

**A STUDY ON VIEWING BEHAVIOUR OF KIDS TOWARDS TV  
CHANNELS**

Project submitted to Department of Commerce

**ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI**

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

In partial fulfillment of the requirements of

**Bachelor of Commerce**

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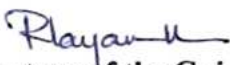
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**(MARCH 2019)**


## CERTIFICATE


It is certificate that this short term project work entitled "A Study Relating To Viewing Behaviour of Kids Towards TV Channels" is submitted to St. Mary's college (Autonomous), affiliated to Manonmaniam sundaranar University, Tirunelveli, is partial fulfillment of requirement for the degree of Bachelor of Commerce, St.Mary's College (Autonomous) Thoothukudi during the year 2018-2019. The following student of III B.COM (GENERAL)

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## DECLARATION

We here by declare that the project entitled "A STUDY ON VIEWING BEHAVIOUR OF KIDS TOWARDS TV CHANNELS" for the degree of Bachelor of Commerce is our original work and the project is not previously formed the basis for the award of degree, associateship, fellowship are any other similar titles and represents entirely on independent work on the part of us.

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## ACKNOWLEDGEMENT

We acknowledge the abundant blessing and grace of God Almighty who has always been our source of energy and knowledge for completing this project.

We extend our sincere thanks to **Rev. Dr. Sr. A.S.J. Lucia Rose M.Sc., PGDCA., M.Phil., Ph.D.** Principal, **St.Mary's College (Autonomous), Thoothukudi**, for the constant encouragement and blessing for doing this work successfully.

We express our beloved thanks to our Director of Self Supporting Courses **Rev. Sr. Peregrina Mary.M.A., M. Ed.**, for her encouragement in academic activities.

It is our real pleasure to extend our thanks to the Head of the Department of Commerce **Ms. P. Maria Sahaya Rossiyana M.Com., M.Phil., NET** and all the faculty member in the department for their valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude to our guide **Ms. C. Nayantra Mascarenhas M.Sc., M.Phil., SET** Assistant Professor, Department of Commerce, **St.Mary's College (Autonomous), Thoothukudi**, for the excellent and untiring guidance throughout the entire process of completing our project.

Finally we record our sincere thanks to our parent and friends for their encouragement during the work. It is humble to thank who are all indulged in this project to make it a grand success.

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**"A STUDY ON PROBLEMS FACED BY WOMEN SANITARY  
WORKER'S IN THOOTHUKUDI CORPORATION"**

A project report submitted to

**ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

Affiliated to

**Manonmaniam Sundaranar University Tirunelveli**

In partial fulfillment of the requirements for the award of the degree of

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**DEPARTMENT OF COMMERCE SSC**

**ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

**REACCREDITED WITH "A" GRADE BY NAAC**

**MARCH 2019**



## DECLARATION

We hereby declare that the project entitled on the topic "ASTUDY ON PROBLEM FACED BY WOMEN SANITARY WORKER'S IN THOOTHUKUDI CORPORATION" is submitted for the B.Com degree is our original work and the project has not formed the basis for the award of any degree, Diploma, fellowship of any other similar titles.

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PLACE: THOOTHUKUDI

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## CERTIFICATE

This is to certify that this short term project work entitled “ **A STUDY ON PROBLEM FACED BY WOMEN SANITARY WORKER'S IN THOOTHUKUDI CORPORATION**” is submitted by **M.AROKIA ANITHA(16SUCG07), M.AROCKIA PREETHI MARIA(16SUCG08), P.BHAVANI(16SUCG10), U.EBZIBHA(16SUCG12), A.EMIMA(16SUCG13)** in partial fulfillment of requirements for the degree **Bachelor of Commerce** of **St. Mary's college (Autonomous), S.S.C.**, is done during the academic period 2018-2019.

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## ACKNOWLEDGEMENT

We remember our almighty god's abundant grace which makes everything possible for us.

Our sincere thanks to **Rev. Dr. Sr.A.S.J. Lucia Rose M.Sc.,PGDCA.,Ph.D. Principal of St. Mary's College (Autonomous) Thoothukudi** for her encouragement in our academic career.

