STRESS MANAGEMENT OF NURSES IN THOOTHUKUDI

A project report submitted to PG and Research Department of Commerce

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

BACHELOR OF COMMERCE

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Thoothukudi-628001

April - 2021

DECLARATION

We hereby declare that the project entitled **"STRESS MANAGEMENT OF NURSES IN THOOTHUKUDI"** is submitted in partial fulfillment of the requirement of the work done under the guidance and supervision of **Mrs. O. Sony Fernando M.com., M.Phil., SET.**, PG and Research Department of Commerce, Thoothukudi. This project has not previously formed the basis for the award of any degree diploma, fellowship or any other similar tiles and represents entirely an independent work on the part of us.

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ACKNOWLEDGEMENT

We acknowledge the abundant blessings and grace of God Almighty who has been our source of energy and knowledge.

We extend our special thanks to our Principal **Dr. Sr. A.S. J. Lucia Rose M.Sc., PGDCA, MPhil, Ph.D.** for the constant encouragement and blessings for doing this work successfully.

It is our pleasure to extend our thanks to the Head of the Department of Commerce **Mrs. Dr. G. Stella Beatrice Nirmala M.Com., M.Phil., Ph.D., MBA., DFA, PGDIT, DGT** for her valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude to our guide **Mrs. O. Sony Fernando, M.Com., M.Phil., SET, Assistant Professor, Department of Commerce,** for the excellent and the 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.

- THE GROUP

CONTENT

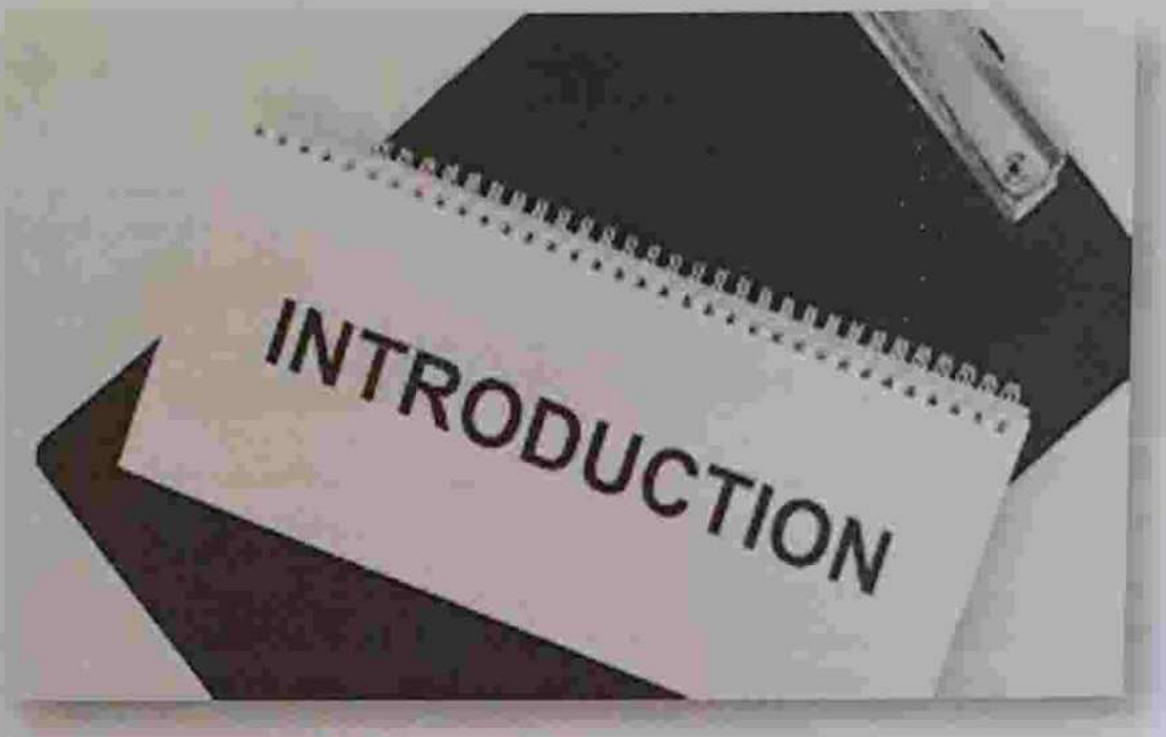
CHAPTER	TITLE	PAGE NUMBER
I.	INTRODUCTION AND DESIGN OF THE STUDY	1 – 12
II	PROFILE OF THE STUDY	13 - 42
III	ANALYSIS AND INTERPRETATION	43 - 78
IV	FINDINGS AND SUGGESTIONS	79 – 81
V	CONCLUSION	82
ANNEXURE - I	QUESTIONNAIRE	
ANNEXURE - II	BIBLIOGRAPHY	

LIST OF TABLES

TABLE NO.	TITLE	PAGE NO.
3.1	Level of income of the nurses	41
3.2	Work experience of the nurses	42
3.3	Maximum shifts worked	43
3.4	Lack of cooperation of patients	44
3.5	Level of stress due to absence of doctors	45
3.6	Rapport with colleagues	46
3.7	Unexpected death of patients	47
3.8	Level of stress due to night shifts	48
3.9	Not having enough time to sleep	49
3.10	Fear of infection	50
3.11	Level of stress on maintaining distance with family	51
3.12	Wearing protective equipment	52
3.13	Continuous shifts	53
3.14	Afraid to seeing patients struggle	54
3.15	Quarantined after COVID duty	55
3.16	Unable to attend family function	56
3.17	Difficulty in taking care of children	57
3.18	Difficulty in managing children studies	58
3.19	Unable to perform the role of a mother	59
3.20	Reflection of the absence among home	60
3.21	Absent during festival	61
3.22	Time spent with the family vs. Stress	62
3.23	Gardening vs. Stress	63
3.24	Physical exercise vs. Stress	64
3.25	Vacation trip with friends vs. Stress	65
3.26	Sharing Emotions vs. Stress	66
3.27	Shopping vs. Stress	67
3.28	Hobbies vs. Stress	68
3.29	Watching Movies vs. Stress	69
3.30	Family Trip vs. Stress	70
3.31	Meditation and Yoga vs. Stress	71 – 72

3.32	Long Working Hours	73 - 74
3.33	Unable to do household work perfectly	75 – 76
3.34	Fear of infection	77 - 78

CHAPTER -1



INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

Stress is a state of reaction to a person's impairment of biological and psychological balance. As an inevitable consequence of life, all living creatures experience stress. Stress is a state of change that occurs automatically as a result of physical, mental and emotional stresses that causes positive and negative emotions and has physical and mental effects. There can be many sources of stress. The environment we live in, our body, our thoughts, and even how we see the world can be a stress factor. When we understand how individuals react under extremes of stress, many of the more subtle and unstretched forms of behaviours will be immediately understandable. Stress is the defense mechanism of human being. In response to emotional or physical stress, the human body causes a complex physiological response that is known and yet not fully understood. It is important to understand the biology of the stress response and when it becomes pathological.

Stress has multidimensional effects. Stress related symptoms can be grouped into four as physical, emotional, mental and social. There are some specific symptoms of stress. These symptoms include constant anxiety, excessive alcohol consumption and smoking, insomnia, difficulties in co-operation, feelings of inadequacy, emotional imbalance, digestive problems, and high blood pressure. In order to cope with stress and improve the quality of life, changing the state or reactions is called stress management. Stress upsets the entire balance of the individual. It is possible to cope with stress by using the individual's own power with mental regulations and new conditionings, by teaching the stress-relieving body and mind relaxation exercises. A nurse is a health professional who provides support for stressed individuals. Nurses are important help providers in providing professional knowledge and skills and supportive interventions to stressed individuals. Nurses provide psychological counseling and guidance services to recognize stressor that causes stress to eliminate stress in the environment, to protect and maintain mental health of individuals, to teach effective ways of coping with stress.

