in OTT. About 41 percent people use Hotstar to watch OTT entertainment is not limited to adults only but it is also making a place in the lives of children by telecasting educational programmes. Informative and free education content on these apps is providing entertainment and education facilities. According to the Statista report, the total revenue from subscriptions on the OTT platform has reached Rs. 54 billion. It is estimated that by the year 2024, this earning will be Rs. 102 billion. If we talk about international brands, then Netflix and Amazon Prime Video occupy 40 percent of the market, the rest is held by Indian and regional language OTT platforms. (Saraswat, 3 June 2021)

MX Player is India's largest OTT platform. It is believed that it has more than 200 million active users in India. The Ashram web series released on this has gained immense popularity. More than 1.3 crores viewers have seen this web series. TVF Play is an OTT platform as well as a YouTube channel. Currently it has more than one crores subscribers on YouTube. It has more than 15 million subscribers on its own OTT platform. It is quite popular among the Indian youth. Here you can find original entertaining content on Lifestyle, Startups, Social and Political. You can watch content on YouTube for free. It has been told in the report of the advertiser company Reserve Bank of South Africa (RBSA). That the growth of OTT platform in India has also increased due to the content of regional languages. According to the report, by 2030, the

dominance of OTT platform will become even stronger. Apart from Disney Plus Hot Star, Amazon Prime Video and Netflix in the country, now many local OTT companies are also engaged in making their place. (Yadav, 20 July 2021)

Review of Literature:

Dr.Subhash (2021) in his study **Impact of OTT platform on youth** wrote that the content and language of over the top OTT is posing a serious threat to our culture and moral values. In the article, the author has mentioned some such crimes which have been committed by the criminals after watching Beveries'. One case is the incident of Ballabgarh in Haryana in which a B.Com third year student was returning home after giving her exams. Suddenly the accused shot him. The accused was in one-sided love with the girl. In police custody, he confessed that he got the inspiration to carry out this incident after seeing the character of Mirzapur, Munnabhai. In Mirzapur, Munna shoots and kills the girl whom Munna was in love with unrequitedly. In this, the author has studied some of the cases of criminals who committed crimes after being influenced by the web series. Avashya et al (2021) in their research on OTT Viewership and Pandemic found that the New Trends of Online Video Content and Cinema Hall Footfalls Plugging and OTT in India. The main objective was to study this point what is the future. New trends in viewing online video content emerged during the pandemic in India. Meanwhile, the Indian audience completely went under the shelter of OTT. The ever-increasing viewership on OTT video streaming services and the inclination of big stars towards the platform justifies it. Today the time we spend looking at our mobile screen has increased a lot. As cinema halls were closed during the pandemic and film releases were suspended across the country. The entertainment had come to an end. Internet technology provided a new medium of entertainment for the audience through OTT. This change has created a new type of viewing experience for the viewers. The cinema hall has changed the experience of watching movies collectively. As a result of which whenever cinema halls open there is a dent in the footfall. Cinema hall owners are most afraid of this change in the viewing experience created by OTT. This paper tries to analyse the impact of these new trends to assess the future of mass movie watching experience in India, especially the increase in viewership on OTT video streaming platforms in the lockdown. It frames the attitudes of Indian people towards cinema halls by assessing various vantage points that mark the change in viewing experience. Due to this, the number of viewers going to the cinema hall to watch the film decreased. There has also been a sharp decline in the culture of watching movies collectively because now everyone has their personal cinema hall in their hands. The nature of the research is quantitative. The data was collected by the researcher with the help of Google Form. The research was done in the context of Bhopal, Madhya Pradesh. Those defendants were selected from here that go and watch 2-3 movies in a month. Also, they should know about the OTT platform. Research findings found that due to the variety of content on OTT, a large number of viewers have trended towards OTT.

Saha et al (2021) did a study on **Consumption Pattern of OTT Platform in India**. The objective of the research was to find out the most used OTT platforms in daily life and the estimated time a consumer spends on an OTT in a day. Also to find out the reason which has shifted the audience from traditional TV to OTT platform and which is the most watched genre on OTT which is loved by more viewers. Mainly we can say that the objective of the present research was to study the consumption habits of OTT of a consumer. The researcher selected a sample of 120 people using convenience sampling method under non-probability sampling method. The researcher conducted the survey with the help of online medium Google Form. The research concluded that

YouTube, Netflix are the most watched OTT platforms in India. After that Amazon prime and other OTT are major platforms in Indian market. Most of the people use OTT in their daily life for 41-90 minutes. Viewers prefer to watch web series, original content instead of watching news, sports and movies on OTT platform. The reason behind the increase in the number of OTT platforms in India is the hand of technologies like internet and smartphones.

V. Sri Varshini (2022) in his research **An Exploratory Study on The Rise of Selective Video OTT Platforms in Chennai during Covid -19 Pandemic** reports that the present report explores the reasons behind the use and choice of OTT platforms by consumers. What is the attitude of the consumers towards OTT? What role does OTT play in climate change? The aim of this project has been to make people aware about it. Content is created on OTT keeping every category in mind. The impact of OTT content on the mental and physical health of children aged 11 to 17 years has been studied. Various points have been covered in the report. For the study, the researchers selected a sample of 320 OTT viewers from Chennai and collected their responses. The age of those involved in the research has been 18 to 24 years. The researcher selected the convenience sampling method. The research came to the conclusion that 62 percent of the respondents believe that there has been more growth in OTT platforms during Covid-19. 32 percent of the respondents who use OTT have agreed that content is easily available to them on OTT, so they use OTT more. Many of the respondents admitted that they started using OTT only after being influenced by their friends, neighbours and family members. To save children from OTT addiction, parents should spend more time with children. So that children can be more physically active. Energy-consuming resources like TV, laptop, mobile etc. should be kept closed when not in use so that they do not emit much carbon dioxide. This will help a lot in preventing climate change. Apart from OTT, consumers should also use other means of entertainment. Parents should know how to choose the OTT platform so that only the right content can be shown to the children. OTT operators and media groups will have to take responsibility for this. The material should be such that it does not leave any wrong impression on the mind of the children. Censorship of content has to be taken seriously. Some major suggestions have also been given by the researcher in the report.

Dr.Swati et al (2022) in their study on **A study on User Perspective on OTT platform in India.** The objective of this study was to know what are the qualities and features of OTT streaming services that attract viewers to their and attracts. How price sensitivity of OTT platform influences consumers to subscribe to OTT? These main points have been examined. In research, OTT's easy access to consumers, variety of content, international content, price sensitivity are the many reasons which are responsible for influencing the consumers. The following points have been analysed in the research. Research supports primary data. The researcher has used survey method. Data has been collected from 200 respondents by sending questionnaire on social media medium like email, WhatsApp, LinkedIn etc. with the help of online form. As an independent variable, the researcher included OTT's easy access to consumers, variety of content, international content, price sensitivity, as independent variables. What kinds of changes have taken place in consumer program viewing habits? This has also been investigated in research. Correlation and ANOVA tests have been applied to see the mutual relations of the variables. Different results have come out from the research, which is as follows; there are different types of programs on OTT as compared to television. Consumers use OTT as per their convenience. It is much cheaper than cable, which provides packages to the consumers according to their pocket. It provides users with the option of subscribing for weeks and years. Socially

they feel proud to use OTT and he finds himself in a better position among his friends. Most consumers use mobile to watch OTT content because they find it more convenient than TV. The objective of the study is to analyse the impact of various characteristics such as growth of OTT platforms in India, OTT user friendly nature, variety of content, international content, easy access, high level of OTT usage by consumers and what is its impact. The primary data has been collected by survey method in the study. The survey was done online. The link was dispatched to the respondents through WhatsApp, email and social media like LinkedIn. The researcher took the sample size of 200 respondents for the survey. Higher usage of OTT platform was chosen as the independent variable. High usage of OTT platform was chosen as the independent variable. Cost, easy availability of content, variety of content, international content, user friendly nature, price sensitive TV and OTT usage on mobile were studied as independent variables. The study focused on easy access to content, content diversity. Statistical tests such as ANOVA and correlation are used to find out the relationship between the uses of OTT on mobile as compared to television. Chi square test is applied to find out the relationship between demographic variables and OTT platforms. The research came to the conclusion that the user friendly nature of OTT and variety of content is one of the important factors compelling the users to use OTT platform. OTT price sensitivity matters a lot to individuals. Because of this, they are forced to subscribe to OTT. Users using the platform have recognized that the cost of the platform also affects its users. Cost sensitivity encourages users to use the platform. It has become possible to watch any program through mobile phone at any time according to your choice, time, place, duration Easy access to content brings the OTT platform closer to the leisurely lifestyle. , In conclusion, it is easier and more convenient to use the platform on a mobile phone than on a TV. The research study also concludes that the demand for Netflix is comparatively higher than other OTT platforms.

Hemlata et al (2022) presented ‘A study of customer satisfaction on OTT platforms during Covid-19’. In research presented the growth of OTT platforms during Kovid-19 and how they have affected the traditional resources of media. At the same time, it focuses on the use and satisfaction of the consumers. It came out in the results of the research that people have agreed that the existence of OTT has caused a lot of damage to the traditional media resources. OTT users are attracted to use OTT by virtues such as connectivity, cost, user convenience and variety of content. The research results found that the greater trend of consumers towards OTT is due to the unavailability of cinema halls during the COVID-19 pandemic. The researcher has also included suggestions in his research. OTT platforms should reduce their membership fee so that people of every category can subscribe to them. The Indian government should pay attention to what kind of programs need to be streamed in our country. For this they should set some limit. There is a need to form some body to curb them. **Singh, Randeep et al. (2022)** in their study titled ‘**Study of Perceptions of college Going Young Adult towards Online Streaming Service**’ focused on finding out the perception of college going adults towards online video streaming services. The researchers obtained responses from college-going adults in Pune, Maharashtra, to collect their reactions to OTT platforms. The age of the respondents was between 15 to 25 years. The nature of the research was exploratory. The researchers used a structured questionnaire to collect the data. Lickert scale was used to analyse the behaviour of the users. Research results show that a majority of college-going adults use online video streaming. Three platforms you tube, Netflix, Hotstar are most preferred by adults. Students agreed that OTT is developing as a major means of entertainment and it has become a part of daily life of students. There are many reasons behind experimenting on a daily basis, but on OTT they have

complete freedom to choose the content of their choice. He can set the time and place to watch the program in his own way which is quite opposite to television. College going Genres like thriller, comedy and fiction are the most preferred by adults. Adults agreed that watching OTT content has changed their way of thinking when he was asked that when you do not spend time on OTT, then he spends his time on social media platforms.

