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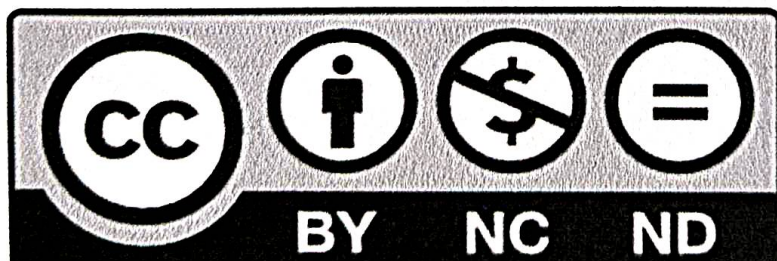
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A STUDY ON CUSTOMER PURCHASE BEHAVIOUR OF HANDLOOM PRODUCTS AMONG COLLEGE TEACHERS WORKING UNDER KANNUR UNIVERSITY

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ABSTRACT

Handloom Industry is one of iconic symbol of the tradition of India bearing all its cultural values and traditions. It is an integral part of the textile industry which occupies a distinct and unique place in the economy. The significance of this sector is that it is the second largest employment provider after agriculture incorporating 95% of the global production of hand-woven fabric in the FY2020. The extraordinary skills and craftsmanship make up for the uniqueness for the design of the product thereby meeting the demand of the consumers. Understanding the Consumer Behaviour and perception is the most vital constituent for the continuous flow of products from the manufacturer to the consumer. It plays a major role in the marketing concept because ideas, perceptions, thoughts etc makes the entire buying process highly dynamic. Due to the advent of industrialisation and technology advancement, textile sector has offered customers with a wide variety of clothing at minimal cost. This is a serious disadvantage to the Handloom sector which proves to be more costly and competitive to upgrade themselves in line with the market trend as it is difficult to distinguish the handloom products from others. In this viewpoint this study aims to analyse the effect of the socio, demographic and economic factors that affects the consumer purchase decisions. Also, an attempt is made to study the satisfaction derived from factors such as quality, availability, design, material, sales support, marketing challenges faced by this sector. Also detecting the problems affecting the handloom market is initiated. For the above purpose, a descriptive study is done on college teachers working under Kannur University. A sample of 150 respondents are considered and respective statistical implications were drawn and generalised accordingly.

KEY WORDS: Handloom, Customer Perception, Customer Behaviour, Marketing Challenges

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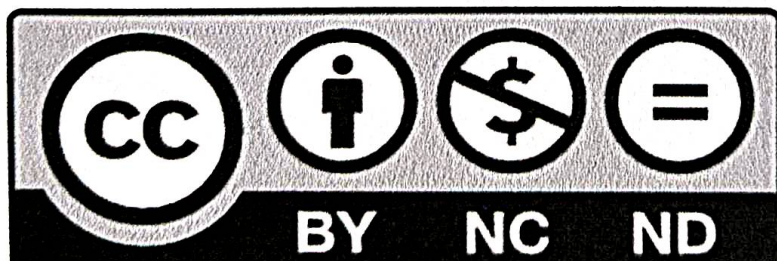
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(A Multidisciplinary Approach)

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Chapter - III
Impact of COVID-19 on Education