STRESS AS A BASIC CONCEPT AND NURSING APPROACHES

Stress is one of the most important areas of human understanding. When we understand how individuals react under extremes of stress, many of the more subtle and unstretched forms of behavior will be immediately understandable. Stress is the reality of life, but contrary to popular understanding, stress is not always a bad thing. Indeed, the capacity to

adapt to and respond to various conditions of existence can be a definition of life itself. According to APA's 2015 stress report in the USA, 78% of the population reported that they experienced stress symptoms. Stress was named as "health epidemic of 21st century" by the world health organization [WHO]. Stress is defined as "an attack that threatens the existence of organisms with all kinds of factors and the reaction of the organism to this attack". Stress has been the subject of research by many of the researchers and it has been tried to be defined with different expressions.

Research and evaluations explaining the relationship between stress and human were made by Hans Selye for the first time. The term stress was defined as "nonspecific response of the body to any demand and these responses may be acceleration in the heartbeat, dry mouth, tremor, restlessness, excessive fatigue" by Selve. Stress is the effort an individual spends beyond the physical and psychological limits due to the inconvenient conditions in the physical and social environment. All people feel stressed. In response to emotional or physical stress, the human body causes a complex physiological response that is known and yet not fully understood. Stress creates a response through the autonomic nervous system and the hypothalamic pituitary-adrenal axis to activate various areas of the brain through mediators such as dopamine, serotonin and others. It is important to understand the biology of the stress response and the time it becomes pathological.

Stress is divided into constructive stress "eustress" and destructive stress "distress". Constructive stress can arise from vital difficulties caused by pleasant activities. Destructive stress can arise when there are unpleasant situations that need to be adapted. Stress has multidimensional effects. Anxiety, tension, restlessness, fear, embarrassment can be seen in emotional dimension; self-criticism, concentration and decision-making difficulty, forgetfulness, thoughts about failure in intellectual dimension; stuttering or similar speech difficulties, crying, irritability, clenching teeth, increased or decreased appetite in behavioral dimension; tension in the hands, sweating of hands, headache, back or neck problems, frequent sickness, feeling of fatigue, rapid breathing, palpitations, tremor in physical dimension. Stress factors can be caused by the person or his/her environment. Individual stress sources are formed by individual needs, capacity and character. Differences in perception, experiences, family problems, relations between family members, upbringing, and education, spouses bringing their work problems to home, divorce and death are factors that create individual stress. Environmental stress sources are stress sources related to the

general environment of the individual and stress sources other than business life. Family problems, economic difficulties in the country and the world, a monotonous lifestyle, socio-cultural changes and transportation problems are important stress factors related to the general environment. Work-related stress sources are related to the stressful work environment, shift work, too much or too little work, physical danger, adaptation to one's disturbance of the balance, causes an alarm response to maintain vitality. In order to restore the deteriorating balance, it is necessary to adapt to the new situation. This adaptation sign has three steps; the first step is the alarm reaction, that is, when the organism perceives the external stimulus as stress. In this period, the organism goes into shock and counter shock.

The second step is the resistance period. This period is suitable for adaptation against stressful conditions, that is, the resistance of the body increases above normal during this period. At this stage, the individual puts all his or her effort to resist the stress and shows the behaviors of a stressed person. The third step is the exhaustion period. If the stressful event is very serious and lasts a long time, the exhaustion stage comes out. Sometimes during this period, re-alarm period reactions occur. Each creature's adaptability and energy are different and limited. Sleep and rest can repair the body, but in the face of ongoing and unmanageable stresses, the balance is disrupted, and the energy of harmony ends. Stress management is defined as a process that minimizes stress by enabling the person to use an appropriate and effective coping method when confronted with psychological stress that puts the person under pressure. This process is all positive or negative efforts. Stress management includes techniques for managing conditions, spending effort to solve personal and interpersonal problems, managing, minimizing, reducing or tolerating stress or conflict, and enabling the individual to lead a happier, healthier, productive, mentally and behaviorally balanced, quality life.

Since coping methods may vary according to personality traits, it is very important to try and learn the most appropriate one for the person. In the struggle to cope with stress, the step that will enable us to take half of the way is to recognize the individual stress response. There are several methods for stress management. These methods can be grouped as physical methods, mental methods, behavioral techniques, seeking social support and the 4 A's Model [Avoid, Alter, Adapt and Accept] in stress management. A nurse is a health professional who provides support for stressed individual. Interventions that can be applied by nurses in case of stress are evaluation of stress causing factors, explaining ways of

self-appeasement when got angry, giving advice to think about things that are pleasing, teaching deep breathing exercises for relaxation, recommending to participate into different activities that make happy, determining what is important in life and what needs to change, planning these changes weekly, helping to create realistic goals for achieving a healthy lifestyle, referring to a professional counselor if the person has severe depression or anxiety or to a family counseling if the person has intense family problems.

TYPES OF STRESS

ACUTE STRESS

Acute stress is the most common form of stress among human worldwide. Acute stress deals with the pressures of the near future or dealing with the very recent past. This type of stress is often misinterpreted for being a negative connotation. While this is the case in some circumstances, it is also a good thing to have some acute stress in life. Running or any other form of exercise is considered an acute stressor. Some exciting or exhilarating experiences such as riding a roller coaster is an acute stress but is usually very enjoyable. Acute stress is a short term stress and as a result, does not have enough time to do the damage that long term stress causes.

CHRONIC STRESS

Chronic stress is unlike acute stress. It has a wearing effect on people that can become a very serious health risk it is continues over a long period of time. Chronic stress can lead to memory loss, damage spatial recognition and produce a decreased drive of eating. The severity varies from person to person and also gender difference can be an underlying factor. Women are able to take longer durations of stress than men without showing the same maladaptive changes. Men can deal with shorter stress duration better than women can but once males hit a certain threshold, the chances of them developing mental issues increases drastically.

WORKPLACE

Stress in the workplace is a commonality throughout the world in every business. Managing that stress becomes vital in order to keep up job performance as well as relationship with co-workers and employers. For some workers, changing the work

environment relieves work stress. Making the environment less competitive between employees decreases some amounts of stress. However, each person is different and some people like the pressure to perform better.

Salary can be an important concern of employees. Salary can affect the way people work because they can aim for promotion and in result, a higher salary. This can lead to chronic stress. Cultural differences have also shown to have some major effects on stress coping problems. Eastern Asian employees may deal with certain work situations differently from how a Western North American employee would. In order to manage stress in the workplace, employers can provide stress managing programs such as therapy, communication programs, and a more flexible work schedule.

A study was done on the stress levels in general practitioners and hospital consultants in 1999. Over 500 medical employees participated in this study done by R.P.Caplan. These results showed that 47% of the workers scored high on their questionnaire for high levels of stress. 27% of the general practitioners even scored to be very depressed. These numbers came to a surprise to and it showed how alarming the large numbers of medical workers become stressed out because of their jobs. Manages stress levels were not as high as the actual practitioners themselves. An eye opening statistic showed that nearly 54% of workers suffered from anxiety while being in the hospital. Although this was a small sample size for hospitals around the world, Caplan feels this trend is probably fairly accurate across the majority of hospitals.

STRESS MANAGEMENT PROGRAMS

Many businesses today have begun to use stress management programs for employees who are having trouble adapting to stress at the workplace or at home. Some companies provide special equipment adapting to stress at the workplace to their employees, like coloring diaries and stress relieving gadgets. Many people have spill over stress from home into their working environment. There are a couple of ways businesses today try to alleviate stress on their employees. One way is individual intervention. This starts off by monitoring the stressors in the individual. After monitoring what causes the stress, next is attacking that stressor and trying to figure out ways to alleviate them in any way. Developing social support is vital in individual intervention, being with others to help you cope has proven to be a very effective way to avoid stress. Avoiding the stressors altogether is the best

possible way to get rid of stress but that is very difficult to do in the workplace. Changing behavioral patterns, may in turn, help reduce some of the stress that is put on at work as well.

Employee assistance programs can include in-house counseling programs on managing stress. Evaluative research has been conducted on EAPs that teach individual stress control and inoculation techniques such as relaxation, biofeedback, and cognitive restructuring. Studies show that these programs can reduce the level of physiological arousal associated with high stress. Participants who master behavioural and cognitive stress-relief techniques report less tension, fewer sleep disturbances, and an improved ability to cope with workplace stressors.

