

ISSN: 2319-8923

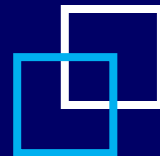
Vol.: 9, No.: 1

Jan.-June.2020

GUJARISSH

Ganpat University Journal of Applied Research In Social Sciences & Humanities

(A Bi-Annual, Refereed International Publication)




GANPAT
UNIVERSITY
॥ विद्यया समाजोत्कर्षः ॥

FACULTY OF
SOCIAL SCIENCES
& HUMANITIES

GUJARISSH

Ganpat University Journal of Applied Research In Social Sciences & Humanities
(A Bi-Annual, Refereed International Publication)

ISSN: 2319-8923

Vol.: 9, No.: 1
Jan.-June.2020

Ganpat University Journal of Applied Research In Social Sciences & Humanities (GUJARISSH) is bi-annually published in December and June.

Copyright © 2012

No part of this publication may be reproduced or copied in any form by any means without prior permission.

The Faculty of Social Sciences & Humanities, Ganpat University holds the copyrights to all the articles contributed to GUJARISSH. The publisher also holds the copyright for the selection, sequence, introduction material, content, summary and other value additions.

The views expressed by the contributing authors are not those of "GUJARISSH". The Chief Editor, Editorial Team, Advisory Board and Publisher of "GUJARISSH" are not responsible for the facts, statements, analysis, opinions, originality of content and of any copyright violations by the authors.

The associates of "GUJARISSH" make no warranty as to the accuracy, reliability, veracity, completeness, or suitability of the materials or about the results obtained using the materials. All efforts are made to ensure that the published information is correct. The publisher is not responsible for any errors caused due to oversight or otherwise.

PUBLISHED BY:

Faculty of Social Sciences & Humanities,
Ganpat University, Ganpat Vidyanagar 384012,
Mehsana-Gozariya Highway,
Dist. Mehsana, North Gujarat, India.
Tel: +91-2762-286487
E-mail: gujarissh@ganpatuniversity.ac.in
www.gujarissh.ac.in

ADVISORY BOARD

Dr. Siva Vaidyanathan

Robertson Professor, Chair-Department of Media Studies,
University of Virginia, Charlottesville, Virginia, U.S.

Prof. Niaz Ahmed Khan

Chairman, Department of Development Studies,
University of Dhaka, Dhaka, Bangladesh.

Dr. Melanie D. Nicolau

The Chair: Department of Geography,
University of South Africa, Florida Campus, Florida.

Dr. Mahasweta Banerjee

Professor, School of Social Welfare, University of Kansas,
Lawrence, Kansas, U.S.

Prof. Nayani Melegoda

Professor, Department of International Relations,
Faculty of Arts, University of Colombo, Colombo, Sri Lanka.

Dr. Jeffrey C. Ady

Associate Professor, Department of Public Administration,
College of Social Sciences, University of Hawaii, Honolulu, Hawaii.

Dr. Sudhakar Kota

Associate Professor, Skyline University College,
University City of Sharjah, Sharjah, U.A.E.

Dr. Siddaraju. V.G.

Deputy Director, Centre for the Study of Social Exclusion and
Inclusive Policy, University of Mysore, Mysore, Karnataka, India.

Dr. Mahendra Sharma

Director General, Ganpat University, Gujarat, India.

Dr. R. P. Jadeja

Ex. Director, H M Patel Institute of English Training & Research,
Vallabh Vidyanagar, Anand, Gujarat, India.

Dr. Kiran Pandya

Prof. & Head, Dept. of Human Resource Development, Faculty of
Arts, Veer Narmad South Gujarat University, Surat, Gujarat, India.

CHIEF EDITOR

Dr. Abhishek Parikh

Associate Dean, Faculty of Social Sciences &
Humanities, Ganpat University
E-mail: chiefeditor.gujarissh@ganpatuniversity.ac.in

ASSOCIATE EDITORS

Dr. Usha Kaushik and Dr. Kundan Patel

Associate Professors, V. M. Patel College of Management Studies,
Ganpat University.