18.	Analysis on the Impact of COVID-19 on Education Karthik M.	74
19.	Positive Impact of COVID-19 on Education Shri M. S. Vanaki	77
20.	Impact of COVID-19 on Medical and Nursing Education Shamil C. B.	81
21.	The Impact of the COVID -19 on Education Dr. (Smt). M. M. Shankrikopp and Dr. S. B. Solabannavar	85
22.	COVID-19 and Education Dr. R. G. Kharabe and Miss D. S. Koppal	90
23.	Impact of Coronavirus on Education Sector Sankar K.	94
24.	Impact of Lockdown on Industries in India: A Study Dr. Atulkumar A. Kamble and Dr. Anand Y. Kenchakkanavar	100
25.	Insites in Education during COVID-19 Nirmala N. Aurad	103
26.	Impacts of COVID-19 on Education System in India Miss. Netravati Ganamukhi	108
27.	Online Learning in the Age of Corona Virus: Is Digital Education can be a Potential Tool during Pandemics? Rajeshwari Hongalamath	111
28.	A Study on the Impact of COVID-19 Towards Student Learning Ms. Anusha Kalburgikar and Mr. Jayanth H.	113
29.	Impact of COVID-19 on Education Pruthviraj Ganesh Chavan	120
30.	Impact of COVID-19 on Education Prof. Rajkumar P. Kage	122
31.	Challenges and Opportunities of Online Learning in Higher Education in India During COVID-19 Dr. Vigi V. Nair	125
32.	Distance Learning and Learning Management Systems can Drive Online Teaching - Learning in COVID-19 Lockdown Duration Mr. Vilas Shamrao Patil	130
33.	Teacher, Student and a New Educational Standard to Fight Against COVID-19 Machchindra Aba Paschpure	136
34.	Learning during COVID-19 Pandemic: Difficulties and Benefits Prakash C. Kambar	141
34.	COVID-19: The Early Impact on Staff and Stakeholders Akhila K. H.	144

Chapter - IV
Impact of COVID-19 on Environment

35.	Positive Aspects of COVID-19 on the Environment Shri Subhas N. Emmi	149
36.	Positive Aspects of COVID-19 on Environment Sri. R. R. Naik	152

CHALLENGES AND OPPORTUNITIES OF ONLINE LEARNING IN HIGHER EDUCATION IN INDIA DURING COVID-19



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Abstract

By the beginning of March 2020, the Covid-19 pandemic had spread over to 185 countries of the world and it has tattered the education systems in both developing and developed countries. As an emergency measure to prevent the spreading of the infection, the government had ordered nationwide lockdown which resulted closure of 90 percentages of schools and higher education Institutions that are impacting almost 70% of the world's student population. The pandemic also threatens to significantly alter nearly every aspect of college life, from admissions and enrollment to collegiate athletics. These concerns extend to the financial future of higher education institutions in a time of considerable financial instability, both in the form of unexpected costs and potential reductions in revenue. The educational reform in India in the COVID-19 seems to be a best example of how we can adopt a cultural transformation in the higher education sector. The pandemic has transformed our conventional educational culture to a new digitalized environment. This transformation is also forcing the policy makers to figure out how to create an inclusive e-learning environment. There are lot of pros and cons for implementing new strategy in our world. Like this, the transformation of our new education strategy ie online learning also has certain positive and negative impacts in higher education. Hence this study is focused to analyze the challenges and opportunities for implementing online learning in Indian Higher educational culture.

Introduction

The pandemic has significantly disrupted the higher education sector which is a critical determinant of our country's economic future. This is a critical time for the education sector in which various board examinations, university examinations, entrance tests and other competitive examination are held during this period. During this lockdown period, the students are totally contained in their homes or wherever they stayed. It may cause stress in the minds of the students because of anxiety about the future, frustration, boredom, unavailability of the information, lack of in-person contact with classmates, friends, and teachers, lack of personal space at home, separation of family, family financial loss ,fears of infection and apprehension about the technological up gradation or sudden shifting to digitalized environment etc. Sometimes, this pandemic situation may continue which lose the academic culture and mindset of the students. Hence the Government and Higher Education council has been provided certain guidelines and teaching methodologies for motivating the students through creating an effective online learning/ e-learning environment. Moreover, Central and State Governments are provided various Television channels for effective implementation of e-learning without affecting financial burdens to students and their families.

During Covid-19 pandemic, our government has also allowed higher education institutions to provide online Diploma and Degree courses to students and various Faculty development programmes to teachers. Moreover, the government is planning to include online learning in the new education policy as a part of their curriculum for managing the prevailing situations/disasters which may generate in the future. India has introduced SWAYAM (Study Webs of Active Learning for Young Aspiring Minds) platform which aims to provide access to Massive Open Online Courses (MOOCs) and other e-learning content developed by various education providers. An important aspect of MOOCs hosted on the SWAYAM platform is their potential to receive recognition by higher education institutions. The Indian government also