We thank our director of self-supporting course **Rev. Sr. Peregrina M.A.,M.Ed** and our staff who helped us in our work.

We thank our gratitude to the Head of the department of Commerce for her support during the course of our project work.

We wish to express our deepest sense of gratitude **Mrs. P. Maria Sahaya Rossiyana M.com.,M.Phil.,NET Head of the Department of Commerce** and to **Assistance head of the Department of Commerce** and to our guide **Dr. T. Priyanka M.Com.,M.B.A.,Ph.D** is of different nature. We must say that without her relentless efforts and sustain encouragement this project would not have been possible.

We are indebted to all those who have contributed to the completion of their project work.

Personally, we record our deep sense of gratitude to our family member and our friends for their constant support and encouragement at every step of our life in general and this project work particularly.

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A STUDY ON CUSTOMER'S SATISFACTION TOWARDS  
INTERNET BANKING WITH SPECIAL PREFERENCE TO  
THOOTHUKUDI DISTRICT

Project submitted to Departments of Commerce

ST.MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI

Affiliated to

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## DECLARATION

We have declared that the project entitled " A STUDY ON CUSTOMER'S SATISFACTION TOWARDS INTERNET BANKING WITH SPECIAL PREFERENCE TO THOOTHUKUDI DISTRICT " is submitted in partial fulfilment of the requirements for the degree in our original work done under the guidance and supervision of Ms.Maheshwari .This project has not previously formed bases of award of any similar titles and it represents entirely an independent work.

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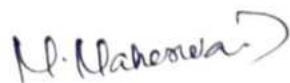
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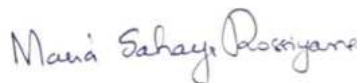
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It is certified that this short term project work entitled " **A STUDY ON CUSTOMER'S SATISFACTION TOWARDS INTERNET BANKING WITH SPECIAL PREFERENCE TO THOOTHUKUDI DISTRICT** " is submitted to St. Mary's college (Autonomous) affiliated to **Manonmaniam Sundaranar University** is partial fulfilment of the requirements for the degree of " **Bachelor of Commerce**" and is a record of work done in the Department of Commerce (SSC), St. Mary's College (Autonomous), Thoothukudi during the year 2018-2019 by the following students.

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**A STUDY ON WORKSTRESS AMONG FISHERMAN IN  
THOOTHUKUDI DISTRICT**

Project submitted to Departments of Commerce

**ST.MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI**

Affiliated to

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**( MARCH 2019)**



## DECLARATION

We have declared that the project entitled " A STUDY ON WORKSTRESS AMONG FISHERMAN IN THOOTHUKUDI DISTRICT " is submitted in partial fulfilment of the requirements for the degree in our original work done under the guidance and supervision of Dr.S.Bulomine Regi. This project has not previously formed bases of award of any similar titles and it represents entirely an independent work.

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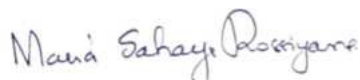


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**DIGITAL INDIA: A PATH FOR CASHLESS ECONOMY – A STUDY  
ON GENERAL PUBLIC OPINION IN THOOTHUKUDI DISTRICT**

Project submitted to

**DEPARTMENT OF COMMERCE**

**ST. MARY'S COLLEGE (Autonomous), THOOTHUKUDI**

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Manonmaniam Sundaranar University, Tirunelveli,

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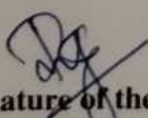
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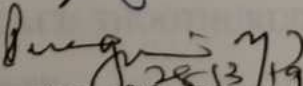
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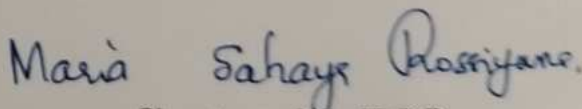
  
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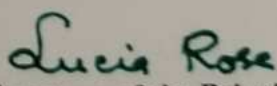
  
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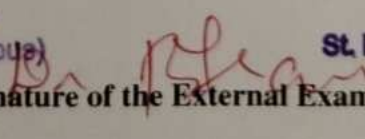
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## DECLARATION