Another way of reducing stress at work is by simply changing the workload for an employee. Some may be overwhelmed that they have so much work to get done, or some also may have such little work that they are not sure what to do themselves at work. Improving communications between employees also sounds like a simple approach, but it is very effective for helping reduce stress. Sometimes making the employee feel like they are a bigger part of the company, such as giving them a voice in bigger situations shows that you trust them and value their opinion. Having all the employees mesh well together is a very underlying factor which can take away much of workplace stress. If employees fit well together and feed off of each other, the chances of much stress are minimal. Lastly, changing the physical qualities of the workplace may reduce stress. Changing things such as the lighting, air temperature, odor, and up to date technology.

Intervention is broken down into three steps: primary, secondary, tertiary. Primary deals with eliminating the stressors altogether. Secondary deals with detecting stress and figuring out ways to cope with it and improving stress management skills. Finally, tertiary deals with recovery and rehabbing the stress altogether. These three steps are usually the most effective way to deal with stress not just in the workplace, but overall.

MEASUREMENT SYSTEMS

The most commonly used stress measurement systems are primarily rating scale based. These systems tend to be complex, containing multiple levels with a variety of sections, to attempt to capture the many stressors present in the aviation industry. Different systems may be utilized in different operational specialties.

- The Perceived Stress Scale (PSS) – The PSS is a widely used subjective tool for measuring stress levels. It consists of 10 questions, and asks participants to rate, on a five-point scale, how stressed they felt after a certain event. All 10 questions are summed to obtain a total score from 0 to 40. In the aviation industry, for example, it has been used with flight training students to measure how stressed they felt after flight training exercises.
- The Coping Skills Inventory – This inventory measures aviators' skills for coping with stress. This is another subjective measure, asking participants to rate, on a five-point scale, the extent to which they use eight common coping skills: Substance abuse, Emotional support, Instrumental support (help with tangible things, like child care, finances, or task sharing), Positive reframing (changing one's thinking about a negative event, and thinking of it as a positive instead), Self-blame, Planning, Humour and Religion. An individual's total score indicates the extent to which he or she is using effective, positive coping skills (like humor and emotional support); ineffective, negative coping skills (like substance abuse and self-blame); and where the individual could improve.
- The Subjective Workload Assessment Technique (SWAT) – SWAT is a rating system used to measure individuals' perceived mental workload while performing a task, like developing instruments in a lab, multitasking aircraft duties, or conducting air defense. SWAT combines measurements and scaling techniques to develop a global rating scale.

1.2 STATEMENT OF PROBLEM

The most challenging people is the health care community since they work relentlessly in any tough situation. Nursing professionals actually have a dynamic role in all aspects of health care system. Nurses play a pivotal part in achieving the health care goals. They contribute their work generously for the society. The COVID-19 pandemic has brought the nurses to the forefront of people's minds and the media attention. Nurses have proved to be the health warriors who have taken responsibilities with their whole heart and soul. They are continuously pushing themselves to the limit and putting their lives on the dead line. The research group have come out to find out the stress level of the nurses in today's scenario.

1.3 OBJECTIVES

1. To study the Socio Economic Condition of the nurses.
2. To study the various factors causing stress for the nurses.
3. To study the fear of nurses who works in covid wards.
4. To study the imbalances faced by the nurses.
5. To know about the methods put forth to overcome the stress level.

1.4 REVIEW OF THE LITERATURE

1. Vernekar S P, Shah H (2018) in their study of work-related stress among nurses in a tertiary care hospital in Goa stated that nurses experienced a considerable amount of stress at workplace that had an impact on their performance. The main contributors of their stress were patient's death and excessive workload. Nurses are required to be emotionally prepared while dealing with patients. Study focused on practice of yoga and meditation to reduce stress. Workload of the nurses could be reduced by correcting staff shortage, reduction of non – nursing activities & proper planning of their duty schedules. Focus needed to be laid on coping strategies of nurses.

2. M.Jensirani1, A. Muthumani (2017) conducted 'A Study on work life balance of nurses in Kovilpatti Town'. In the study it was revealed that family – friendly policies like special leaves for parenting , internal management of jobs by sharing them, availability of child care facilities if were provided in the organization, then the women could be encouraged to prove their competence even better. Nurses should be given work flexibility and autonomy. Managing household and professional roles specially after joining work after delivery would be done better if child care facilities could be made available at workplace.

3. Akbar R. E. (2017) studied How Nurses Cope with Job Stress, and revealed four prime concepts: feeling of stress at work, situational coping, and effect of personal and environmental factors in coping with work stress & outcome of coping. A comprehensive effort to reduce stress was found to be main variable in the nurse's process of coping with job stress. The context-based nature of coping mechanisms that were adopted by the nurses would help the nurses from the negative outcome of stress.

4. Saini R, Kaur S, Das K (2016) conducted a comparative study on stress, stress reactions, job stressors and coping among nurses working in ICU and General Wards.

Findings revealed that young female nurses experienced moderate to high level stress. Role confusion and inadequate social support caused more stress. Nurses working in ICU demonstrated high stress symptoms as compared to nurses working in general wards.

5. **Mehrabi T, Azadi F et al (2012)** studied the effect of yoga on coping strategies among intensive care unit nurses. The study revealed that there was a significant difference in the mean scores of before and after Yoga exercises on the coping strategies of stress, emotions and ineffectiveness. It was suggested that 8 weeks of Yoga exercises could be considered as a complementary treatment to enhance stress coping strategies.

6. **Laura de Azevedo Guido; et al (2011)** in their study titled Stress, coping and health conditions of hospital nurses to identify factors and level of stress among nurses, their overall health conditions, and coping strategies used by nurses in the working environment. Out of the 143 nurses 55.25% experienced low level of stress. The study concluded encouragement of educational actions to offer professionals to develop coping strategies in their day to day activities, to minimize the effect of stress on their health conditions and at work.

7. **Haybatollahi S M, (2009)** studied Work stress in the Nursing profession and concluded that there was a lot of work overload that affects the cognitive coping among nurses, secondly the physical environment at the place of work had a positive relation with staff turnover and cognitive coping among the staff nurses. There was feeling of unpleasantness towards job because of work overload and improper physical environment.

8. **Debra Wood (2011)** in her article titled Study Finds Nurses Need More Work-Life Balance. The author stated that only up to 10 percent of women who worked in health care reported that they were satisfied with the balance of work and other responsibilities, whereas 45 percent said that they had to take decisions almost more than twice a week whether to continue work or give priority to family.

9. **Roy S. K, Chakraborti C, Kar S, et al, (2013)** conducted a study on Stress among Nurses Working at Private Sector. It was concluded that 17.9% of nurses felt family level stress was more than workplace stress and 41% thought that their home life is disturbed due to job stress. The author identified that shortage of staff, overtime, less salary, lack of appreciation, conflicts with higher authority, fear of making mistake and lack of job security as major factors for job stress.

10. Obiora E. Iyi (2015) conducted a literature review on Stress Management and coping strategies among nurses. The findings revealed that the major sources of stress among nurses were physical factors, malfunctions in the organizational administration, interpersonal conflicts and psychological factors. The stress among nurses could be best managed by effective planning by organization, good coping skills and proper social support.

1.5 COLLECTION OF DATA

Primary data were collected from sample respondent of 60 nurses. The primary data has been collected with the help of questionnaire. It was employed to make a survey.

Secondary data has been collected through newspaper, journals, magazines, internet, etc.

1.6 PERIOD OF THE STUDY

The study was done from December 2020 to March 2021. The final questionnaire was circulated from January 2021.

1.7 SAMPLING DESIGN

By adopting convenient sampling method is 60 respondents selected from various hospitals in Thoothukudi and the questionnaire was distributed among them. The questionnaire was used for collecting a great source of primary information.

1.8 CONSTRUCTION TOOLS

Based on the discussion with the guide a questionnaire was prepared. Then it was pretested and necessary changes were incorporated, 60 copies of questionnaires were taken and circulated among the respondents. A copy of the questionnaire is appended.