Menon, Devdas(2022) in his study on **Purchase and Continuation Intentions of Over The Top video Steaming Platform Subscription:- A Use And Gratification Theory Perspective** found that it has changed the mind set of people . The research examines the relationship between the various uses of OTT streaming and consumer intentions behind its use in terms of satisfaction, subscription and continuity. The study identified eight elements of the use and gratification theory, convenient navigation, binge-watching, entertainment, relaxation, social interaction, companionship, visibility and information search, etc., and tried to find out the reasons for which consumers use them. A comprehensive research model was developed based on this principle and tested using Structural Equation Modelling (SEM) model on cross-sectional data of 576 OTT users of different age, gender and gender in India. The study found that most consumers use OTT for leisure and entertainment. Kumar,

Ashok et al. (2022) Online Entertainment: OTT in his research paper, OTT has been described as an important means of changing entertainment, which provides content to viewers as per their choice and convenience. The viewer uses it according to his own sweet will. It has been told that OTT is the new platform of entertainment. Obscenity, profanity and violence are seen in the dialogues of OTT content. But the audience of Indian OTT has become so mature now that in the midst of all this, it extracts the entertainment it needs. Obscenity in dialogues, double meaning of dialogues, violence no longer distracts him, he goes as far as the director or writer wants to take him. There are not as many laws made for OTT as are made for cinema and TV. How many laws will be made to determine this in the future, it is safe in the womb of the future? The censor board does not work on OTT as much as it does on TV or Hindi cinema. Overall, OTT has changed the face of Indian entertainment which seems very beautiful and attractive in the beginning. It is visible but gradually its form has only increased in the name of entertainment, only indecent language and obscenity has remained.

Dhiman et al (2022) in Psychosocial Impact of Web Series and Streaming Content: A Study on Indian Youth did study Online Platforms Like YouTube, Amazon, Netflix, SonyLiv, Hotstar, and Eros Now, and Torrent Downloads analyses the psychosocial impact of web series and online steaming content on youth viewing. The researchers also explored youth's perception of web series and online streaming content. Questionnaires were used to obtain information from the respondents. The respondents were students studying in various colleges and universities in Haryana, India. The main target audience of web series and other online streaming content is the younger generation which mainly consists of teenagers and young people in the age group of 18 to 30 years. These online video streaming platforms focus on the 'binge-watch' model. To understand this better, suppose you decide to sit and watch only one episode of a web series for a day, which hardly takes 30 minutes. You find yourself tempted to watch as many episodes as possible, even though you know you'll be wasting several hours a day on that one. In this research paper, the researcher has used quantitative method. This particular study was designed as exploratory research, where it aimed to study the various psychosocial effects of web series and online streaming content on Indian youth. Purposive sampling of students was done. 250 responses were received from the districts of PG College Panchkula, PG College Ambala Cantt,

Kurukshetra University, Guru Gram University, and Indira Gandhi University, Rewari etc. and were analysed by the researcher. A questionnaire with closed-ended questions was created on a Google Form and sent to respondents via email and WhatsApp. The study found that Netflix is the most popular online video streaming platform among respondents, followed by YouTube, Hot Star, SonyLiv, Amazon Prime, Eros and others. The respondents agreed that web series and online video content have a direct or indirect psychological impact on them. The respondents agreed that watching web series promotes anger, aggression, anxiety and depression. The content of web series displayed on online platforms grabs the attention of the youth. The content available on OTT platforms is full of violence, sex and abuse and has created a psychosocial impact on the Indian youth. They agree that they had fewer symptoms of anger, aggression, anxiety and depression in their lives. If it is uncontrollable, it will create major psychosocial issues among the youth.

Theoretical framework of Research: -

A theory a framework is a fundamental review of existing theories which serves as a roadmap for developing the arguments you use in your own work. Theories are developed by researchers to explain phenomena, make connections and make future predictions. In a theoretical state you interpret existing theories. The following theories were put into practice by the above mentioned researchers.

1. Uses and Gratification Theory:-

Uses and Gratifications theory is a view of why and how people seek a specific media to satisfy their needs. It is an audience centric approach. Which tells what the media does for the people? And what do people do with the media? It is based on questions like: The theory recognizes that the audience is not a passive consumer of media but an active consumer. In the 1940s, the use and gratification theory test first began to look for patterns in video images. They interviewed fans listening to the soap opera by Hjord in 1944. Who observed why particular type of media was chosen by the people. Uses and satisfactions theory was used to classify these reasons. It identified three types of satisfaction: emotional, desire, learning. In 1948 presented four functions of media at the national sociological level. In which the media performed the functions of monitoring, correlation, entertainment and cultural transmission for both the society and the individual. According to West and Turnall, the use and gratification theory was an extension of the need and motivation theory.

2. Cultivation Theory:-

Cultivation theory was created in the 1960s by Professor George Gerbner. It was expanded in 1976 by Gerbner and Larry Grace. In 1973, Gerbner developed a model for communication in which he included three types of adjectives. The first analysis is the institutional analysis process adjective, which looks at which institutions support and distribute the material in question. Another type of analysis is messaging system analysis. The purpose of which is to identify the content of message patterns in television and media. The third type of analysis is cultivation analysis which is defined as a longitudinal survey of public opinion on some subject. The key variables are the level of media reception, such as television viewing. Cultivation theory began as a way to test the effects of television on viewers. The major proposition of this theory is that the more time people spend in the world of television. It is more likely that they see social reality by juxtaposing it with the reality depicted on television. Cultivation theory suggests that

exposure to media affects an audience's perception of reality. It is based on three points, the organization's message and the public. The governor's research focused on heavy television consumption rather than the meaning behind the message. The Governor conducted a survey in 1968 in which three categories of audience were kept first heavy audience, light audience, moderate audience. Governor's first act looks at impact of televised violence Governor conducted a 1968 survey to demonstrate the theory that he divided viewers into 1st Hull Decades who watched less than 2 hours a day, 2nd Moderate viewers who watched two to 4 hours a day, and Heavy viewers who watched more than 4 hours of television. Spend time watching. They found that the thoughts and beliefs shown on heavy viewer television had a mixed effect. Those who spent more time watching television were more likely to experience chronic loneliness and depression than those who watched less. Viewers watching violent content about television are more likely to believe that the world is more sinister than it actually is.

3. Agenda Setting Theory:-

Agenda setting theory was developed by Dr. Maxwell and Donald Shaw in 1968 during a study on presidential elections which was deemed "The Chapel Hill Study". A correlation was found between the issues considered important by one hundred Chapel Hill residents and the issues reported by the media. During this, it was ascertained that there was the most important election issue or the issues being covered by the local media were the most important issues. Macomb and Shaw determined the extent to which the media influence the public. The theory also states that the media has a great influence on the audience. It discusses what the audience should really think and how to think. This theory was first developed by Walter Lippmann in the 1920s and by Bernard Cohen in the 1960s. The theory of agenda setting was first studied by Walter Lippmann in 1920 in his book Public Opinion, chapter one, "The World in Pictures Overhead", arguing that the content of the mass media reflects events and events. There is a close relationship between the images created in the public mind. After Walton Littman, Bernard Cohen argued in 1963 that the press does not tell people what to think but he tells his readers what to think about so that they can see the world in a different way. Agenda setting occurs through a cognitive process called accessibility. Accessibility refers to the more frequently and prominently the news media cover an issue. The higher the issue, the more likely it was remembered by the audience when respondents were asked what was the most important issue facing the country.

Research Questions:

1. How much time does the youth of Haryana spend on watch OTT content daily?
2. Has OTT platforms affected their Cine going habits?
3. What type of content do they like most?
4. Which is their favourite OTT platform?
5. Do the they get allured by intimate scenes and open advocacy of intoxicants on OTT platforms?

Hypotheses:

H0: The youth of Haryana is crazy after OTT web series contents?

H1: The youth does not get allured bu intimates scenes and open advocacy of intoxicants on OTT platforms.

Research Methodology:

This research has been done in FIVE districts of Central Haryana through a Questionnaire created on Google forms. The questionnaire consisted of 13 questions.

1. Has OTT Platforms affected your Cinema going habits:

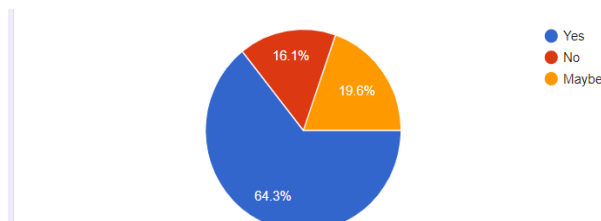
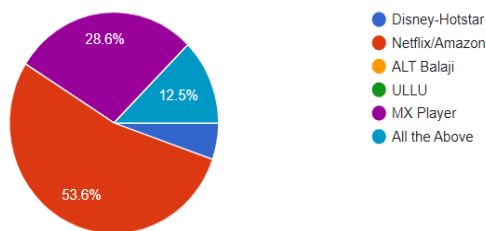


Figure:-1

Through this question an attempt was made to know from the youth whether the arrival of OTT has had any effect on their habit of watching movies or not. 64.3 percent youth have answered ‘yes’ and 16.1 percent ‘no’ and 19.6 percent OTT hardly affects their movie watching habits.

2. Which of the following OTT platforms do you like?



In this platfo

Haryana the youth like Netflix/Amazon the most, 12.5 percent of the youth like MX player on the second number and Alt Balaji and Ullu on the third number. Disney + Hotstar are very less liked by the youth of Haryana.

3. How much time do you normally spend on OTT watching web series and other video content?

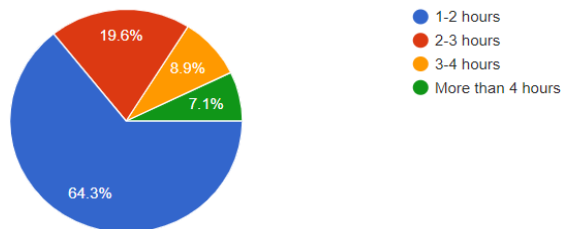
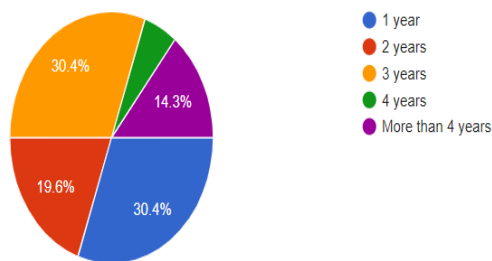


Figure: 3

64.4 percent youth spend 1-2 hours on watching OTT platforms while 19.6% youth spend 2-3 hours and still 8.9% youth respondents spend 3-4 hour on watching OTT platforms. 7.1% youth spend more than 4 hours on OTT platforms daily.

