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**EXPLORE**

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## TO STUDY THE IMPACT OF WORK FROM HOME ON FACULTY OF HIGHER EDUCATION-BANGALORE

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### ABSTRACT:

Work from home is an arrangement where people do their work outside their traditional workplace settings. The concept of WFH and its impact was realized in 1970s, but it became the main stream during global pandemic-2020, Professional workforce was forced to start work from home. It is also a new acronym in the world of education. Now a day's college and school are no longer the only teaching place for teachers to teach, after pandemic many teachers considering work from home. Online teaching is a new reality which teachers are facing now with the help of new technology but in this, we forget about their wellbeing by which their efficiency gets affected.

The purpose of this study is to identify the impact of WFH on the efficiency and quality of teaching and identifying the job satisfaction level and experience of teachers.

In this study, structured interview is conducted. Total of 60 respondents are approached but able to conduct interviews of 35 faculty members of higher education (Management & Engineering).

This study analyses the levels of efficiency, quality of education provided, level of stress and productivity among faculties. The findings provide us an understanding of the challenges that they are facing, and how this structure benefits them.

This study will also give a new perspective and approach to the management of academic institutes, about work management strategies for teachers. It will also help in data analysis by finding correlations, weighted means, and percentage calculations.

**Keywords:** Work from home, Online teaching, efficiency, quality education.

## ALTERED CONSUMER BUYING BEHAVIOR DUE TO COVID-19

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### ABSTRACT:

COVID-19 has changed the world profoundly affecting the way people buy goods amongst many things as observed by us. In real time, the virus is reshaping the hygiene product market, quickly accelerating long-term patterns in just few months. This study explores the change in buying behavior of consumers towards product categories such as FMCG products, groceries, COVID essentials, apparels, etc. from offline to online. The objective of this study is to identify the main segment of consumers who are exhibiting changes in shopping behavior in the COVID-19 era. The findings of this study can enable small businesses to modify their selling ways so as to cater effectively to the relevant segments. The methodology used is survey method via online questionnaires. The questionnaire focused on retrieving information related to how this group of consumers purchase actions, their hygiene, mindset, consumption has changed since the onset of the pandemic and during lockdown. A total of 100 responses were received from people belonging to various walks of life and cross-tabulation analysis was performed on the responses gathered.

The data collected from the questionnaire was cross tabulated with different demographics like age, gender, income in order to determine the target segment being affected by the shift. The results of cross-tabulation showed that the change in consumer behavior mainly in females, with income ranging between 20,000 Rs to 30,000 Rs. and belonging to the age group 18-27. Majority moved to online shopping sites like amazon and Big Basket from offline shopping options like Kirana stores or D-Mart. Even online consumption of the non-essential items like apparels, electronics and other purchases such as belts, toys etc. has increased in this particular segment during the pandemic period. The income vs consumption cross-tabulation also proved that the younger generation of women are spending more online for Covid essentials than what they were spending offline, therefore showing a major leaning towards hygiene and health related