We hereby declare that the project entitled on the topic "DIGITAL INDIA: A PATH FOR CASHLESS ECONOMY -A STUDY ON GENERAL PUBLIC OPINION THOOTHUKUDI DISTRICT" Is submitted in partial fulfillment of the requirement of the work done under guidance and supervision of Dr. S. Bulomine Regi., Assistant Professor of Commerce, this project has not previously format the basis for the award of any degree diploma. Fellowship or any other similar titles and it represents entirely and independent work on the part of us;

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**“A STUDY ON HURDLES FACED BY GIRLS OF THOOTHUKUDI TO  
CONTINUE THEIR HIGHER EDUCATION”**

Project submitted to Department of Commerce

**ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

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**Dr. Anne Devotta, M.Com., M.phil., Ph.D.**

**DEPARTMENT OF COMMERCE (SSC)**



**ST.MARY'S COLLEGE (AUTONOMOUS)**

**(Reaccredited with 'A' Grade by NAAC)**

**THOOTHUKUDI**

**(MARCH-2019)**

**Dr. Anne Devotta, M.Com., M.phil., Ph.D.**

**Assistant Professor of Commerce (SSC)**

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### **CERTIFICATE**

This is to certify that the project entitled **"A STUDY ON HURDLES FACED BY GIRLS OF THOOTHUKUDI TO CONTINUE THEIR HIGHER EDUCATION"** submitted by the candidates Kaviya. J, Keerthana Anu. V, Krishna Veni. C, Maria Antony Anisha. X, Maria Joseph Annlin. C in partial fulfillment of the requirements for the degree of Bachelor Of Commerce to **St.Mary's College (Autonomous), Thoothukudi**, affiliated to Manonmaniam Sundaranar University, Tirunelveli, is the original work done by them during the period of their study under my guidance and supervision.

Place : Thoothukudi

Date:

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## DECLARATION

We hereby state that the project entitled "A STUDY ON HURDLES FACED BY GIRLS OF THOOTHUKUDI TO CONTINUE THEIR HIGHER EDUCATION" submitted to St.Mary's College (Autonomous), Thoothukudi, affiliated to Manonmanium Sundarnar University, Tirunelveli, for the award of the degree of **Bachelor of Commerce (SSC)** is our original work and that no part of this project has been submitted for the award of any other Degree, Diploma and Fellowship or other similar titles.

Place : Thoothukudi

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(Guide)

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2. Kasthona. ✓
3. C. Kishra Veri
4. X. Anisha
5. C. Annlin



## ACKNOWLEDGEMENT

We acknowledge the abundant blessing and grace of **GOD ALMIGHTY** who has always been our source of energy and knowledge.

We extend our sincere thanks to **Rev. Dr. Sr. A.S.J. LUCIA ROSE, M.Sc., PGDCA., M.Phil., Ph.D.**, Principal and **Rev. Sr. PEREGRINA MARY, M.A, M.Ed.**, Director of SSC, **St.Mary's College (Autonomous), Thoothukudi**, for her constant encouragement and blessings for doing this work successfully.

It is our real pleasure to extend our thanks to our Head of the Department of commerce (SSC) **Ms. P. MARIA SAHAYA ROSSIYANA M.Com., M.Phil., NET**, for her encouragement and guidance.

We express our deepest sense of gratitude to our esteemed guide **Dr. Anne Devotta, M.Com., M.phil., Ph.D.** Assistant Professor of the Department of Commerce, **St.Mary's College (Autonomous), Thoothukudi**, for her excellent and untiring guidance throughout the entire process of completing our project.

Finally, we record our sincere thanks to our **parents** and **friends** for their encouragement during the work.

With deep sense of gratitude, we thank all who have responded whole heartedly to complete our project.

**-The Group**



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II	PROFILE OF THE STUDY	15-40
III	DATA ANALYSIS & INTERPRETATIONS	41-64
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**A STUDY ON CUSTOMER'S PURCHASING BEHAVIOUR TOWARDS DOMS  
PRODUCTS IN THOOTHUKUDI**

Project submitted to Department of Commerce

**ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI**

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

In partial fulfilment of the requirements of

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**DEPARTMENT OF COMMERCE (SSC)**

**ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

**(Reaccredited with 'A' Grade by NAAC)**

**Thoothukudi**

**(MARCH 2019)**

## CERTIFICATE

It is certified that this short term project work entitled "A study on customer's purchasing behavior towards Doms products in Thoothukudi " is submitted to St. Mary's College (Autonomous) affiliated to Manonmaniam Sundaranar University is partial fulfilment of requirement for the degree of Bachelor of Commerce and is a record of work done in the Department of Commerce, St. Mary's College (Autonomous), Thoothukudi during the year 2018 – 2019 by the following students.