4. For how many years have you been using OTT?



In reply to this question an equal number of 30.4% respondents said that they have been watching OTT platforms for 1 and 3 hour respectively. 19.6% youth has been watching OTT for 2 hours while 14.3% have been watching OTT platforms for more than 4 years.

5. What is your primary reason behind using OTT?

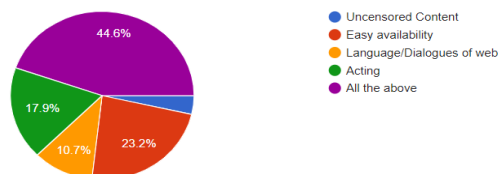


Figure - 5

23.2% youth likes OTT platforms because of its easy availability while 10.7 watch OTT platforms because of their language and dialogues. 17.9% like them for the acting while a

majority of 44.6% likes OTT platforms because of all the reasons. Very few said that they like it for its uncensored content.

6. What do you like most on OTT platforms

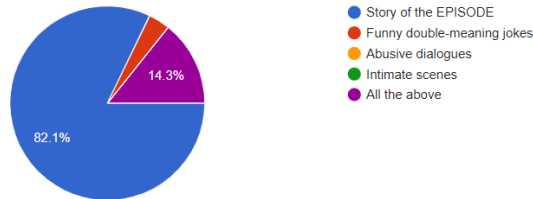


Figure: 6

An attempt has been made to know what kind of content broadcast on OTT is liked most by the youth. 82.1 % of youth like story of episode content of OTT web series while 14.3 percent youth like the content like funny double meaning jockeying, abusive dialogues, intimate scenes.

7. Which of the following web series do you like the most?

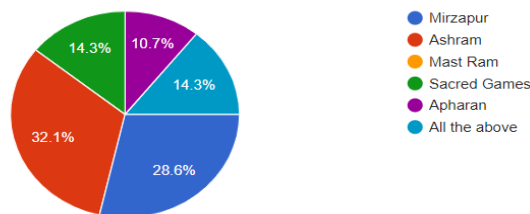


Figure:-7

Mirzapur web series is liked by 28.6 percent, Ashram by 32.1 percent, Sacred Games by 14.3 percent, Aparahan by 10.7 percent youth. The percentage of those who liked all these web series came out to be 14.3.

8. Which web series of Ullu app do you like the most?

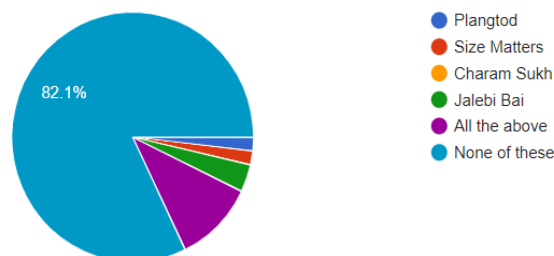


Figure:-8

82.1 percent of Haryana do not like any of these web series on ULLU OTT platform which is notorious for its obscene content. Very few like Jalebi Bai, Size matters and Plangtod.

9. Which of these web series do you like more?

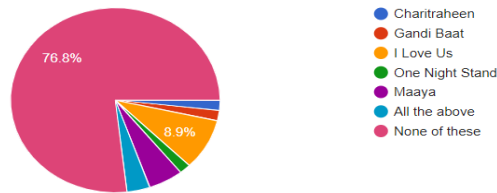


Figure:- 9

76.8 percent youth do not like any of the above mentioned web series. Just 8.9 percent youth like Love Us web series.

10. Do you think that obscene content is being served on OTT platforms?

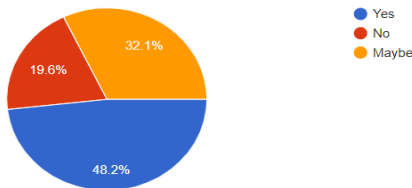


Figure-10

In this, opinion was taken from the youth whether the content broadcast on OTT is obscene or not. In which 48.2 % youth have said that obscene material is being broadcast on OTT. 19.6 % youth feel that obscene material is not being served on OTT and 32.1 percent youth feel that hardly any obscene material is being served on OTT.

11. Do you think the use of smoking, alcohol and drugs in web series attracts you?

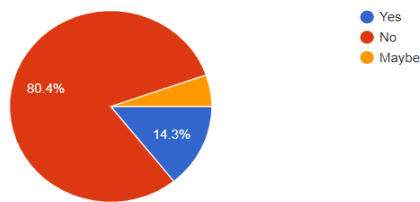


Figure-11

Through this question, an attempt has been made to know whether the consumption of alcohol, drugs and smoking by web series artists creates a desire to do all this in the youth too. 80.4 % youth said that smoking, use of drugs and alcohol in web series does not affect them. 14.3 % youth have admitted that after watching web series, they also feel like drinking alcohol, smoking and taking drugs.

12. Have you used OTT platforms to watch foul language and obscene scenes?

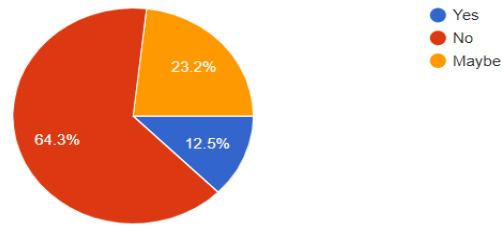


Figure - 12

Through this question, an attempt has been made to know what percentage of youth use OTT to watch obscene scenes and abusive language. 64.3 % youth have never used OTT for watching intimate scenes and obscene language. 12.2 % youth have admitted that they use OTT only for watching such scenes and abusive language.

13. Have you felt that the obscene content and use of foul language shown on OTT is suitable for our Indian youth?

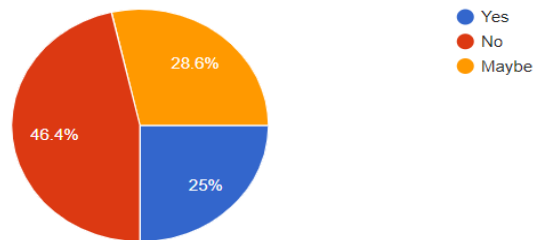


Figure-13

Through this question, an attempt has been made to know that what percentage of the youth feel that the content shown on OTT is suitable for the youth. 46.4 %of the youth said that the use of obscene content and indecent language shown on OTT is not bad for the Indian youth. 25.6 % youth said it is bad while remaining 28.6% youth had no opinion regarding this.

14. Do you think the type of content shown on OTT can create an atmosphere of insecurity in your life?

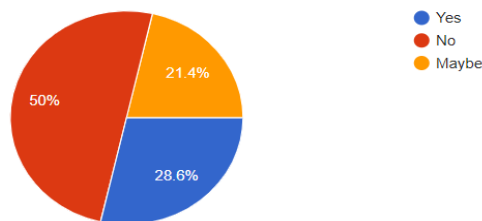


Figure-14

Through this question, an attempt has been made to know what percentage of youth believe that the content shown on OTT creates an atmosphere of insecurity in their lives. 50 % of the youth have admitted that the content shown on OTT does not create an atmosphere of insecurity in

their lives. 28.4 % youth have admitted that there is an atmosphere of insecurity in their lives due to the content shown on OTT platforms.

15. Do you think the government should enact a special law to ban obscene content being broadcast on OTT?

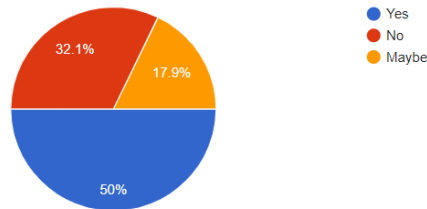


Figure-15:

Through this question, an attempt was made to find out what percentage of youth want a law to be enacted against obscene content being broadcast on OTT. 50 % of the youth said that the government should make special laws to ban obscene content being broadcast on OTT. 32.1 % youth don't find a need for such law. 17.9 % respondents had no opinion regarding this.

CONCLUSION:-

The craze for OTT is increasing day by day across the world. The youth is enjoying watching the web series, live streaming etc. shown through it on their mobiles. Youngsters are more likely to copy someone's behavior because they can easily connect to online web shows and other video content easily. Things like smoking, drinking, drugs, nudity and obscenity when he/she watches regularly on OTT, the affected chances increase more. It affects not only their behavior but also their thoughts. Due to which many such symptoms are arising in many youth today. In such a situation, this research has been done to learn as to what is the opinion of the youth of Central Haryana about the obscene content shown on the OTT platform and the use of indecent language. In the research, attempts were made to know that since when they have started watching OTT. In this we found that 64.3 percent of the youth of Haryana have stopped going to the cinema and watching films. Now they like to watch movies on their mobiles and laptops as per their convenience. Netflix/Amazon is the most liked platforms. Their average time spent on OTT is around 2 hours a day. 7.1% respondents watch OTT platforms for more than 4 hours daily. Most of the youth is watching OTT platforms from 2-3 years. This shows that since last year till now there has been an increase in the percentage of youth watching OTT in Haryana. They use OTT because of Uncensored Content, Easy availability, Language / Dialogues of web and Acting. The percentage of youth in Haryana watching only due to its Uncensored Content is very nominal. 82.1 % youth prefer story of episode content of OTT.

'Ashram' and 'Mirzapur' web series have been liked more than any other series. Not a single youth was found who liked the 'Mastram' web series. Ullu app which is known for erotic content is disliked by the respondents. 82.1 % youth do not like any of its web series. Only a few percent of youth were found to like Ullu App's 'Palangtod', 'Size Matters', 'Charmsukh' and 'Jalebi Bai' web series. From this it is concluded that most of the youth of Haryana do not like to watch obscene content on OTT. 48.2 % youth feel that obscene and indecent language is being broadcast on OTT.

Smoking, drugs and alcohol used by actors in web series is disliked by respondents. Just 14.3% of the youth desire to drink alcohol, smoke and take drugs. 12.2 % youth have admitted that they use OTT only for intimate scenes and abusive language. 46.4 % of the youth said that the use of obscene content and indecent language shown on OTT is not at all right for the Indian youth. They believe that this type of content is perfect for the youth. 50 % of the youth believe that the government needs a provision to make a special law to ban obscene content being broadcast on OTT. The above discussion about the researches done in the form of research papers has clearly defined the rising popularity of OTT platforms in India and around the World. In India people watch such OTT platforms because of their uncensored content. The youth and middle-aged people are more inclined to watch the web series available on a number of OTT platforms. There is no dearth of web series on any issue. There are web series for the crime-lovers and there are web series for those who want to watch things as they happen. Ullu app presents erotic web series which are liked by millions. But Amazon, Hot Star, Disney etc. are more popular among the audience. The OTT platforms got popularity in India during Covid-19 when everything came to a standstill. Cinema Halls were closed and people were not allowed to move about freely because of the pandemic. TV channels started broadcasting their old popular serials. Here was the opportunity for OTT platforms which came and captured the audience with a bang. From there onwards youth has become loyal to the OTT platforms. Their Cinema going habits have been affected.