GUJARISSH

Ganpat University Journal of Applied Research In Social Sciences & Humanities

(A Bi-Annual, Refereed International Publication)

ISSN: 2319-8923

Vol. 9, No. 1

Jan.- June.2020

Content

- A Study on the Influence of University's Social Media on Use Intention among College Students **1**
Roshani Prajapati & Dr. Vipul Patel
- A Study on Factors Influencing Financial Literacy Among College Students Concerning North Gujarat **20**
Dr.Kundan Patel & Ushma Vaghela
- Estimating Levels of Awareness amongst Students in North Gujarat with Regards to IFRS **39**
Khushbu H Mistri & Dr. Dharmendra N. Thaker
- Does Government Policy Affect Mobile Wallet Adoption? Empirical Evidence from North Gujarat Region **65**
Dr. Kiran J. Patel & Hetalben Oza
- An Empirical Study to Measure Television Viewership Pattern Among Young Adults in Gujarat **83**
Damini H. Gianchandani & Dr. Suraj M. Shah

At a Glance

The current issue of the journal deals with different areas like Economics, Management, Social Work, Business and Trade. It focuses on various topics like impact of social media, finance, and financial literacy, mobile wallet adaptation and television viewers pattern.

The first paper, 'A Study on the Influence of University's Social Media on Use Intention among College Students' by Roshani Prajapati and Dr. Vipul Patel investigates the influence of university's social media on use intention among college students concerning North Gujarat. While Kundan Patel and Ushama Vaghela's paper 'A Study on Factors Influencing Financial Literacy Among College Students Concerning North Gujarat' explores the factors influencing financial literacy among the students studying in colleges of North Gujarat. Whereas Khushbu H Mistri and Dr. Dharmendra Thaker's research paper, 'Estimating Levels of Awareness amongst Students in North Gujarat with Regards to IFRS' deals with investigating perceived levels of awareness amongst students in the North Gujarat region of India, specifically within the realm of IFRS and its implications on professional, personal, socio-cultural, and economic planes. While research on 'Does Government Policy Affect Mobile Wallet Adoption? Empirical Evidence from North Gujarat Region' by Dr. Kiran J. Patel and Hetalben Oza examines key factors affecting customers' intentions to use mobile wallets in the context of the North Gujarat Region. While Damini Gianchandani and Suraj Shah's research paper, 'An Empirical Study to Measure Television Viewership Pattern Among Young Adults in Gujarat' measures television viewership pattern among young adults in Gujarat by using Likert scale, study shows huge scope to launch an exclusive T.V. channel.

Dr. Abhishek Parikh

Chief Editor

A Study on the Influence of University's Social Media on Use Intention among College Students

Roshani Prajapati

M.Phil. Research Scholar
Faculty of Social Sciences & Humanities
Ganpat University
Email: roshaniprajapati30@gmail.com

Vipul Patel

Assistant Professor
V. M. Patel College of Management Studies
Ganpat University
Email: vbp01@ganpatuniversity.ac.in

Abstract

The development of social media has altered human life in many ways, especially for college students. Some factors take place in the growth and fast development of social media. Social factors emerged from the increasing adoption of social networking by younger age groups, economic factors evolved from the availability of computers and apps and increased commercial activity among social network platforms and political factors through increased political participation and a variety of worldwide policy changes. The purpose of this study is to investigate the influence of social media of university on use intention among college students concerning North Gujarat. This study followed the design of descriptive research. This work was carried out by analyzing a few samples that may be representative of the population, but it is not possible to generalize the sample analysis results to large populations. In this study, much effort has been made to explore the influence of social media at the university on college student use intention. Further research is needed because other relevant factors that have not been taken into account in influencing use intention among college students when using university social media. Extending the model by adding relevant variables could create a more comprehensive-power model.