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## DECLARATION

We have declared that the project entitled “A study on customer’s purchasing behavior towards Doms products in Thoothukudi” is submitted in partial fulfilment of the requirements for the degree in our original work done under the guidance and supervision of Mrs. Maria Sahaya Rossiyana M.Com., M.Phil.,NET. This project has not previously formed the bases of award of any similar titles and it represents entirely an independent work.

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## ACKNOWLEDGMENT

First of all, we would like to thank almighty lord for his abundant blessings showered upon us throughout this project.

We would like to express our heartfelt thanks to our Principal Rev. **Dr. Sr. A.S.J. Lucia Rose M.Sc.,PGDCA.,M.Phil.,Ph.D.** and our Self supporting Course Director **Rev .Dr. Sr. Peregrina Mary M.A, M.Ed.** and our department staff who have helped us in our work.

We wish to express our deepest sense of gratitude to **Mrs. P. Maria Sahaya Rossiyana M.Com., M.Phil.,NET.** Head of the department of Commerce and to our **Guide Mrs. P. Maria Sahaya Rossiyana M.Com., M.Phil,Net.** for her rentless effort and encouragement.

We wish to express our heartfelt thanks to our beloved parents for their encouragement and advice which helped us to make our efforts success.

We gratefully acknowledge all our friends and classmates for their valuable help and suggestion during the conduct of this study. It is humble to thank all who have indulged in this project to make it a grand success.

## CHAPTERIZATION

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**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SUPERMARKET IN  
VELAVAN HYPERMARKET OF THOOTHUKUDI DISTRICT**

Project submitted to Department of Commerce (SSC)

**ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI**

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

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**DEPARTMENT OF COMMERCE (SSC)**

**ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

**(Reaccredited with 'A' Grade by NAAC)**

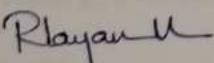
**Thoothukudi**

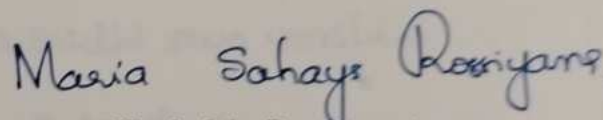
**(MARCH 2019)**

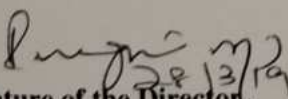
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It is certified that this short term project work entitled "A study on consumer buying behavior towards supermarket in Velavan Hypermarket of Thoothukudi district" is submitted to St. Mary's college (Autonomous) affiliated to Manonmaniam Sundaranar University is partial fulfillment of requirement for the degree of Bachelor of Commerce and is a record of work done in the Department of Commerce (SSC), St. Mary's College (Autonomous), Thoothukudi during the year 2018-2019 by the following students.

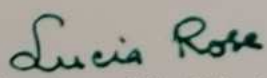
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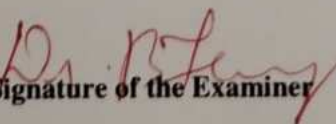
  
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## DECLARATION OF THE CANDIDATE

We have declared that the project entitled "A Study on Consumer Buying Behavior towards Supermarket in Velavan Hypermarket of Thoothukudi District" is submitted in partial fulfillment of the requirements for the degree is our original work done under the guidance and supervision of Mrs. C. Nayanthra Mascarenhas M.Sc., M.Phil, SET. This project has not previously formed the bases of award of any similar titles and it represents entirely in independent work.

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## ACKNOWLEDGMENT

First of all, we would like to thank almighty lord for his abundant blessing showered upon us throughout this project.

We would like to express our heartfelt thanks to our **Principal Rev. Dr. Sr. A. S. J. Lucia Rose M.Sc., PGDCA, M.Phil., Ph.D.** Our self supporting course **Director Rev. Sr. Peregrina Mary M.A., M.Ed.** and our department staff who have helped us in our work.