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THE STRUCTURE OF THE HEART AND ITS PHYSIOLOGY IN REGULAR ATHLETES

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ABSTRACT

This article describes in detail the structure, physiology of the heart, regular exercise. Resting heart rate is the heart rate recorded at a state of complete rest of the body, which varies depending on people, gender, habits, and lifestyle. Cardiac output is the amount of liters of blood released per minute by the heart. On average, a resting heart produces 5 liters per minute. The main update required is an enlarged left ventricle, which carries a heavy load of oxygen-rich blood through the aorta to the rest of the body. The muscle walls of this chamber thicken and the space inside expands. At the same time, other chambers of the heart work harder to grow. The long-term consequences are not fully understood. Some studies show that the correlation between training and heart disease risk is a U-shaped curve rather than a decrease in decline. In other words, as you become more sedentary and moderately active, your heart problems will decrease. But if you work your heart out for a few hours a day, the risk may increase again.

KEYWORDS: *Cardiovascular System: Collective Action.*

INTRODUCTION

It is a pair of heart and blood vessels. Professor Carre explains to me: Le heart is a muscle, it is filled with blood, and when it reaches a certain pressure, the valves open, contract, pump blood to the aorta, and from there the blood is distributed to all the organs. v The heart is therefore pumped.

What is a pulse?

This is the number of contractions, so the blood flowing out of the heart per minute, in other words, the number of beats - so its unit is the beating per minute (beating per minute). Heart rate fluctuates throughout the day for a variety of reasons, such as exercise, stress, or caffeinated beverages. Resting heart rate is the heart rate recorded at a state of complete rest of the body, which varies depending on people, gender, habits, and lifestyle. Cardiac output is the amount of liters of blood released per minute by the heart. On average, a resting heart produces 5 liters per minute.

WHAT HAPPENS IF YOU EXERCISE REGULARLY?

- Improved compression makes your heart work less to effectively distribute blood throughout the body.
- You protect your arteries because physical activity opens blood vessels and improves blood circulation.
- Blood circulation improves and you have low blood pressure.
- You lower bad cholesterol and lower blood sugar (blood sugar).

Eventually you will reduce your risk of cardiovascular disease (heart attack) or brain (AVC).

There is no doubt that exercise is good for your cardiovascular health and other parts of your body. Just as your quadriceps or your biceps respond to exercise, keeping your heart muscle under controlled stress allows it to adapt and strengthen, becoming stronger and more efficient.

But when you exercise hard for many years, your heart undergoes more important changes to adapt to the load, and as a result, experts sometimes call it the “athlete’s heart”.

The long-term consequences are not fully understood. Some studies show that the correlation between training and heart disease risk is a U-shaped curve rather than a decrease in decline. In other words, as you become more sedentary and moderately active, your heart problems will decrease. But if you work your heart out for a few hours a day, the risk may increase again.

“There’s a moderate point where we can maximize our health from a cardiovascular perspective,” said Jared Bunch, MD, medical director of heart rhythm services at the Intercollegiate Heart Institute and American Cardiology. College Sports Council Member Committee.

However, the data is not clear, said Jeffrey Lander, MD, an associate professor of sports cardiology at Morristown Medical Center in New Jersey. Long-term research is needed to understand how athletes develop heart problems. Highly harmful changes may not lead to the same results as less active ones.

As they continue to study the issue, cardiologists agree that just exercising does not trigger immunity to heart problems. If you have any symptoms - chest pain, shortness of breath or a sudden and unexplained loss of ability to exercise - see a doctor.

It can also mimic the symptoms of serious heart problems, even if the athlete's heart does not require treatment. So it's good for athletes and their healthcare professionals to know the basics.

What is an athlete's heart?

Over the years, endurance training - think jogging and cycling - has set high standards for strengthening your hard-working muscles. To fall, your body works to increase what is called heart production, or the amount of blood released per liter per minute, says Justin Trivax, medical director of the Cardiovascular Clinic at Beaumont Hospital in Michigan.

The main update required is an enlarged left ventricle, which carries a heavy load of oxygen-rich blood through the aorta to the rest of the body. The muscle walls of this chamber thicken and the space inside expands. At the same time, other chambers of the heart work harder to grow.

An increase in cardiac output means your heart shouldn't work too much when you're not at the gym, says Dr. Trivax. Therefore, athletes often have a resting heart rate, which can be a concern for other people.

Strength training also changes the heart. "Unlike endurance exercises, where we put a lot of strain on the heart, with strength exercises it puts a lot of pressure," says Dr. Lander.

Lifters, especially those that use the Valsalva maneuver to lower and adjust their breathing, cause a temporary but significant increase in blood pressure. Over time, when they repeat this, the walls of the heart may thicken, but the left ventricle usually does not enlarge as much as in endurance athletes, says Dr. Lander.

What are the consequences for an athlete's heart?

These changes in the heart are part of pushing you to the finish line or a new deadlift max. But they may not be completely benign. In endurance athletes, fragments of scar-like tissue called fibrosis can form as the heart's chambers stretch, which can alter how electrical signals travel through your heart, Dr. Bunch says.

In fact, many (but not all) studies show that middle-aged and older athletes, especially men, have a dangerous type of arrhythmia called atrial fibrillation. It occurs when the upper chambers of the heart vibrate and appear in sync. Atrial fibrillation can cause symptoms such as weakness, shortness of breath, and decreased ability to exercise, and contributes to the risk of conditions such as stroke and heart failure, says Dr. Trivaks.

The development of these changes can take about 3-4 months, and it mainly occurs in people who exercise more than an hour a day or more than 420 hours a year, says Dr. Bunch.

For information, the latest exercise guidelines for Americans - published in JAMA in November - recommend a journal of healthy adults with an average intensity of 150 minutes (2 hours and 30 minutes) to 300 minutes (5 hours) per week. active activities per week or from 75 minutes (1 hour and 15 minutes) to 150 minutes.

While exercising more than an average of five hours a week can provide additional health benefits, 17 experts from the Instruction Preparation Commission stopped making the same claim for extra workouts.

There is also evidence that long-term endurance athletes have high levels of coronary artery calcium, a hard compound in the blood vessels that can contribute to a heart attack. But what is still unclear is whether the increase in calcium poses the same risk as athletes who exercise less, Dr. Lander said.

A study published in JAMA Cardiology in February found that people who did a lot of sports, which was equivalent to running six miles at a speed of 10 minutes a day, had increased calcium levels, but this was correlated with their. not increased risk of death from heart disease In fact, although the researchers cut it in any form, the risk of death was lower for those who were well-trained than those who were not.

What about the athlete's heart?

Elites and professionals typically undergo heart tests, and Dr. Trivaks advises recreational athletes to do the same: "Anyone who engages in regular exercise should engage in cardiovascular training, especially if they find themselves overweight. "If they're arguing," he said.

This type of screening can detect impending problems, which increases the risk of a sudden heart attack during physical activity. For example, in your document you may see early warning signs of aortic dissection - this often leads to the death of the aortic wall, which is caused by changes in pressure that occur during strength training.

One problem: The symptoms in an athlete's heart can look very similar to cardiomyopathies, heart muscle diseases, which can be inherited or developed due to other conditions such as high blood pressure or diabetes. Often, cardiomyopathies help athletes die suddenly on the field or in a race, says Dr. Lander.

It can be very difficult to tell the difference, but more sophisticated procedures like cardiologist MRI give cardiologists more tools to tell the difference, says Dr. Lander. If it is still unclear, your doctor may stop you for a while to see how your heart responds; after a few months break, many of the athlete's heart symptoms subside, he says.

If you have cardiomyopathy or other illness, a sports cardiologist can work with you on the safest way to approach exercise, says Dr. Trivax.

Otherwise, the athlete's heart is not in a condition such as heart disease or heart failure or high blood pressure. That way, it doesn't need to be treated on its own.

Dr. Trivax says what it takes is vigilance. Fortunately, athletes have adapted to their bodies and devices like heart rate monitors (and even the Apple Watch) provide additional information.

If you feel a heartbeat, jump, or no need to jump, or notice sudden and inexplicable changes in your heart rate - for example, if you feel rested or ascending to 70 degrees as usual by the age of 50, talk to your doctor. In the sprint, climb to 180 or a maximum of 130, says Dr. Trivax. And make sure your doctor knows if you have a family history of heart problems.

Other red flags include passing during exercise, chest pain, and a general feeling that your work has been turned off for no apparent reason. "It's very subtle - to achieve the highest goals you've achieved before, or to feel like you're being pushed harder than ever," says Dr. Lander. "Or even when you're talking about team sports, all of a sudden you feel like you can't keep up with your teammates and nothing else has changed."

If you develop atrial fibrillation or other heart problems, treatment can sometimes be difficult. Many heart medications are not ideal for athletes because they have side effects such as dehydration, electrolyte abnormalities, poor performance, and muscle pain.

Dr. Trivax says this is another reason to see a sports-oriented cardiologist. It can work to balance risks and benefits, depending on your athletic performance.

How can you escape an athlete's heart?

Dr. Bunch says you can do a lot to protect your heart outside the doctor's office. Commonly used lifestyle recommendations - eating well, getting enough sleep and not smoking - also apply to athletes.

Also, be careful with energy drinks and supplements. High levels of caffeinated energy drinks can cause dangerous heart problems - some of which are more than 300 milligrams, while Dr. Bunch is no more than 500 milligrams in the lab to induce abnormal heart rhythms. These effects are enhanced by exercise.

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ONLINE SHOPPING HABITS OF COLLEGE TEACHERS IN HARYANA: A STUDY

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ABSTRACT

No man and in that context no country is self reliant in the strictest sense of the term. While agriculturalist countries depend on industrial countries for meeting their needs, the Industrial countries are dependent of other countries for the supply of food grains and raw material. Hence selling and purchasing has been a normal human activity since centuries. It is also a fact that before Industrial Revolution the needs and necessities of common people were rather few. All what they needed used to be produced by then in the fields or they used to purchase them from street hawkers. There was scarcity of everything. People lacked money which in turn never allowed them to think beyond their sources. Life had been revolving for satiating the need of bread and butter. Just about a century back people would find it difficult to meet both ends of their life in India. It is still the same in a number of developing or underdeveloped countries. Even in India, there are many states where people die of starvation. But one must agree that selling and purchasing are the economic activities which one does day in and day out. From barter system to Online shopping purchasing patterns of people have witnessed great change. This research paper is based on a survey conducted on College Teachers in Haryana regarding their Online Shopping habit patterns. The data so collected gives tangible and reliable information about their online shopping patterns.