1.9 FRAME WORK ANALYSIS

The data collected through questionnaire were analyzed by using following statistical tool

a) Percentage analysis
b) Ranking analysis

c) Bar diagram

d) Colum chart

e) Pie chart

1.10 LIMITATIONS OF THE STUDY

- The questionnaire was filled by 60 nurses working in different hospitals. So the scope of sample findings was less.
- Some information cannot be accessed due to the confidential nature of the respondents.
- Reliability and accuracy of the analysis depends on the respondent's openness and trueness towards each question in the questionnaire.
- Questionnaire was distribute to 80 nurses but due to covid only 60 response are collected
- The questionnaire was only circulated in central part of Thoothukudi.

1.11 CHAPTERISATION:

CHAPTER 1 – Introduction

CHAPTER 2 – Profile of the study

CHAPTER 3 – Analysis and Interpretation of Data

CHAPTER 4 – Findings and Suggestions

CHAPTER 5 – Conclusion

ANNEXURE – Questionnaire

- Bibliography

CHAPTER –II

PROFILE OF THE STUDY

NURSING PROFESSION

Nursing is a profession within the health care sector focused on the care of individuals, families, and communities so they may attain, maintain, or recover optimal health and quality of life. Nurses practice in many specialties with differing levels of prescription authority. They develop a plan of care, working collaboratively with physicians, therapists, the patient, the patient's family, and other team members that focuses on treating illness to improve quality of life.

COVID-19

Nurses play essential roles in the fight against infectious diseases. During the COVID-19 pandemic, nurses faced higher risks of death than physicians in some countries. The pandemic caused not only morbidity and mortality but also psychological and social problems.

High expectations, lack of time, skills, and social support may lead to occupational stress and causes anxiety, post-traumatic stress disorder, distress, burnout, and other psychological problems. Nurses may also experience a range of somatic symptoms, including palpitations, nausea, and dizziness there is strong evidence that nurses are experiencing unprecedented levels of stress, going on to say that nurses are at "high-risk for full-blown stress response syndromes, anxiety, depression, post-traumatic stress disorder, chronic illness and burnout". Impossible workloads and the fear of exposure to COVID-19, and risking their own health and their families. Lack of childcare has also been a problem for nurses, along with financial pressures, long shifts with little to eat or drink, personal protective equipment shortages, and deaths of patients and colleagues, all of which are contributing to nurses' poorer mental health. Additionally, there are reports about nurses being attacked for working with COVID-19 patients, including being heckled, spat on, verbally abused and called "disease spreaders".

JOB STRESS IN NURSING

Job stress in nursing has been documented for more than forty years and occupational stress in nursing is reported to be increasing in many countries. The assumption that nurses are prone to job stress and burnout – its most severe form – is grounded in a vast literature on occupational stress demonstrating that nursing is a 'stressful' occupation. The following quote is testimony to the embedded nature of stress in nursing. Nursing by its nature is

subjected to a high degree of stress. Each day the nurse deals with grief, stark suffering, and death as few other people do. A lot of tasks are boring and unrewarding. Some are distasteful, normal standards, even disgusting, degrading and frightening. Job stressors in nurses include high workloads, unbalanced and unsocial working hours, physical fatigue, the emotional load of dealing with patients, their families and those whose behaviours are difficult, uncertainty concerning treatment, and lack of staff support, conflict with supervisors, other nurses, and medical staff, dealing with death and dying, issues involving patient care, management difficulties, anxieties about technical knowledge and skills. Stress is a long-standing problem for nurses irrespective of type of nursing training, nationality, area or kind of clinical or non-clinical work.

TYPES OF STRESS IN NURSING

1. Work overload

2. Time pressure

3. Lack of social support (particularly from higher-ups)

4. Exposure to infectious diseases

5. Needle stick injuries

6. Exposure to work-related violence or threats

7. Sleep deprivation (especially for shift workers)

8. Role ambiguity and conflict

9. Understaffing

10. Lack of career development options

11. Dealing with difficult or deathly ill patients.

CHALLENGES FACED BY NURSES

Workplace mental violence:

Workplace violence is widespread in healthcare settings. Huge amount of workload and responsibilities on the staff can often lead to disturbed mental peace which will ultimately lead to less efficient care. Multiple tasks can pose a problem in a healthcare unit. Workplace mental violence can be also in the form of threats, verbal abuse, hostility and harassment, which can cause psychological trauma and stress. At times verbal assault can escalate to physical violence. In a healthcare setting, the possible sources of violence include patients, visitors, intruders and even co-workers. From 2002 to 2013, incidents of serious workplace violence (those requiring days off for the injured worker to recuperate) were four times more common in healthcare than in private industry on average. Patients are the largest source of violence in healthcare settings, but they are not the only source. In 2013, 80 percent of serious violent incidents reported in healthcare settings were caused by interactions with patients. Other incidents were caused by visitors, co-workers, or other people. At many instances workplace violence is under-reported.3

Shortage of staff:

Deficient Manpower leads to unmanageable patient load and disparity in the Nurse: Patient ratio. Nurse: Patient ratio needs to be well maintained as it highly affects the patient care delivery system. When nurses are forced to work with high nurse-to-patient ratios, patients die, get infections, get injured, or get sent home too soon without adequate education about how to take care of their illness or injury. So they return right back to the hospital, often sicker than before. When nurses have fewer patients, they can take better care of them. When

there are sufficient numbers of nurses in a healthcare setting, the nurses have more time to advocate with the patients and their relatives about the plan of patient care and she/he can ensure that the patient gets everything s/he needs, and thereby patients are more likely to thrive in such situations.

Workplace health hazards:

Nurses confront a high risk of developing occupational health hazards if not taken proper precautions and care. Nurses are confronted with a variety of biological, physical, and chemical hazards during the course of performing their duties. The level of occupational safety and health training and resources available to nurses, and the incorporation, implementation, and use of such training and resources with management support and leadership are critical factors in preventing adverse outcomes from the occupational safety and health hazards nurses are exposed to on a daily basis.

Long working hours:

Short staffing pattern in a health care unit often results in long working hours and double shifts of staff nurses. It is evidently affecting the health of the nurses. It is quite difficult for a nurse to provide efficient nursing care with exhausted state of mind and body.

Lack of Synchronicity:

Disharmony and lack of teamwork is an emerging challenge in the heath-care sector. Harmonious relationship amongst healthcare workers is an essential requirement for the healthcare system. Nurses bear the indirect opprobrium of every dreadful incident which occurs in the hospital. If the patient is not satisfied by the care rendered in the hospital, all the blame is accrued to the nurses, even if it is not her fault. Inadequacy in the care rendered may vary from ineffective medical care to non-availability of doctors, and yet nurses are being blamed. Non availability of equipment in hospital, which in turns affects the quality of care.

Although the responsibility is not necessarily of nurses, yet nurses are ultimately responsible for patient care environment in their wards.

Lack of recognition:

Hospitals must be safe places for sick folks and their nursing services carry responsibilities that are not always recognized. There is no support system for nurses and hence their performances are usually not projected well. During inspections conducted in Hospitals by Medical Council of India and Indian Nursing Council, nurses play a vital role in all facilitations, and at the culmination of the inspections, the outcomes are not shared with them and they are not acknowledged for the work performed.

Non-nursing roles:

In almost all healthcare settings, nurses undertake roles which are not of their forte, hence they are left with minimal time to carry out their actual roles and responsibilities. They are spending more time than necessary doing non-nursing-related work, for e.g., billing, record keeping, inventory, laundry, diet, physiotherapy, absconding of patient, etc., thereby diminishing time for patient care. If at any instance, there is any fault in these roles, the nurses have to bear the brunt of that in the form of cancellation of leaves, salary deductions etc., Very little efforts have been made in any jurisdiction to explicitly address this.