We wish to express our deepest sense of gratitude to **Mrs. P. Maria Sahaya Rossiyana M.Com., M.Phil., NET, Head of the Department of Commerce (SSC)** and to our **Guide Mrs. C. Nayanthra Mascarenhas M.Sc., M.Phil., SET,** for her rentless effort and encouragement.

We wish to express our heartfelt thanks to our beloved parents for their encouragement and advice which helped us to make our efforts success.

We gratefully acknowledge all our friends and classmates for their valuable help and suggestion during the conduct of this study. It is humble to thank all who indulged in this project to make it a grand success.

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**A STUDY ON CUSTOMERS' SATISFACTION AND PERCEPTION TOWARDS  
JEWELLERY PURCHASE IN THOOTHUKUDI DISTRICT "**

**Project submitted to**

**Department of Commerce**

**ST.MARY'S COLLEGE (Autonomous), THOOTHUKUDI**

**Affiliated to**

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

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**Under the Supervision and Guidance of**

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**ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

**(Reaccredited with "A" Grade by NAAC)**

**Thoothukudi**

**MARCH - 2019**



### DECLARATION

We hereby declare that the project entitled "A STUDY ON CUSTOMERS' SATISFACTION AND PERCEPTION TOWARDS JEWELLERY PURCHASE IN THOOTHUKUDI DISTRICT" is submitted for the B.Com degree is our original work done in partial fulfillment of the requirement of the work done under the guidance and supervision of **Dr. B. GEETHA MAHESWARI, M.COM., M.PHIL., M.B.A., Ph.D., NET.** This project has not previously formed the basis for the award of any similar titles and it represents entirely an independent work on the part of us.

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**PLACE: THOOTHUKUDI**

**DATE :**

## CERTIFICATE

We hereby certify that the report entitled "A STUDY ON CUSTOMERS' SATISFACTION TOWARDS JEWELLERY PURCHASE IN THOOTHUKUDI DISTRICT" is submitted to St.Mary's college (Autonomous), affiliated to MANOMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI in partial fulfilment of the requirements for the degree of Bachelor of Commerce and is a record of work done in the Department of commerce, St.Mary's college (Autonomous), Thoothukudi during the year 2018-19 by my group members.

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EXTERNAL EXAMINER



## **ACKNOWLEDGEMENT**

First of all we would like to thank Almighty lord for this abundant blessings showered upon this throughout this project.

We would like to express our sincere thanks to our principal **Rev. Dr. Sr. A.S.J. Lucia Rose M.Sc., PGDCA., M.Phil., Ph.D.**, and our Self Supporting Course director **Rev.Sr.Peregrina Mary, M.A, M.Ed.**

We wish to express our deepest sense of gratitude to **Mrs. P. Maria Sahaya Rossiyana, M.Com., M.Phil, NET**, Head of the Department of Commerce (SSC) and to our guide **Dr. B.Geetha Maheswari, M.Com., M.Phil., M.B.A., Ph.D., NET**, for their relent less effort and encouragement and our department staffs who helped us in the project work.

We wish to express our heartfelt thanks to our beloved parents for their encouragement and advice which helped us to make our effort success.

We gratefully acknowledge all our friends and classmates for their valuable help and suggestions during the course of this study. We thank all the respondents who gave their valuable information and suggestions to make this project a grand success.