KEYWORDS: *Agriculturalist, Industrialist, Shopping, Selling And Purchasing, Economic Activities, Online Shopping.*

INTRODUCTION

Man is a social animal. He is inquisitive, curious and expressive by nature. Human always has the curiosity to tell the feelings of his mind to others and to know about others. To express themselves, humans have found many ways, which include language, gestures, music, painting and gestures etc. Human beings have been trying since the beginning to exchange their thoughts. This communication power is the basis for connecting and developing community and social

relations. The whole process of communication is called communication. Without communication, human society cannot be imagined and neither can the social system. The process of communication is completed only by the exchange of thoughts and feelings and the reactions of feedback, by which humans share their thoughts, feelings and experiences with others. Radio, Television and Newspapers have been the source of information for people regarding a variety of information which include commercial activities also. But internet-oriented Digital Media has changed the things upside down. The concept of Online Shopping was alien to people just about a decade ago. Now lots and lots of people are attracted towards this online shopping.

Advent of Internet in India:

The usage of Internet started in India in 1986, but it was not used for common people and in the private sector. The Internet was first used publicly in India on 15 August 1995. This work was done by Videsh Sanchar Nigam Limited through telephone line. Initially, around 30 computers were connected to the Internet. Internet developed rapidly in India in the 90s and gradually private companies also started providing internet to the people through the network. Today millions of people are earning crores sitting at home through internet. The country has become the biggest medium of doing business in the world. It has a strong power to attract people. No human being is untouched by this. It has changed the behavior and activities of human beings a lot. According to the report of 2022, per person internet in India is using 12 gigabytes per month. In a few years, India has developed a lot in the field of Internet. About 48.7 percent of the population in India is connected with the Internet. About 692 million users are using the Internet. According to a report by Statista, the internet penetration rate in India was 4 percent in 2007 and is expected to see an increase of 45 percent in 2021. India is second only to China in terms of the number of internet users.

Online Shopping:

Online shopping is an emerging business technology. Here the consumers get unlimited opportunities to buy the product. It is a medium to buy products of your choice from the comfort of your home away from the hustle and bustle of traditional markets, making shopping easier and more convenient. The seller of the product uploads the details of the product online which can be easily searched through the website or application. There are many sites that are very easy to access. Technological advancement is changing the standards and lifestyle of human beings. Changes are taking place in technology day by day. It is the method in which business and transactions are done through internet. Online shopping has become an essential need of the present. Because most of the people do not have time due to their busy life style due to their daily work or office work, by this the life of the people will be simple because in busy time they can buy more and more useful and low cost products.

Online shopping in India is expected to grow from 650 million to one billion in the coming years due to the increasing trend towards online shopping. The online shopping industry has shifted towards a direct-to-consumer model. The advent of the Internet has changed a lot in the rough market. E-commerce has become an integral part of the global retail system. Due to the modern day glitz, the buyers are now getting benefited from the system of online transactions. Not only in India, the number of people shopping online is increasing with the growing internet and increasing intensity around the world with about 5 billion global internet consumers. Online

shopping was expected to cross US\$ 5.2 trillion worldwide in 2021, expected to reach new highs in coming years.

Changing modes of Shopping:

With time, the nature of shopping has also changed. Earlier people were short of money. They used to buy goods in exchange for goods for shopping or used to work as wages for that particular person to get the goods. Even after working with a moneylender, he used to buy items of daily consumption. In later times, they used to make purchases in exchange for money, which used to buy goods from retail shops. The supremacy of the shopkeepers was established. Who used to sell retail goods by taking money? Gradually the nature kept changing and big shopping complexes and malls came into existence in place of small shops and there were radical changes in the nature of shopping. In modern times, the trend of online shopping and exchange has increased. It has also come into vogue in the rural environment. Major online companies are promoting shopping by providing attractive opportunities to the consumers. Attracting buyers especially during the festive season and other festive occasions by providing special discounts has been in practice for many centuries all around the World.

Internet has provided such a platform to the whole world that there has been a radical change in the ways of communication. Online media has greatly influenced communication. In the last few years, internet based media has spread its wings in such a way that human life seems incomplete without social media. The influence of this medium is increasing day by day. Man is getting more and more information and information through this medium. Your happiness or sorrow is also being shared with people through this medium. At present, most of the business is being done through the Internet. That's why the purpose of this research is to study the shopping habits through online media. Because shopping is an integral part of human life and it is now possible to do it sitting at home due to technology. Therefore online shopping habits have to be studied with depth and seriousness. From this, an attempt will be made to know how the changing nature of shopping has affected human life.

Review of Literature:

Before moving forward a review of some recent research works done recently becomes imperative. Following are some reviews of previous researches.

Deshmukh et al (2018) in 'Online Shopping in India: An Inquiry into the Consumer World' found that online shopping is preferred by consumers because they are able to access the online shopping sites on the basis of prices, availability Easily shop for anything, anytime, anywhere, comparing features of products between varieties and brands. Online shopping companies should take appropriate measures for data encryption to ensure the security of financial transactions. Online shopping sites should be customer friendly and there should be measures in place to ensure repeat visits of customers to the online shopping website.

Kaushik et al (2019) did a study on girls aged 15-25 years. The information in "A Study of Online Consumers Buying Pattern of Cosmetic Products in South Haryana" was collected through a questionnaire. The study has been done to know the consumer behavior as well as to know the growing trend towards herbal products. The study revealed that girls give more importance to quality while buying cosmetics products; they are influenced by the quality, price and brand of the products. The study found that respondents also pay attention to the ingredients used in the products. Girls from high income families prefer to buy quality and well known name

brand products. 32 percent of the respondents always use herbal products. 56.3 percent of the respondents want to buy herbal products while shopping. The reason for this they consider natural and quality and good results.

Droch et al (2020) in 'A Study on Factors Limiting Online Shopping Behavior of Consumers' found that consumers have both negative and positive experiences while shopping online. Many problems and issues arise while shopping online. Mainly six types of issues found in the study are fear of banking transaction, lack of trust, traditional shopping easier than online shopping, reputation and service convenience, incomplete information about the product etc.

Nithya et al (2021) found in the research paper 'A Study on Online Shopping Habit of Working Professionals' that consumers search online sites for various reasons. They want to see what trend is going on in the market. They compare the price, features and quality of a particular product with other products. It is found that online shopping saves time. The study found that there are positives as well as negatives such as fake online sites, clone sites, low quality products, fake products etc. It was also found in the study that more shopkeepers are giving preference to selling goods online. Online shopping habits have been seen more in the age group of 18 to 30 youth, from this it can also be inferred that the future of online shopping is bright.

Kumar, Ashok (2022): In 'Study of consumer satisfaction towards online product shopping' found that more and more use online medium for shopping. This research was very useful in finding out the experience and satisfaction of consumers from online shopping. Lower transportation costs, less crowd and accessibility than physical markets make online shopping a good option.

Research Questions:

1. To what extent the college teachers in Haryana indulge in online shopping.
2. Which one is their favorite and most reliable online shopping sites?
3. What types of articles/ goods do they usually purchase through online mode of shopping?
4. What is their mode of payment while making online purchase?
5. What is their overall experience about online shopping?

Hypotheses:

H0: There is an increasing trend of online shopping among College teachers in Haryana.

H1: College Teachers in Haryana still depend heavily on shopping in local markets and shopping store or shopping malls.

Research Methodology:

This study has been done on College Teachers of Haryana from 12 districts. The sample size has been 54. There have been 29 multiple-choice questions. The questionnaire has been made on Google Forms which was distributed among respondents through WhatsApp.

Data Presentation and Interpretation:

The data collected from 54 respondents has been presented in the shape of diagrams and appropriate interpretation has been done: Let us have a look at data interpretation:

1. What is your Gender?

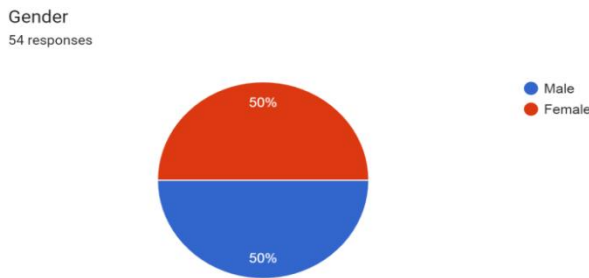


Diagram-I

As shown in the above diagram the study was conducted on 54 respondents working as teachers in various colleges in the state of Haryana. The sample was taken in equal proportions. Out of 54 respondents 27(50%) were males and 27(50%) were females.

2. What is the locale of your College?

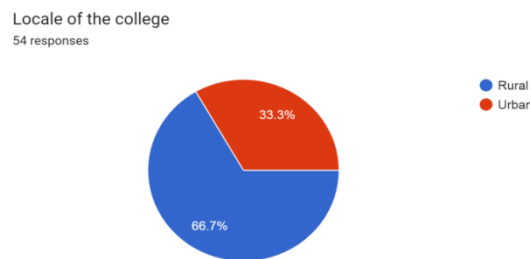


Diagram-II

The above diagram shows the demography of the college. Out of 54 respondents 66.7% belonged to rural colleges and 33.3% respondents were selected from urban colleges. This is because India is a land of villages where around 70% population dwells in rural pockets. Hence, the sample is also on the lines of national average.

3. How have you been purchasing goods before the advent of Digital Media?

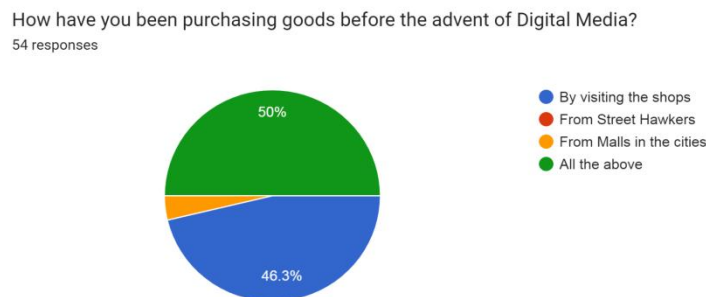


Diagram-III

When the respondents were asked about their modes of purchasing goods and other articles before the advent of Digital Media, 46.3% respondent college teachers said that they used to visit shops for purchasing the required goods. Just 3.7% respondents said that they used to visit malls in the cities for purchasing the goods they needed. A majority of 50% respondents said they have been visiting shops, going to malls and busing goods from street hawkers also.