POSITIVE PRACTICE ENVIRONMENT

Work environment:

Work environment plays a large role in the ability of providing quality care. It impacts everything from the safety of patients and their caregivers to job satisfaction. There needs to be employer friendly work environment. Safety and security of the nurses should be given importance. To maximize the contributions nurses, make to society, it is necessary to protect the dignity and autonomy of nurses in the workplace. A Healthy Work Environment is one

that is safe, empowering, and satisfying. A culture of safety is paramount, in which all leaders, managers, health care workers, and ancillary staff have a responsibility as part of the patient centered team to perform with a sense of autonomy, professionalism, accountability, transparency, involvement, efficiency, and effectiveness. All must be mindful of the health and safety for both the patient and the health care worker in any setting providing health care, providing a sense of safety, respect, and empowerment to and for all persons. Harmonious human relations and incentives in work settings may serve as motivation and encouragement for the nurses.

Equipment/materials:

The availability and adequacy of samples of equipment and consumable supplies is often a matter of concern. Usually staff report that they are crippled by unavailability and inadequacy of certain equipment and supplies. The problems ranged from the inadequacy of life saving supplies and equipment including IV drugs adrenaline, oxygen and autoclaves to relatively cheap supplies including gauze and cotton wool. The hospital management should ensure at regular basis that the supplies and equipment are adequately available for the smooth functioning of the hospital.

Positive team work:

A team needs to be taught about importance of team work and a good team can always conquer the goal of effective and quality patient care. It can also accelerate the focus on curative care of the patients.

Recruitment/retention policy:

A proper and well planned policy for recruitment and retention has to be included in an organization in order to enhance the manpower for better support and care.

Closing education-service gap:

Every heath care organization should be focusing on eradicating the difference between what is taught to the nurses during their study period and what is being done practically by them in hospitals. Practical and theoretical things of nursing aspects should be merged to an extent to close the

education – service gap. Nursing colleges, year by year are strengthening their educational programs and their supervision in an effort to develop thoughtful nurses and to safeguard patients whom they tend. Students need to be taught reverence for human life, as tragedy lurks round every corner in a hospital-any hospital, good or bad and that price of safety is eternal vigilance.

Workload balance (Quality/Quantity):

Workload often leads to unwanted hassles and loss of mental peace which ultimately leads to less efficient care. An organization should try to balance the workload by distributing it equally among all the health care members so as to get the desired results out of a health care team.

MOST STRESSFUL NURSING POSITIONS

1. Critical Care Nurse

This role experiences a significant amount of stress. Some argue that it is the most stressful role. These nurses work in the emergency department and ICU. They work with patients who have significant injuries and morbidity risks. Data shows that more than half of all critical care nurses experience burnout syndrome. Accordingly, nurses deal with several ethical dilemmas and trauma each shift. Often, patient outcomes are out of your hands, which can frustrate any nurse.

2. Emergency Department Nurses

ER nurses are first responders when patients enter the hospital. The fast-paced nature of this position can exhilarate nurses and cause them significant stress. It all depends on the nurse. Nurses within this department might spend an entire shift on their feet without a break even to use the restroom.

According to one study, job-related stress related to nurses because they had to perform non-nursing activities consistently.

These nurses deal with various patients, and they also struggle to feel in control of the patient outcomes. They don't get to see patients heal, so it can seem a bit deflating at times

3. Neonatal ICU

Within this role, nurses work with newborn infants who have various problems such as congenital disabilities, infection and cardiac issues. The neonatal period involves the first month of life.

Watching newborn babies struggle is stressful. NICU nurses deal with the babies, but often parents suffer because they can't even hold them.

Nurses have to think quickly on their toes in this position as NICU babies often develop complications without warning.

However, this role does have some satisfaction when nurses can see a baby go home safe and healthy with their families.

4. Operation Room Nursing

Operation room nurses deal more one-on-one with patients. In this sense, it deviates from the previous roles discussed. The operation room nurse provides quality care to patients before, during and after surgery.

One of the benefits of this position involves having more regulated hours. Unlike emergency room nurses, operation room nurses generally have time for breaks and lunches.

However, OR nurses often must work extended hours due to the physician's demands. Last, OR nurses must spend a year training in a hospital before becoming certified.

5. Oncology Nursing

The oncology nurse role can have its ups and downs. Nurses have a chance to build relationships with patients over their time in their care. However, it hurts seeing patients suffering, especially when they pass away.

Another significant stressor for oncology nurses involves their contact with toxic chemotherapy drugs.

6. ICU Nurses

ICU nurses face a great deal of stress within their jobs. They deal with patients who have acute symptoms, needing significant care and attention. They often face high morbidity, mortality, and traumatic situations throughout their scheduled shifts.

On top of that, they face several different patients at a time with these acute symptoms.

It's not an easy job.

According to data from the National Institutes of Health, 68.2% of ICU nurses experience stress while performing their job.

7. Psychiatric Nursing

Psychiatric nursing isn't just sitting around in groups discussing feelings. You have to deal with patients experiencing acute mental and physical health conditions. Unfortunately, sometimes these patients lash out physically at the nurses.

According to studies, almost all nurses (88.6%) experienced verbal violence and more than half (56.1%) experienced physical violence.

The threat of physical and verbal violence alone makes this particular job stressful.

LESS STRESSFUL NURSING PROFESSION

1. Clinic Nurse

A clinic nurse is a registered nurse (RN) that works in a doctor's office with patients – in a low-stakes kind of way – every single day. Some of the core responsibilities of a clinic nurse include, but are certainly not limited to:

- Assessing patients before an appointment
- Administering vaccines/drawing blood for

- Speaking with patients over the phone to determine the need for care

Educating patients on a variety of topics

Some benefits of this role is its consistency in routine, such as a typical 9-5 workday and holidays off, and a lower stress environment overall. You will mostly handle preventative care, as patients who are in serious condition are sent to the hospital. There is also great variety in this role. For example, if you have an interest in prenatal care you may choose to be a clinic nurse at an OB/GYN office. If you love working with children, you may choose a pediatric office as your work home.

2. Nurse Educator

This is the perfect role for any nurse (or prospective nurse) who also has an interest in teaching. Nurse educators help pave the way for the next generation of nurses. Whether you have years of experience or are just starting out, becoming a nurse educator is an incredibly rewarding, low-stress role because you are not working directly with patients. Rather, you are teaching new and aspiring nurses how to provide the best possible patient care.

3. Lactation Consultant Nurse

Thanks to a recent wave of advocacy and awareness, breastfeeding is more popular among American moms than in previous generations. Getting the hang of it, however, can be extremely challenging for new mothers and their babies. Between latch problems and low supply, mothers face a variety of struggles when starting out on their breastfeeding journey. Lactation consultant nurses help guide young mothers through their breastfeeding challenges. They may work in hospitals, healthcare facilities, and even make home-visits. This is a relatively low-stress nursing role that brings beautiful little babies into a nurse's everyday work life!

4. Long-Term Care Nurse

Just as you may suspect from the name, Long-Term Care (LTC) Nurses work with patients whose medical conditions require extended maintenance. LTC nurses often work with the elderly in nursing homes or assisted-living facilities, or in other rehabilitation settings for disabled or chronic care patients. This role is relatively low in stress, and many nurses enjoy the ability to build longer-term relationships with patients in long-term care settings.

5. Nurse Researcher

If you have a passion for gathering research, data, and following medical trends, you may be cut out for the role of nurse researcher. The setting for this kind of nurse is often colleges and universities. There is no critical care involved with this job, and very little direct patient care, if any. As a result, this role is low in stress, but it is incredibly important, as nurse researchers focus on improving patient care with their research.

6. Public Health Nurse

Public health nurses work to improve the overall health and well-being of those within communities and populations. This role typically involves educating the public on disease prevention, the importance of good hygiene, nutrition, and health, and increasing awareness of other various medical issues that arise.

This is considered a low-stress nursing job since one of the main responsibilities is to stay up-to-date on the latest health programs and procedures, and then passing on the information to communities in need. Typically, there is less handling critical patient needs in a public health nursing role.