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# JEWELLERY PURCHASE





# **CHAPTER - I**



## **INTRODUCTION AND DESIGN OF THE STUDY**

## CHAPTER I

### 1.1 INTRODUCTION:

India is now, according to the World Gold Council (WGC), the world's second biggest consumer of gold having been surpassed by China. However, India remains a major player in the gold market. At present, India has only three operational gold mine namely Hutti and Uti in Karnataka Hirabuddini mines in Jharkand. As such, India is heavily dependent on imports mainly from Australia, South Africa and Russia. Market analysts revealed that currently India and China have by far the biggest markets for gold in the world. However, gold plays a different role for the Indians than for the Chinese. India has been the biggest gold market for centuries because Indians buy gold for its role in their social, religious and cultural life. For the Chinese, however, attraction to gold is a recent phenomenon because they buy gold primarily for financial investment purposes. India consumes about 800 metric tonnes of gold per year, which accounts for about 20 percent consumption of gold globally. More than 50 percent of the gold is used for making gold jewellery. However, the per-capita gold jewellery demand in India is low. Moreover, gold is the most popular investment in the country. Indian investors generally buy gold as a hedge or safe harbour against economic, political, or social fiat currency arises (including investment market declines, burgeoning national debt, currency failure, inflation, war and social unrest). Over the past ten years, the value of gold demand in India has increased at an average rate of 13 percent per year, outpacing the country's real GDP(Gross Domestic Product), inflation and population growth by six percent, eight percent and 12 percent respectively. Some estimates that around 30 percent of per-capita income saved and of this 30 percent, 10 percent already invested in gold.

### 1.2 STATEMENT OF THE PROBLEM:

Gold plays an important role in share market. The currency is freely convertible at home or abroad into a fixed amount of gold per unit of currency. In India, jewellery has not only traditional and aesthetic value, but is also considered as a source of security in times of financial crisis. There was a great attraction in people for different types of Jewellery, as it is regarded as the symbol of status and wealth also. As it is human nature that the people want to show themselves attractive and superior than others, so nowadays Jewellery is used not only in the form of ornaments but also as a collection. The reason behind this phenomenon is



that the value of Jewellery has a tendency to move upward with the passing of time. As the demand of different types of Jewellery is increasing, the Jewellery industry is also raising rapidly. Also the processing, costing and marketing strategies of Jewellery get changes with the new prospects of replacing the traditional patterns. Now the standardized Jewellery is manufactured and guarantee of purity is given to the buyers for their full satisfaction instead of keep them in the dark about the quality and purity of the Jewellery purchased by them.

Apart from increasing the beauty of Indian women, Indian jewellery is also considered to be a matter of great security in time of financial crisis due to its good value. The usage of jewellery is not only limited to highly affluent classes, but it is also adorned by low income groups for whom ornaments made of semi-precious stones are readily available at affordable rates. Currently, there is no standard invoicing pattern in the country and prices vary from jeweller to jeweller. Every city has its own jewellery association and the gold rate is declared by these associations every morning due to which the gold rate varies in each town. While buying studded jewellery, some unscrupulous jewellers weigh the entire piece and charge for it at the price of gold. In case the customers wishes to exchange/sell it back, the jeweller would normally deduct the stone weight and impurity from the total value. The billing procedure differs for a studded product. When a customer purchases a studded jewellery piece, the stone value is also added into the bill. In such conditions it seems necessary to conduct a study in this field so that one may come to know about the types, processing costing and marketing strategies of Jewellers.

Keeping in view the above facts, the research team has made a research regarding the Customers' satisfaction and perception towards Jewellery purchase in Thoothukudi District. It is believed that this study will attract the attention of the people of this industry and other eminent personalities involved in the research work related to the industry.

### 1.3 OBJECTIVES

The main objectives of the study are given below:

- ✓ To enlighten the need, scope and importance of the study.
- ✓ To study the importance of Jewellery industry in society.
- ✓ To analyze the problems faced by the consumers while purchasing jewels.
- ✓ To know and analyze whether the consumers are aware about the jewellery market trend.

- ✓ To analyze the factors affecting the purchase decision regarding the selection of jewellery shop.
- ✓ To analyze whether the customers are aware about the price fluctuations.
- ✓ To know how brand preference is formed in purchasing Gold ornaments among consumers.
- ✓ To measure the level of customers' satisfaction regarding the jewellery purchase.
- ✓ To arrive at the logical conclusion and to propose constructive suggestions for the betterment of Jewellery industry in India.

## **1.4 RESEARCH AND METHODOLOGY:**

This section attempts to describe the methodology of the present study. It includes the period of the study, sampling techniques, collection of data and analysis of data.

### **1.4.1 AREA & PERIOD OF THE STUDY:**

This study is conducted for various classes of people who are scattered in different areas of Thoothukudi. The primary data were collected during the months of December 2018 to February 2019 from the Jewellery customers in Thoothukudi, the study area.