4. What has been your mode of Payment?

What has been your mode of payment ?
54 responses

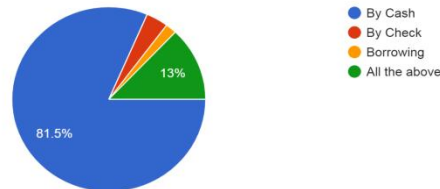


Diagram-IV

When the respondents were asked about their mode of payment before the online transactions took over, 81.5% respondents said that they used to purchase goods by cash. Just 5.5% respondents said that they used to pay by check or even borrowed from shop keepers. 13% respondents said that they used to use all these modes of payment.

5. Do you think you have become brand conscious after the habit of Online shopping?

Do you think you have become brand conscious after developing the habit of online shopping?
54 responses

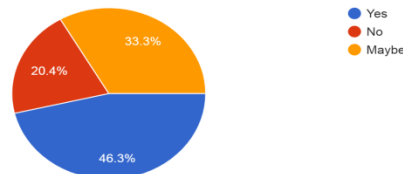


Diagram-V

46.3% respondents said that they have become brand conscious after developing the habit of online shopping while 20.4% said they don't think so. Another 33.3% respondents said that they may have become brand conscious after developing online shopping habit.

6. How long you used to visit the market for shopping purposes?

How often you used to visit the market for shopping purposes?
54 responses

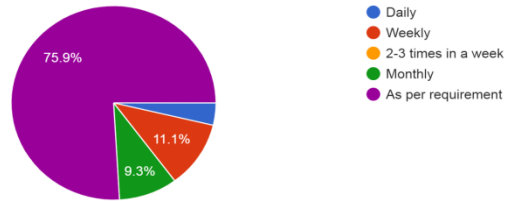


Diagram-VI

A major chunk of 75.9% respondents said that they still visit local markets as per their requirement while 9.3% respondents said that they visit local market once a month while there are also who visit local markets on weekly basis or even on daily basis.

7 Have you been brand conscious?

Have you been brand conscious?
54 responses

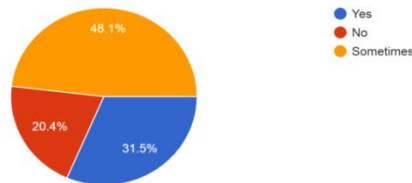


Diagram-VII

31.5% respondents said that they have already been brand conscious while 20.4% said that they were not brand conscious. A majority of 48.1% said that they are not sure about it. This question was asked for cross-checking the information already provided by the respondents.

8. When did you first heard about Online Shopping?

Wen did you first heard about on line shopping?
54 responses

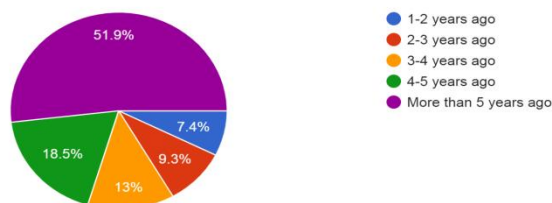


Diagram-VIII

A majority of 51.9% respondents said that they first heard about online shopping more than 5 years ago while 18.5% respondents heard about it 4-5 years ago. 13% respondents came to know about it 3-4 years ago, 9.3% respondents learned about it 2-3 years ago while 7.4% respondents came to know about online shopping 1-2 years ago.

9. Which was the first online shopping site from where you made your first purchase?

What was the first Online shopping site from where you made your first purchase?
54 responses

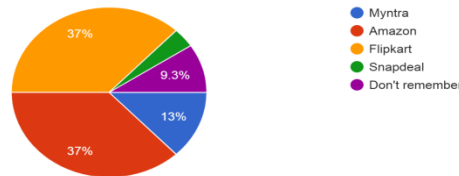


Diagram-IX

When asked about the online site on which they made their first purchase, an equal percentage of 37% respondents each named Amazon and Flipkart. 13% respondents said that they made their first purchase on Myntra. 9.3% respondents don't remember about the online shopping site on which they made their first online purchase.

10. How do the advertisements affect your purchasing habits?

How do the advertisements affect your purchasing habits?
54 responses

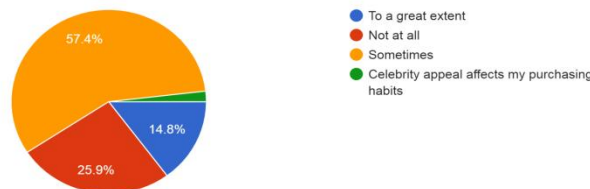


Diagram-X

When asked about the role of various types of advertisements on their purchasing habits, a majority of 57.4% respondents said that advertisements sometimes affect their purchasing habits. 25.9% respondents said that advertisements don't affect their purchasing habits, 14.8% respondents said that advertisements greatly affect their purchasing habits. Just fewer than 2% respondents said that they are allured by celebrity appeal.

11. What type of articles/goods you prefer to purchase through online mode of shopping?

What type of articles/goods you prefer to purchase through online mode of shopping?
54 responses

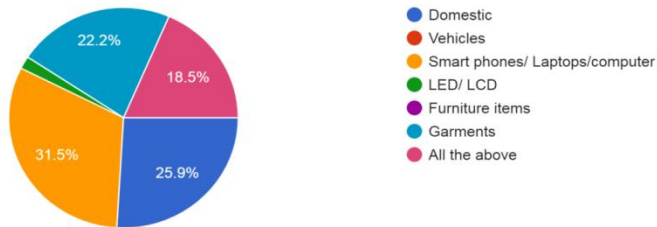


Diagram-XI

A majority of 31.5% respondents opine that they prefer to purchase Smart Phones/laptops/Computer through online mode of shopping while 25.9% respondents prefer purchasing domestic goods on this platform. 22.2% respondents prefer purchasing garments while 18.5% respondents prefer to purchase domestic goods, Smart Phones, Vehicles, LED, furniture and garments also.

12. Kindly name your favorite Online Shopping site?

Kindly name your favorite Online shopping site?
54 responses

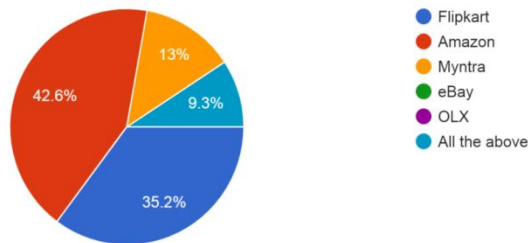


Diagram-XII

Amazon with 42.6% respondents comes out to be the clear cut favorite online shopping app of college teachers in Haryana while Flipkart with 35.2% respondent's response is at number two. 13% respondents like Myntra and there are no takers of OLX and eBay.

13. What has been your experience about online shopping?

What has been our experience about online shopping?

54 responses

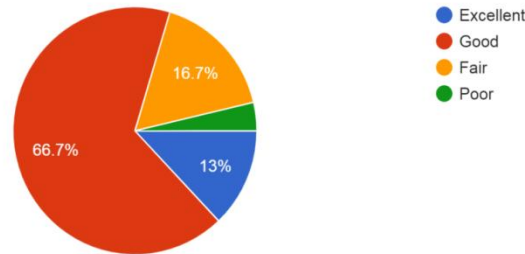


Diagram-XIII

66.7% respondents rate their online shopping experience as good, 16.7% as fair and 13% as excellent. It is clear that over all the college teachers in Haryana are happy with the online shopping experience.

14. Which is your favorite online shopping site for purchase of domestic goods?

Which is your favorite online shopping site for purchasing domestic goods?

54 responses

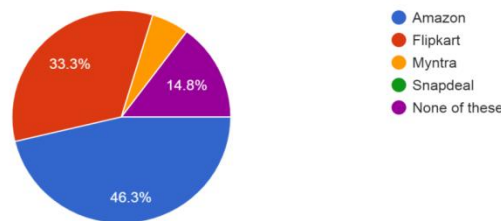


Diagram-XIV

So far as the purchase of domestic goods in concerned, 46.3% respondents say that Amazon is their favorite app, followed by Flipkart with 33.3% respondents' response. There are found to be no takers of Snapdeal.

15. Kindly name your favorite online shopping site for purchasing garments?

Kindly name your favorite online shopping site for purchasing garments?

54 responses

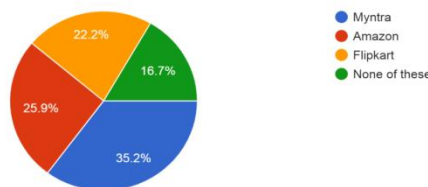


Diagram-XV

So far as Garments are concerned, a majority of 35.2% respondents like Myntra the most and 25.9% like Amazon. 22.2% like Flipkart and there are 16.7% respondents who don't like any of these apps for the purchase of garments.

16. Which is your favorite online shopping site for purchase of books?



Diagram-XVI

38.9% respondents opine that they purchase books from Amazon, 33.3% say that they have never purchased books in online mode. Flipkart is the second choice of respondents with 18.5% response of respondents.

17. What types of items have you purchased on OLX?

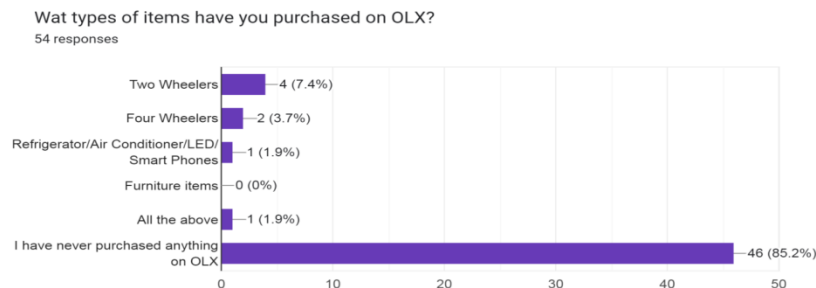


Diagram-XVII

A majority of 85.2% respondents say that they have never purchase any vehicle on OLX app. 7.4% respondents say that they purchase two wheelers through OLX. It is evident that a vast majority of college teachers don't like to purchase used goods.