7. School (and/or Summer Camp) Nurse

You may have loved visiting the school nurse as a kid (just us?). The school nurse is usually very sweet, caring, and always has deep concern for that "tummy ache" that hits right before the math test. School and summer camp nurses typically treat basic conditions, like very

minor injuries and illnesses and administering necessary medications. They also communicate with the parents – and sometimes doctor's office – what is going on. Due to the minor cases received by a school nurse, this role is typically considered low-stress.

School nurses also enjoy the scheduling perks within the education system, such as shorter workdays as well as summers and holidays off. Of course, just because this role is lower in stress does not make it unimportant. School and summer camp nurses care for children on a daily basis, which makes it an incredibly rewarding career.

8. Telehealth nurse

Have you ever called a health-related hotline with a question? Chances are, you've worked with a telehealth nurse. This role is growing in popularity as our world goes more digital than ever before.

Telehealth nurses spend their days fielding questions related to healthcare, following-up with patients to check on status, and relaying messages to doctors and other healthcare professionals. This is considered low-stress because the cases are typically not emergencies.

9. Travel Nurse

If you have ever experienced wanderlust, you may consider pursuing the role of a travel nurse. Various travel-related businesses – such as airlines, resorts, and cruise lines – need nurses for their guests. As a travel nurse, your typical responsibilities would include treating minor illnesses and injuries and advising travelers to seek further care. Bonus perk: travel nurses get to see the world and experience new destinations on the job!

These are considered some of the least stressful nursing jobs out there today.

SYMPTOMS AND EFFECTS OF STRESS:

Stress can affect all aspects of life, including emotions, behaviors, thinking ability, and physical health. No part of the body is immune. But, because people handle stress differently, symptoms of stress can vary. Symptoms can be vague and may be the same as those caused by medical conditions. In severe situations, one can experience overwhelming stress to the point of so-called "burnout," with loss of interest in normal activities. Scientific studies have shown that psychological stress may worsen the symptoms of almost every known medical condition.

Examples of conditions in which stress may worsen the intensity of symptoms include

Emotional symptoms of stress include:

- Becoming easily agitated, frustrated, and moody
- Feeling overwhelmed, like you are losing control or need to take control
- Having difficulty relaxing and quieting your mind
- Feeling bad about yourself (low self-esteem), lonely, worthless, and depressed
- Avoiding others

Physical symptoms of stress include:

- Low energy
- Headaches
- Upset stomach, including diarrhea, constipation, and nausea
- Aches, pains, and tense muscles
- Chest pain and rapid heartbeat
- Insomnia
- Frequent colds and infections
- Loss of sexual desire and/or ability
- Nervousness and shaking, ringing in the ear, cold or sweaty hands and feet
- Dry mouth and difficulty swallowing
- Clenched jaw and grinding teeth

Cognitive symptoms of stress include:

- Constant worrying
- Racing thoughts
- Forgetfulness and disorganization
- Inability to focus
- Poor judgment
- Being pessimistic or seeing only the negative side

Behavioral symptoms of stress include:

- Changes in appetite – either not eating or eating too much
- Procrastinating and avoiding responsibilities
- Increased use of alcohol, drugs, or cigarettes
- Exhibiting more nervous behaviors, such as nail biting, fidgeting, and pacing.

DISEASE CAUSED BY STRESS & ITS SYMPTOM

- Cardiovascular diseases

  Chest pain

  Dizziness

  Nausea, vomiting

  Rapid or irregular heartbeats

  Shortness of breath

  Weakness

  Breaking out in a cold sweat

- Asthma

  Rapid Breathing

  Shortness of Breath

  Trouble Sleeping

- Cough
- Multiple sclerosis

Visual changes including double vision or loss of vision

Numbness

Tingling or weakness

Paralysis

Vertigo or dizziness

Erectile dysfunction (ED, impotence)

Pregnancy problems

Incontinence (or conversely, urinary retention)

Muscle spasticity

Incoordination of muscles

Tremor

Painful involuntary muscle contractions

Slurred speech

- Fatigue

Chronic pain.

Muscle pain

Bone pain

Head ache

Head and Facial pain.

- Acne
- Fibromyalgia

  Muscle pain

  Sleep problem

  Dry mouth

  Dry eye

- Anxiety

  Depression

  Tiredness and low energy level

  Trouble sleeping, particularly early morning waking

  Sleeping too much

  Loss or gain in weight.

While stress alone is not a cause of cardiovascular disease nor high blood pressure, it may actually worsen the progression of these diseases in many people.

Stress also has effects on the immune system. While some studies show that acute short-term stresses may actually be able to boost the body's immune response, chronic (long-term) stress has the effect of "wearing down" the immune system, leading to an increased susceptibility to colds other infections. Scientific studies have also shown that stress can decrease the immune response to vaccinations and prolong wound healing.

STRESS SCALE:

In India, one study identified 87.6% of the nurses to be experiencing stress, in which 2.1% had severe stress. Another study found 92% of nurses with stress, of which 52% had severe stress. These findings indicate a high prevalence of work-related stress among nurses in India and demand a need for further exploration of job stress and related factors.

CAUSES OF JOB STRESS:

Patient-related factor

Meeting basic needs of the patient and carrying out therapeutic interventions are the fundamental jobs of nurses. Specific patient-care situations have been found to be associated with stress for nurses. Dealing with death and dying, uncertainty regarding patient treatment, workload and inadequate preparation to deal with patient's emotional issues have been identified as the common causes of stress. Within the patient–nurse relationship, patients' poor attitude towards treatment and care and/or unreasonable demands from patients and their families also contribute to workplace stress in nurses.

Professional factor

Communication that is cordial and respectful is an essential aspect of teamwork. When there is a cleft in the communication, stress can result. Conflict with other health-care professionals and discrimination enhances stress at workplace. In addition, doctor's attitude towards nurses, conflict with physician and verbal abuse from physicians also affect the psychological well-being of nurses. Poor relationship between nurses also can cause stress.

Environmental factor

A supportive and conducive work environment is essential for work to be completed smoothly. Stress generating from nursing work situations such as posting in busy areas (intensive care units, emergency) with tiring job and insufficient time for rest and meals, increased workload, pressure to complete care on time, staff shortage and lack of co-worker support and conflict with supervisors lead to stress. The identified situational stressors as imbalanced staffing pattern and distribution, understaffing, heavy paperwork, inadequate resources that hindered nurse's performance and contribute to stress and burnout.

Organisational factor

Organisational stressors along with other stressors affect job performance and productivity. Inadequate pay, lack of 28 organizational support, lack of resources including workforce (inadequate staff to cover duties including supporting staff) and material (patient-care equipment and supplies), improper communication, increased job demands, competition between hospitals, use of sophisticated technologies, objection to professional growth and

advancement opportunities and poor 29 organizational structure were identified as factors that lead to stress in nurses.

Personal factor

The personal factors that were associated with stress for nurses in workplace include age (more than 30 years), female gender, family obligations, prolonged working duration (12-h shift) and less experience. Other personal stressors such as crossing the professional boundaries with patient, perfectionism personality, unrealistic expectations, feelings of inadequacy, feeling a sense of mastery over things, history of mental illness, emotional imbalance, high orientation to own losses and vulnerabilities and physically unfit and frighten towards own death and losses were identified as factors associated with stress.

STRESS MANAGEMENT:

Stress is basically the tension or anxiety caused by any sort of pressure in everyday life. The ability to handle or minimize the physical and emotional effects of such anxiety is known as one's stress management skills. The importance given to stress management skills in workplace can be guessed from the fact that nurses, in many countries, have been burdened with a legal responsibility of recognizing as well as coping with the workplace stress in order to ensure good mental and physical health of nurses in hospitals.

Effective stress management helps you break the hold stress has on your life, so you can be happier, healthier, and more productive. The ultimate goal is a balanced life, with time for work, relationships, relaxation, and fun—and the resilience to hold up under pressure and meet challenges head on.

STRESS MANAGEMENT TECHNIQUES:

1. Find a Job You Love

There's nothing more anxiety-provoking than being in a job you dislike or worse—dread.

The starting point to staying in good physical and mental health is finding a nursing job that makes you eager to get to work in the morning – or whenever your shift starts.