Key words: *Social media, university, use intention, college students, social media activities.*

Citation: Prajapati Roshani & Patel Vipul. (2020). A Study on the Influence of University's Social Media on Use Intention among College Students, *Ganpat University Journal of Applied Research In Social Science & Humanities*, 9 (1), 1-19

A Study on Factors Influencing Financial Literacy among College Students Concerning North Gujarat

Kundan Patel

Assistant Professor,
V.M.Patel College of Management Studies,
Ganpat University, Kherva, Gujarat, India.
Email:kundan.patel@ganpuatuniversity.ac.in

Ushma A. Vaghela

Research Scholar,
V.M.Patel College of Management Studies,
Ganpat University, Kherva, Gujarat, India.
Email: ushma1695@gmail.com

Abstract

Financial literacy means the capacity to manage cash and finance-related issues and it is vital to understand for youth, as we have to tackle it on daily basis and it is helpful to overcome barriers as well as to make proper decisions regarding financial issues. The present paper aims to explore the factors influencing financial literacy among the students studying in colleges of north Gujarat. In this research paper, 289 samples were taken from different colleges of different districts of north Gujarat. The convenience sampling methods have been used for primary data collection from the respondents to analyze their financial literacy. Through a pre-coded structured questionnaire primary data was collected and secondary data from the topic-related past studies. The study analyses financial influence, financial attitude, and financial behavior as independent variables whereas financial knowledge is a dependent variable. For analysis frequency and multiple regression analysis were used for testing hypotheses. The present research paper found that Financial Influence and financial Behavior are significant variables and financial Attitude is a non-significant variable.

Key words: *Financial Literacy, Financial Behavior, Financial Influence, Financial Attitude, Financial Knowledge, College Students, North Gujarat.*

Citation: Patel Kundan & Vaghela Ushma (2020). A Study on Factors Influencing Financial Literacy Among College Students Concerning North Gujarat , *Ganpat University Journal of Applied Research In Social Science & Humanities*, 9 (1), 19-38

Estimating Levels of Awareness amongst Students in North Gujarat with Regards to IFRS

Khushbu H Mistri

Lecturer

V. M. Patel College of Management Studies

Faculty of Management Studies

Ganpat University

Email: khushbumistri23@gmail.com

Dharmendra N. Thaker

Assistant Professor

V M Patel College of Management Studies

Ganpat university

Email: dnt01@ganpatuniversity.ac.in

Abstract

This research article deals with investigating perceived levels of Awareness amongst students in the North Gujarat region of India, specifically within the realm of IFRS and its implications on professional, personal, socio-cultural, and economic planes. The present research utilizes secondary research to lay a theoretical foundation for IFRS's historical, cultural, and economic context in the modern world. It also utilizes survey questionnaires to gauge the degree of Awareness amongst post-graduate students in major universities across North Gujarat. Findings of this research reveal that there is not enough educational preparation given to students on IFRS and its role in the current Economy. At the same time, the study also reveals that there is ample cultural and personal employment-oriented awareness and openness amongst students regarding the role of IFRS and its significance in an economic context.

Key words: *accounting standards, global accounting standards, power distance, uncertainty avoidance, cultural framework, IFRS, IASC*

Citation:

Mistri Khushbu & Thaker Dharmendra (2020). Estimating Levels of Awareness amongst Students in North Gujarat with regards to IFRS , *Ganpat University Journal of Applied Research In Social Science & Humanities*, 9 (1), 39-64

Does Government Policy Affect Mobile Wallet Adoption?

Empirical Evidence from North Gujarat Region

Kiran J. Patel

Assistant Professor,
V. M. Patel College of Management Studies,
Ganpat University, Kherva
Email: kjp01@ganpatuniversity.ac.in

Hetalben Jayeshkumar Oza

Research Scholar,
V. M. Patel College of Management Studies,
Ganpat University, Kherva
Email: hetalbenoza19@gnu.ac.in

Abstract

This study examines key factors affecting customers' intentions to use mobile wallets in the context of the North Gujarat Region by integrating govt. The policy is one of the critical variables in TAM (Technology Acceptance Model). An exploratory research design is applied and collected 187 valid online responses through a structured questionnaire as per a simple random sampling method.