### **1.4.2 SAMPLING DESIGN:**

The data collected are original in nature. It is first-hand information. For the collection of data, 56 respondents who usually purchase jewels in the reputed jewellery shops like AnnaiJewellers, KhazanaJewellers, KalyanJewellers, ThangamayilJewellers, VelavanJewellers, AlagarJewellers and other Traditional family retail Jewellers were selected by convenience sampling method.

### **1.4.3 COLLECTION OF DATA:**

The data required for the study have been collected from both primary and secondary sources. The primary data were collected through questionnaire and secondary data were collected through internet, newspapers, magazines and the like.

### **1.4.4 PROCESSING OF DATA:**

After collection of primary data, the research team has thoroughly verified the data and arranged them for further analysis. A master table has been prepared to sum up all the



information contained in questionnaire. A required number of tables are formed there from. Thus the data collected through questionnaires were tabulated, classified and analyzed on the basis of Pie-chart, Bar diagrams, Percentage, Simple Ranking method and Five-Point Scaling test.

### **1.5 IMPORTANCE OF THE STUDY:**

- The study helps to identify the problems faced by customers in the jewellery purchase.
- The study exhibits the awareness of the customers about the jewellery market trend.
- The study helps to know the factors affecting the jewellery purchase.
- The outcome of study tells the satisfaction level of the customers regarding the purchasing of jewellery.
- The study helps to know the perception towards ranking of best shops in the study area.
- The research helps to know about the customers' latest needs and wants.

### **1.6 LIMITATIONS OF THE STUDY:**

In spite of various advantages mentioned above, the following limitations are inevitable.

- ❖ This study is restricted only to the Thoothukudi town. So the result may not be applicable to other area.
- ❖ The sample size is only 56 which may not reveal the true picture of the whole population in the study area.
- ❖ Some respondents were very uncommunicative and did not voluntarily supply certain information. Hence we cannot expect that the data collected through questionnaire is hundred percent factual.
- ❖ The findings of the study may be applicable to the period in which it has been done; it may be unsuitable for the other period.
- ❖ Being illiterate, some of the respondents could not answer the questions properly. Hence the researcher had been to use the interview schedule method.

Due to the time constraints, only the most important information has been taken for the study.

## **1.7 CHAPTER SCHEDULE:**

The project report is classified in to four chapters:

### **CHAPTER 1**

The first chapter deals with introduction and research design.

- Introduction
- Statement of the problem
- Objectives of the study
- Methodology
- Limitations of the study
- Chapterisation.

### **CHAPTER 2**

The second chapter contains the Theoretical Aspects and Review of Related studies.

### **CHAPTER 3**

The third chapter deals with Analysis and Interpretation of the data.

### **CHAPTER 4**

The fourth chapter summarizes the findings, suggestions and conclusion.

### **ANNEXURE**

1. Questionnaire
2. Bibliography



**“A STUDY ON THE INFLUENCE OF ADVERTISEING ON THE  
CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO  
THOOTHUKUDI DISTRICT”**

**Project Submitted to Department of Commerce (SSC)  
ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI**

**Affiliated to  
MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNEIVELI,**

**In partial fulfillment of the award of the degree of  
Bachelor of Commerce**

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**MARCH – 2019**

## DECLARATION

We have declared that the project entitled “**A STUDY ON THE INFLUENCE OF ADVERTISEING ON THE CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT** ” is submitted in partial fulfillment of the requirements for the degree is our original work done under the guidance and supervision of **Dr. T.PRIYANKA M.Com., MBA., Ph.D.** Department of Commerce (SSC),Thoothukudi. This project has not previously formed the basis for the award of any similar titles and it represents entirely in independent work on the part of us.

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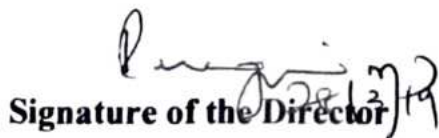
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# A STUDY ON CUSTOMERS SATISFACTION TOWARDS HERO ELECTRIC BIKES

Project submitted to Departments of Commerce

ST.MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI

Affiliated to

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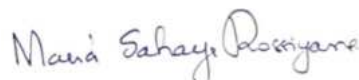
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