If you are looking for a change of pace, you might want to consider travel nursing.

With travel nursing, you have the freedom to choose jobs, locations and shifts that work best for your lifestyle.

Whether you accept an assignment in a neighbouring state or a job in a part of the country you've always wanted to explore, you'll make new adventure a significant part of your career.

2. Remember Why You Became a Nurse

When you are dealing with a difficult patient or you are overwhelmed with a heavy caseload, take a step back and try to remember why you first became a nurse.

You chose nursing as a profession because you wanted to make a positive impact in your community and help those in need.

Don't be so hard on yourself. Being a nurse is an incredible accomplishment. Give yourself a pat on the back every once in a while—you deserve it!

3. Burn Some Calories

When you are over-scheduled and your workday is grueling, it's difficult to find time for exercise.

Exercise, however, is a great nurse stress management tool. In fact, physical activity has been directly linked to lower stress rates.

Not only will the time you invest in your workout pay workday dividends, but it will also benefit other aspects of your life outside of work.

Have trouble finding time to exercise? Check out these 10 best apps for nurses who like to break a sweat while on the go.

4. Try Yoga or Meditation:

When things get stressful, try channelling your inner chi, the mental and physical health benefits of yoga and meditation has been well documented. According to a report from the National Institute of Health (NIH), "practicing yoga (as well as other forms of regular exercise) might improve quality of life; reduce stress; lower heart rate and blood pressure; relieve anxiety, depression and insomnia."

5. Eat Right

The proper diet can make you stronger, give you a boost of energy and even calm nerves.

In fact, eating a diet of whole grains and healthy fibre helps produce and regulate mood-regulating chemical serotonin.

Take a look at the protein foods and how they can help you alleviate stress in your professional life.

6. Breathing Exercises

Breathing exercises are a simple and easy way to reduce stress and tension when things get hectic.

There are many different breathing exercises. Belly breathing, for example, is one of the easiest and most common.

Here's how it works:

First, sit or lie flat in a comfortable position

Place your left hand on your belly just below your ribs and your right hand on your chest

Breathe deep through your nose, letting your belly push your hand out

Breathe out, feeling the hand on your belly go in

Repeat this motion 3 to 10 times, taking your time with each breath

7. Take Time to Have a Social Life

It's important to "step away" from your job on your days off. Spending time with friends and family is a great way to reduce stress. In addition, set aside time to participate in any hobbies or passions you may have: for instance, hiking, reading or painting.

BENEFITS AND IMPORTANCE OF PLACE:

1. Enables you to motivate employees better:

Stress affects the morale of employees and hence their performance in the workplace. It not only affects the individual but the business also. Stress demotivates your employees which causes an increase in absenteeism and employee turnover. By using good stress management skills you can boost your employee morale which motivates and keeps them focused on their jobs and performance.

2. Improves productivity in a stressful situation:

When the employee morale is high and remains intact with the workplace relationship. It improves employee productivity. By using good stress management skills, there will be very little chance of customer complaints or poor decision making even in the most stressful situations.

3. Enables you to lead people in tough times:

When employees feel stress they look to you for guidance and direction. Some of the employees may seek help from you by discussing their issues one to one. By using good stress management skills and identifying the stressful issues correctly, you will be able to lead in tough times.

4. Reduces chances of workplace conflicts

Conflict at the workplace is very common and occurs due to differences in opinions, personalities and increased levels of stress. It breaks the relationships and weakens the overall culture. However, effective stress management skills prevent such distractions, build teamwork and make everyone's life easier.

5. Decreases chances of unethical issues

Unethical issues often rear its ugly head during the time of high stress. There have been times when people have used this practice for shortcut purposes. During that time people start to blame games and point fingers to others. However, good stress management skills provide ethics and stress seminars to reduce the chances of unethical practices.

6. Increases the chances of meeting deadlines

When stress increases employees become distracted on the source of a stressor. As a result of which they don't perform up to the expected level and miss deadlines. However, good stress management skills help them to identify the stressors before they become an issue and ensure that business should run smoothly.

7. Improves communication process:

When stress levels are high, there is a negative effect on communication. Employees won't discuss jobs between individuals. Instead, they look for managers to discuss company issues or problems. However, effective stress management skill helps to identify a problem and resolve it, which strengthens the communication process.

8. Helps to run the projects smoothly

Stress and management go together. While managing a project you never know when the vendor will delay or not supplies the input. These issues make it hard to reach a required deadline. Sometimes the employee of the project is given responsibility and requested to deal with stress and meeting the deadline.

9. Enables you to develop team

When employees feel stress they couldn't concentrate on their work. Also, there is no unity in the team. They feel irritated when some of the team members comments on them. A situation arises where an employee discusses his issues with you and seeks help to resolve it. By handling stress as a tool and using effective stress management resources, you can build and unite the team.

10. Enables you to provide space to employees

When employees are engaged in work and continuously busy, they don't get time to take rest and relax which in turn creates stress. Use effective stress management skills and provide space to your employees so they can take a rest or a break. Allowing employees to take a breather at work helps them to regain their energy and reduce the effects of stress.

11. Helps in the performance appraisal of employees

Every employee has a different threshold of stress. Stress factors can be directly related to job performance. It also helps to judge how well employees work within the team. It is measurable also. Effective stress management skills help you to evaluate and do the performance appraisal of them.

ADVANTAGES OF STRESS MANAGEMENT:

Less absenteeism due to stress-related disorders

Less worker's compensation loss due to stress-related illness or accidents

Improved job performance

Less stressful, more efficient workplace

Improved employee attitude

Improve employee overall health.

Disadvantages of stress management:

Stress itself is a disadvantage because it can potentially raise your heart rate and weaken your immune system.

Also it can be a factor in poor decision making because under stress we may not think logically or consider the consequences of the choice we make.

COPE OF STRESS

1. Identify the sources of stress in your life

Stress management starts with identifying the sources of stress in your life. This isn't as straightforward as it sounds. While it's easy to identify major stressors such as changing jobs, moving, or going through a divorce, pinpointing the sources of chronic stress can be more complicated. It's all too easy to overlook how your own thoughts, feelings, and behaviours contribute to your everyday stress levels.

2. Practice the 4A's of stress management:

The four A's

Avoid, Alter, Adapt & Accept.

- Avoid unnecessary stress

Learn how to say "no."

Avoid people who stress you out.

Take control of your environment.

Pare down your to-do list

- Alter the situation

Express your feelings instead of bottling them

Be willing to compromise

Create a balanced schedule.

- Adapt to the stressor

Reframe problems

Look at the big picture

Adjust your standard

Practice gratitude

- Accept the things you cannot change

Don't try to control the uncontrollable

Look for the upside

Learn to forgive

Share your feeling

3. Get moving:

When you're stressed, the last thing you probably feel like doing is getting up and exercising. But physical activity is a huge stress reliever—and you don't have to be an athlete or spend hours in a gym to experience the benefits. Exercise releases endorphins that make you feel good, and it can also serve as a valuable distraction from your daily worries.

While you'll get the most benefit from regularly exercising for 30 minutes or more, it's okay to build up your fitness level gradually. Even very small activities can add up over the course of a day. The first step is to get yourself up and moving.

Some activity:

Put on some music and dance around.

Take your dog for a walk.

Walk or cycle to the grocery store.

Use the stairs at home or work rather than an elevator etc.

4. Connect to others:

There is nothing more calming than spending quality time with another human being who makes you feel safe and understood. It's nature's natural stress reliever, so make it a point to connect regularly—and in person—with family and friends. Keep in mind that the people you talk to don't have to be able to fix your stress. They simply need to be good listeners. And try not to let worries about looking weak or being a burden keeps you from opening up. The people who care about you will be flattered by your trust. It will only strengthen your bond.

5. Make time for fun and relaxation

Beyond a take-charge approach and a positive attitude, you can reduce stress in your life by carving out "me" time. Don't get so caught up in the hustle and bustle of life that you forget to take care of your own needs. Nurturing yourself is a necessity, not a luxury. If you regularly make time for fun and relaxation, you'll be in a better place to handle life's stressors.