For testing hypotheses, multiple regression analysis is performed. This study's findings indicated that government policy perceived ease of use, and perceived Usefulness positively affects customers' Intention to use a mobile wallet in North Gujarat Region. This study provides useful insights into the policymakers, mobile wallet service providers, and govt. To formulate strategies for the promotion of m-wallet usage among more and more customers. The limitations of this study provide the scope for future research studies

Key words: *Govt. policy, Intention to use, Mobile wallet, North Gujarat, TAM*

Citation: Patel Kiran. & Oza Hetal (2020). Does government policy affect mobile wallet adoption? Empirical evidence from North Gujarat Region, *Ganpat University Journal of Applied Research In Social Science & Humanities*, 9 (1), 65-82

An Empirical Study to Measure Television Viewership Pattern among Young Adults in Gujarat

Gianchandani Damini Hareshkumar

Assistant Professor,
Gokul College of Commerce & Management
Gokul Global University, Siddhpur
E-mail-Id:
dhgianchandani.gccm@gokuluniversity.ac.in

Suraj M. Shah

Assistant Professor,
Centre for Management Studies and Research,
Ganpat University, Ganpat Vidyanagar
Email Id: sms01@ganpatuniversity.ac.in

Abstract

This study involves the Indian viewers who still enjoy watching TV. Tv Viewing in India has grown by 12 per cent since 2016, as per the Television Audience Analysis Council (BARC)'s India Study. It shows even with the popularity of smartphones with free data that powered the growth of OTTP networks including hot stars and Netflix, But Still Indian love to watch the TV set. TV is the very popular and affordable source of entertainment. This paper attempts to measure television Viewership Pattern among Young Adults in Gujarat. A survey method with structured questionnaire using Likert scale was circulated to the sample of population. Regression, Chronbach alpha, Descriptive statistics is applied using SPSS to analyze and interpret the data. This study shows that for the youth of Ahmedabad (Gujarat), there is a very huge scope and big opportunity to launching an exclusive channel. This research is important since it is feasibility analysis to start a general entertainment platform for young people. The research will provide a standardized input to the BARC about Viewership pattern of youth of Ahmedabad City and also helpful to the Production houses and branded companies and advertisers to reach their audience.

Key words: *Television Industry, Television Viewing Habits, Content, Measuring television Viewership Pattern.*

Citation: Gianchandani Damini H. & Suraj M. Shah. (2020). An Empirical Study to Measure Television Viewership Pattern Among Young Adults in Gujarat, *Ganpat University Journal of Applied Research In Social Science & Humanities*, 9 (1), 83-98

Ganpat University, established under Gujarat State Act No. 19 of 2005, is recognized under section 2(f) of UGC Act, 1956 and member of Association of Indian Universities, New Delhi.

It is an upcoming hi-tech education campus located near Kherva, 15 kms from Mehsana city and 45 kms from Gandhinagar in Gujarat state, India.

The splendid, multi-disciplinary and highly professional education campus pervades in 300 acres land with eco-friendly atmosphere. The University offers diploma, graduate, post-graduate and research programs in technical & professional disciplines.

Editorial Office:

The Chief Editor-GUJARISSH
Faculty of Social Sciences & Humanities,
C/o V M Patel College of Management Studies,
Ganpat University, Ganpat Vidyanagar 384012,
Mehsana-Gozariya Highway, Dist. Mehsana,
North Gujarat, India.

www.gujarishh.ac.in

E-mail: gujarishh@ganpatuniversity.ac.in



**FACULTY OF
SOCIAL SCIENCES
& HUMANITIES**