18. Which mode of payment do you prefer while shopping through online shopping sites?

Which mode of payment do you prefer while shopping through online shopping sites?
54 responses

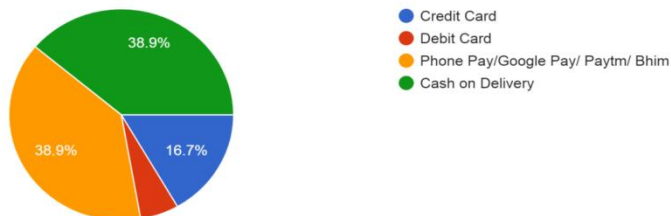


Diagram-XVIII

An equal percentage of 38.9% respondents use Cash on Delivery as well as Phone Pay/Google Pay/Paytm/Bhim for making payments through online mode of shopping. 16.7% respondents make transactions through Credit cards.

19. Does discount offers on online shopping sites affect your purchasing habits?

Does discount offers on online shopping sites affect your purchasing habits?
54 responses

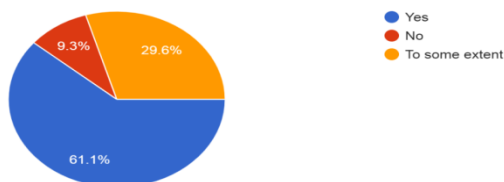


Diagram-XIX

61.1% respondents say that Discount Offers and off line sales affect their purchasing habits while just 9.3% respondents replied in the negative. 29.6% respondents say that such offers affect their purchasing habits to some extent.

20. Do you prefer buying branded products on online shopping sites?

Do you prefer buying Branded products on online shopping sites?
54 responses

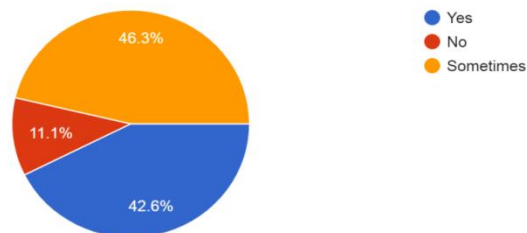


Diagram-XX

A majority of 46.3% respondents say that they purchase branded products on online shopping sites while 42.6% say that they sometimes do so.

21. Do you think online shopping has affected your normal shopping habits?

Do you think online shopping has affected your normal shopping habits?
54 responses

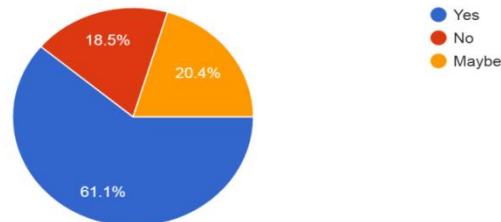


Diagram-XXI

61.1% respondents said that online shopping has affected their normal shopping habits while 20.4% are undecided. 18.5% respondents say that online shopping has not affected their normal shopping habits.

22. What type of beauty products do you prefer purchasing through online shopping sites?

What type of beauty products do you prefer purchasing through online shopping sites?
52 responses

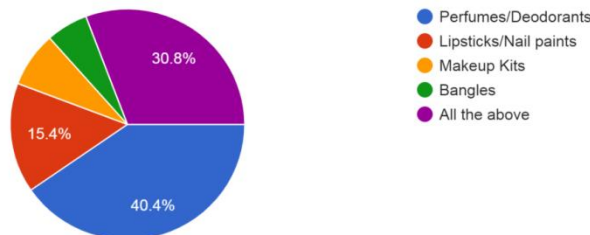


Diagram-XXII

Respondents purchase all types of beauty products through online shopping. 40.4% respondents say that they usually purchase perfumes/deodorants through online shopping while 30.8% respondents say they purchase all types of beauty products through online mode of shopping. 15.4% purchase lipsticks/ Nail paints.

23. Has online shopping habits affected your buying habits from local markets/shops/malls?

Has online shopping habits have affected your buying habits from local markets/shops/malls?
54 responses

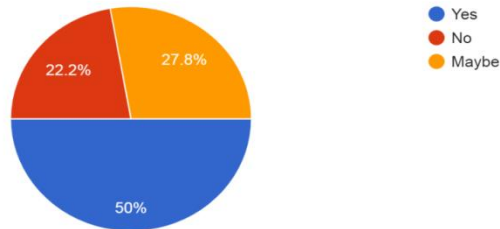


Diagram-XXIII

50% respondents said that online shopping habits have affected their buying habits from local markets while 27.8% respondents were undecided where as 22.2% respondents said they purchasing habits from their local markets have not at all been affected.

24. Do you suggest online shopping to your colleagues and relatives?

Do you suggest online shopping to your colleagues or relatives also?
54 responses

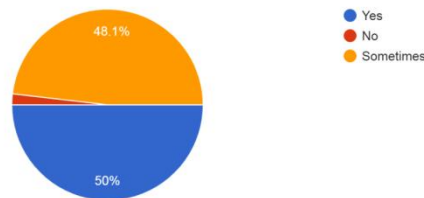


Diagram-XXIV

50% respondents say that they suggest online shopping to their relatives and colleagues while 48.1% respondents said that they sometimes do so. It is evident that respondents usually suggest online shopping to their colleagues and relatives.

25. Which of the following online shopping app do you prefer for ordering food products?

Which of the following online shopping app do you prefer for ordering food products?
54 responses

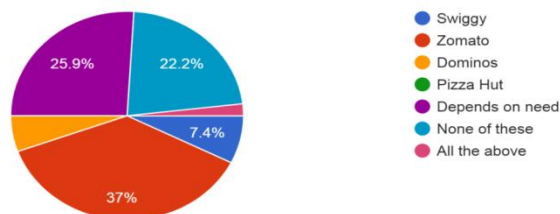


Diagram-XXV

37% respondents prefer Zomato for ordering food products while 25.9% said it depends on need. 22.2% don't order food items online. There are just 7.4% respondents who use Swiggy for ordering food products.

26. Which online booking app do you prefer for booking hotels whenever you visit distant places?

Which online booking app do you prefer for booking hotels whenever you visit distant places?
54 responses

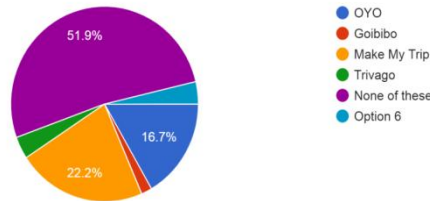


Diagram-XXVI

51.9% of respondents don't book hotels in online mode while undertaking long journeys. 22.2% go for Make My Trip and 16.7% prefer OYO.

27. Which of the following apps do you prefer for online transactions?

Which of the following apps do you prefer for online transactions?
54 responses

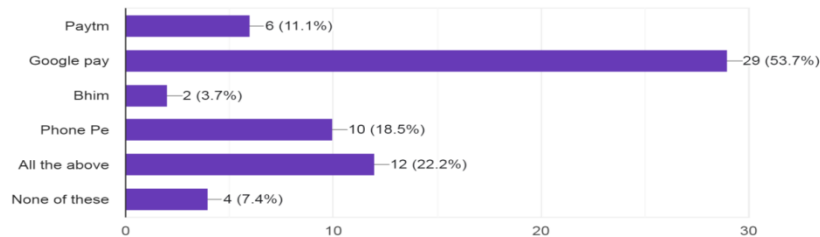


Diagram-XXVII

Google pay is preferred by 53.7% respondents for making online transactions. 18.5% prefer Phone Pe, 11.1% use Paytm. Just 7.4% respondents say that they don't use these apps for making online transactions.

28. Do you read online newspapers?

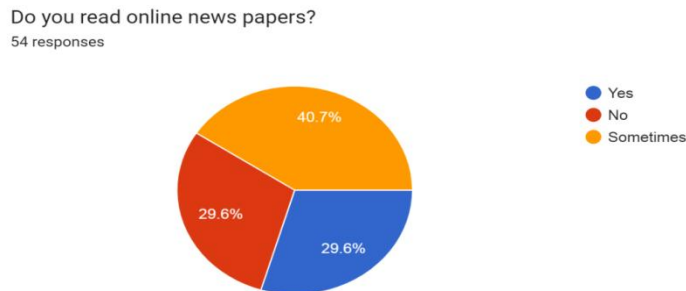


Diagram-XXVIII

Just 29.6% respondents say that they read online news papers while 40.7% read online edition of papers sometimes. There are 29.6% respondents never read online newspapers.

29. How do you pay your bills now-a-days?

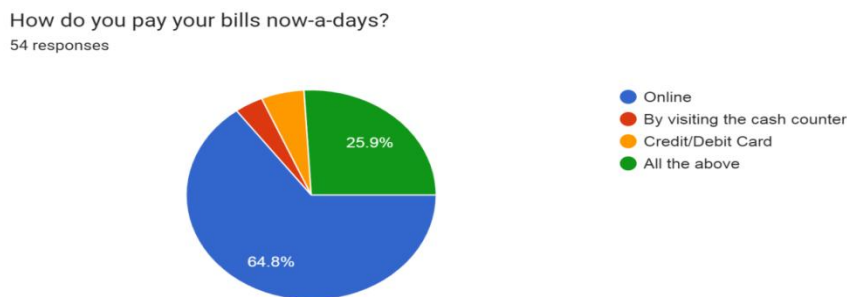


Diagram-XXIX

64.8% respondents pay their bills through online mode while there are 25.9% respondents who use all the available methods for paying their bills.

CONCLUSION:

The data presented and interpreted above leaves no doubt that the trend of Online Shopping among College Teachers in Haryana is increasing. Most of them have been using this pattern of purchasing for more than five years. Surprisingly College Teachers don't purchase books in online mode and there are very few who read online addition of newspapers. But they do purchase the things of their daily use, cosmetic and other accessories, garments etc. through online mode of shopping. It seems they don't like to purchase 'used products' which is evident from their response to the question related to purchasing through OLX app. Amazon and Flipkart are by far their favorite online shopping applications/sites. They prefer Myntra for shopping of garments and clothes. They don't seem to be enthusiastic about fast food items. That's why most of them said that they don't use Zomato, Swiggy or Pizza Hut. There has been shift in their modes of payment. Earlier majority of them used to deal in cash but the changing times have affected their modes of payment. They do more online transactions and Google Pay is their most trusted transaction app. Even though they make purchases through online mode they have not yet

become fully brand conscious. They recommend online shopping to their colleagues and relatives. They admit that advertisements affect their decision making process.

It is evident from the above facts that the College Teachers of the state of Haryana which is known for its solid traditional base are rapidly changing with the changing times. There has been a remarkable shift in their purchasing patterns as they admit that online shopping has affected their local market shopping habits. This study gives enough evidence that the online purchasing habits are rapidly becoming popular among College Teachers in Haryana and they prefer to purchase through online mode of shopping.

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MOVE TOWARDS ETHICAL CONSUMPTION- A REFLECTION OF MORAL RESPONSIBILITY OR DISTINCTION?

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ABSTRACT

Food habits have been understood as a site of social distinction for a long period of time. There have been numerous trends/fads associated with food over the years which have had significant impact on the food choices of people. Ethical consumption is one such trend which has provided consumers an avenue for expressing an alternative style of life, identity, cultural values and class distinction. The study employed qualitative methods to investigate the motives and concerns of ethical food consumers from two organic restaurants and two organic food stores in Chandigarh. The paper focuses on whether people indulge in ethical consumption as morally conscious beings or they use it as a marker of social status and distinction. The impact of Covid - 19 on the consumption of ethical products was also observed. The results reveal the primary motive for consuming ethical food products is health and food safety concerns which has further increased after covid-19. The concern for environment and welfare of animals ranked low for the consumers while opting for ethical products which shows that moral responsibility was not of paramount importance. Dining and shopping at organic restaurants and grocery stores was more a marker of distinction and sophistication.

KEYWORDS: *Ethical Consumption, Organic Food, Fair Trade, Distinction, Moral Responsibility.*

INTRODUCTION

Ethical consumption is the buzzword in the contemporary times with sales for organic, fair trade, local and sustainably sourced products showing exponential growth (Starr, M. A, 2009, *Ethical Food Market Size, Trends and Global Forecast to 2032*, n.d.) With increasing popularity of ethical products it becomes imperative to explore the driving factors of this consumption and how consumers understand ethical consumption. The move towards ethical consumption has been driven by many factors like increased awareness for health, moral dimension which includes concern for animal rights and environment, the symbolism of class and distinction associated with an alternate diet and incessant promotion by popular media. Consumption practices have been closely connected to the concept of identity. Acc. to Giddens(1991) consumption is a tool for constructing identity whereas Bourdieu(1984) sees consumption as a reflection of an already formed identity. Rising incomes have led to a significant increase in purchasing power, enabling consumers to experiment and indulge in innovative alternate diets. The present study attempts to investigate the primary motives and concerns of ethical food consumers in Chandigarh. It would also seek to uncover whether the consumers engage in ethical

consumption for status and distinction or they do so as morally responsible citizens who think about the impact of their food choices on the environment and society as whole.

Methodology

Qualitative approach was used as the research method for the present study. It was considered to be more relevant as it allowed the researcher to gain in depth understanding which would not have been possible with more structured quantitative approach. For data collection, the tools of semi-structured interviews and observation were employed. Purposive sampling was used to select the respondents.

Data Collection and Sample

The data was collected from two organic restaurants and two organic supermarkets in Chandigarh. The sample consisted of 40 respondents, 20 each from restaurants and organic supermarkets. All the patrons arriving at these four locations were approached and asked for consent. The willing ones were interviewed by the researcher. The researcher spent significant amount of time at these locations after taking interviews to observe the behavior of respondents and gain more in-depth understanding.

Literature Review

The available literature on ethical consumption discusses the factor behind choosing ethical products and the barriers faced in purchasing ethical products. A study by Zahaf and Ferjani (2016) to understand the driving factors of alternate food consumption in two countries Canada and Tunisia, reveal that the major reasons people opt for alternate consumption are health, quality of food products, environment and support for local economy. The reasons that discourage people to choose ethical products were identified as the expensiveness of the products, limited availability, lack of trust and information about ethical consumption. Singer, Mason(2006) in their book *The Way We Eat, Why our Food Choices Matter* thoroughly touch all aspects of ethical consumption analyzing how people make choices regarding food and how the choices we make impact the environment, animals and labour involved in producing our food. The families opting for ethical food products assert a strong moral ground that involves compassion for animals and sustainable environment behind their choices. The families eating the conventional food products ranked price and convenience as driving factors behind their choice as organic products cost more and are not available at every nearby supermarket. A third group termed 'The Conscientious Eater' who balances ethics with taste, cost, convenience and other considerations is someone who eats meat or fish or eggs, only when it satisfies certain ethical standards. The impact of marketing on the food choices was significant as people rely on labels on the products to understand what they are consuming and whether they are making an ethically sound choice or not. Pham et al. (2018) investigated the factors impeding or enhancing the consumers intention for buying organic products and concluded that food safety concerns, health consciousness and media advertising promoted ethical consumption. Concern for environment and food taste were of little value to people while they made their choice. Consumers reported high price, inadequate availability, poor labeling and extra time required to source products as potential barriers in consuming organic products. Ethical consumption apart from being a value oriented economy also associates with markers of status differentiation and distinction indirectly making it a part of capitalist consumer culture. Szmigin and Carrigan (2014) identify distinction process as one of the dimensions of ethical consumption. Consumers

are required to distinguish themselves through the purchase of ethical products and rejection of others. It is observed that such activities take place in situations of high social visibility giving consumers a chance to display differentiation and distinction. Similar observations have been made by Beagan, Chapman and Power(2016) while exploring the food shopping practices of families of varying incomes. The study reveals how eating in accordance to dominant discourses of ethical consumption carries symbolic capital and eventually becomes a mean to display high social status. Shopping practices of both high and low income families included attention on cost, quality, convenience, nutrition and ethics. Ethical principles were almost always compromised due to cost and accessibility. The low income families displayed strong commitment to ethical consumption despite high cost of products and found alternate ways to stay true to the commitment like cost sharing arrangements or watching for sales on organic products or growing some produce in their kitchen gardens and buying local whenever possible. Distrust among high income shoppers was observed regarding ethical eating. The alternate way of eating was seen by them as just another way to increase profit by corporate and while those who did opt for ethical products did it more so for health reasons than for ethics. The class distinction associated with ethical consumption seems to be diminishing as it becomes increasingly available to people across varying income groups. The incredulity of moral food discourses looks like the new marker of class distinction. Social contexts have a significant impact on ethical consumption. A study by Liebe, Andorfer, Gwartney, Meyerhoff (2014) on ethical consumption practices of German and American students shows that people are more likely to engage in purchasing ethical products in situations when there is less anonymity and high social control. In scenarios when the actions of individuals are under direct scrutiny by others, there is higher probability of engaging in socially desirable behavior to gain social rewards and avoid social sanctions. Similar observation have been made by Starr(2009) where individuals are more likely to engage in ethical consumption if others around them also engage in similar behavior and the practice becomes more of a social norm that invokes rewards or sanctions.

Results and Discussion

The purpose of this study was to understand the motives and concerns of ethical food consumers in Chandigarh. The key themes that arose out of data analysis were; primary motive of consumption, barriers in consumption , ethical consumption as a marker of distinction, ethical consumption as a moral responsibility, awareness regarding ethical consumption.

Primary Motive for Consumption

The increasing popularity for consumption of ethical food products can be attributed to a variety of reasons that includes concerns for food safety, health consciousness, concern for environment and animal welfare, better taste, class distinction, neophilia etc. In the present study majority of respondents cited health as the primary motive for consuming ethical food products. They expressed concern regarding the use of chemical pesticides and fertilizers in the conventionally grown crops, fruits and vegetables. Almost all the participants believed organic products to be better for health. On the question of what kind of organic products they bought most frequently majority of them responded with fruits and vegetables as these are consumed raw or with minimal cooking. A large number of respondents also reported an increase in their intake of organic food products after the covid-19 pandemic due to concerns of contamination and scare of

unknown viruses. Many of them started a kitchen garden in their houses, so that they rely on the market for fewer products.

Barriers in Consumption

In India, the consumption of ethical products has shown an upward surge with consumers now making a conscious effort to purchase organic and locally sourced and sustainably produced products (Express Computer, 2022) Even though there is consumer willingness to engage in ethical consumption, there are certain barriers faced by consumers in doing so. The majority of participants in the present study reported higher price to be the major deterrent in purchasing ethical products. The participants revealed that due to the higher price of organic products they limit the consumption to fewer products like fruits and vegetables. Majority of them reported that they would buy conventional products if they found the organic/fair trade counterparts more expensive. The other most cited reason given by participants was lack of trust on claims of ethical products and labeling. Many of them reported that every other brand these days sold products with organic labeling and they felt it has just become an advertising gimmick and lacked the proper quality checks.

Ethical Consumption as Marker of Distinction

Food habits have been understood as a site of social distinction for a long period of time. Ethical consumption is one such trend which has provided consumers an avenue for expressing an alternative style of life, identity, cultural values and class distinction (Kennedy et al., 2018). Veblen in his “theory of leisure class” emphasized the role of consumption in denoting membership to a certain class and in formation of identities with the objective of differentiation and distinction. Schenk et al. (2021) in their study reveal that consumers engage in fair trade consumption to denote a more prestigious and distinctive lifestyle. In the present study, a small number of respondents affirmed that ethical consumption raises one’s social status and felt that consuming organic products is a luxury that people with higher incomes can indulge in. The majority of participants denied the connection between ethical consumption and higher social status and felt people indulged in ethical consumption more for health and food safety reasons. Although with closer observation, the researcher could understand that a good number of participants in the organic restaurants were there because these were premium outlets and quite popular. Upon interaction with some of the participants, some of the reasons they gave for dining at these places were nice ambience, tasty food and not very crowded. Very few of them mentioned the use of organic and fresh produce, cold pressed oils, and locally sourced ingredients. The same could be observed with the majority of participants in the grocery store who could be seen posting pictures of their shopping spree and tagging the stores in their social media post. Upon inquiring whether they do the same while shopping from a conventional vendor or sabzi mandi, they denied doing so as these organic stores were more aesthetically pleasing.

Ethical Consumption as a Moral Responsibility

The plurality of values that we as humans embody, significantly enrich our life but also present us with challenging situations when we face a conflict in our values. Such conflicts are regularly encountered by us as consumers and eaters. The main essence of ethical consumption is the conscious and deliberate decision making due to personal and moral beliefs (Matten & Moon, 2004) The findings of this study show that moral dimension does not rank high for the

participants of this study as the primary concern and motive for their ethical consumption is health and not environment or welfare of animals. Although majority of participants agreed to ethical consumption being a moral responsibility then quite contradictorily a significant number of participants said they do not think about the impact of their food choices on environment. While majority of the participants consumed organic products, only a very few of them were open to the idea of working on a community organic farm once a week. These findings suggest that even though the participants were concerned for their health and considered ethical consumption as a moral responsibility, their concerns did not translate into required actions.

Awareness Regarding Ethical Consumption

During the present research, it was observed that for majority of people ethical consumption meant just the consumption of organic products and very few of them were aware of terms like fair trade and sustainable sourcing. Majority of the participants were unaware of the source of their ethical food products and their sustainability value. They bought products relying on the claims made on the packaging of the products.

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