Set aside leisure time: Take a time for break from all responsibilities and recharge your batteries.

Do something you enjoy every day: DO some activities that bring you joy like playing the piano or working on your bike.

Keep your sense of humour: It includes the ability to laugh at yourself. The act of laughing helps your body fight stress in a number of ways.

Take up relaxation practice: Relaxation techniques such as yoga, meditation and deep breathing.

6. Manage your time better:

Poor time management can cause a lot of stress. When you're stretched too thin and running behind, it's hard to stay calm and focused. Plus, you'll be tempted to avoid or cut back on all the healthy things you should be doing to keep stress in check, like socializing and getting enough sleep. The good news: there are things you can do to achieve a healthier work-life balance.

Don't over-commit yourself. Avoid scheduling things back-to-back or trying to fit too much into one day. All too often, we underestimate how long things will take.

Prioritize tasks: Make a list of tasks you have to do, and tackle them in order of importance.

Break projects into small steps: If a large project seems overwhelming, make a step-by-step plan. Delegate responsibility. You don't have to do it all yourself, whether at home, school, or on the job. If other people can take care of the task, why not let them? Let go of the desire to control or oversee every little step. You'll be letting go of unnecessary stress in the process.

7. Maintain balance with a healthy lifestyle

In addition to regular exercise, there are other healthy lifestyle choices that can increase your resistance to stress.

Eat a healthy diet

Reduce caffeine and sugar

Avoid alcohol, cigarettes, and drugs.

Get enough sleep.

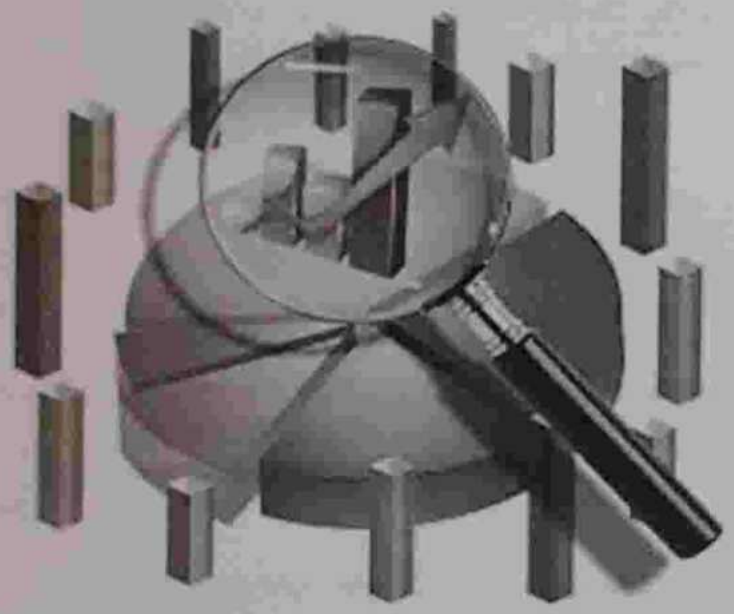
8. Learn to relieve stress in the moment

When you're frazzled by your morning commute, stuck in a stressful meeting at work, or fried from another argument with your spouse, you need a way to manage your stress levels right now. That's where quick stress relief comes in.

The fastest way to reduce stress is by taking a deep breath and using your senses—what you see, hear, taste, and touch—or through a soothing movement. By viewing a favourite photo, smelling a specific scent, listening to a favourite piece of music, tasting a piece of gum, or hugging a pet, for example, you can quickly relax and focus yourself.

Of course, not everyone responds to each sensory experience in the same way. The key to quick stress relief is to experiment and discover the unique sensory experiences that work best for you.

CHAPTER – III



DATA ANALYSIS AND INTERPRETATION

This chapter deals with the analysis and interpretation of collected data. Analysis of data plays a dominant role in the completion of project. Data collected are tabulated for easy understanding and good presentation. Tables and diagrams assist the researchers to analyze the data.

Sample of sixty one questionnaires was circulated for collection the information about study. The analysis is being carried out based on the survey conducted among them respondents. Each question is analyzed individually, sufficiently tabulated and represented graphically.

The statistical tools are adopted represent the data collected. The collected data are represented in table and pictorial forms. The pictorial forms includes pie-chart and bar diagram which reveals the information of the project study.

The collected data includes primary data which were obtained from the respondents through convenience sampling methods. Based on which the data were analyzed tables were constructed and inferences were drawn up.

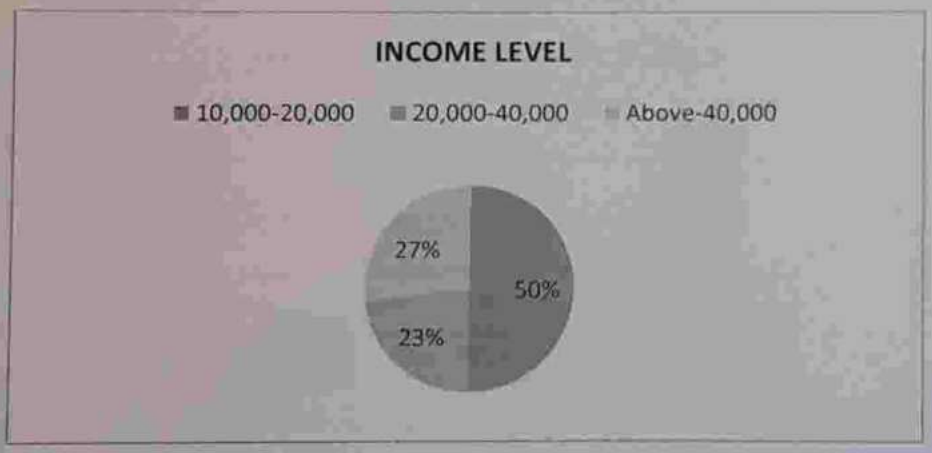
The data collected has been analyzed using Percentage analysis and Simple ranking method. The diagrams, tables and charts assist the researcher to analyze the data efficiently and present in a systematic manner.

Simple ranking method was adopted to analyze the stress of nurses.

TABLE 3.1

LEVEL OF INCOME OF THE NURSES

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	10,000-20,000	30	50%
2.	20,000-40,000	14	23%
3.	Above-40,000	16	27%
	TOTAL	60	100



INTERPRETATION:

From the above table it is clear that 50% of the nurses are getting salary from 10,000-20,000; 23% of them getting from 20,000-40,000 and 27% of them above 40,000.

TABLE 3.2

WORK EXPERIENCE OF THE NURSES

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	0-2 Years	8	13%
2.	2-5 Years	24	40%
3.	More than 5 years	28	47%
	Total	60	100

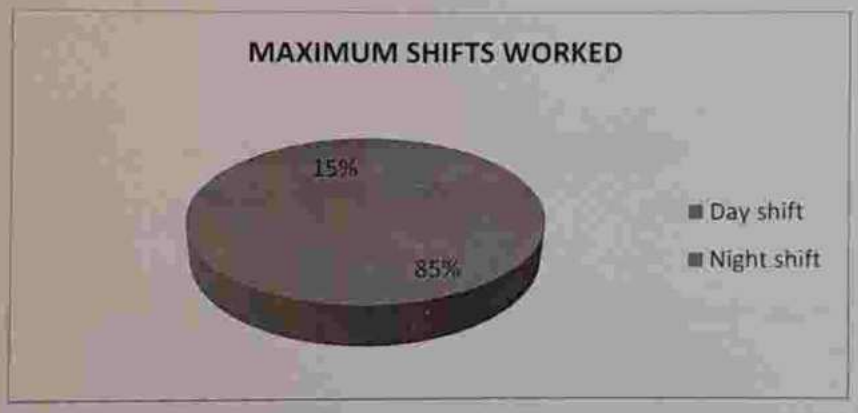
INTERPRETATION:

From the above chart it is clear that 47% of the respondents are working as a nurse for more than 5 years, 40% of them are worked for 2-5 years and 13% of them working as a nurse for 0-2 years.

TABLE 3.3

MAXIMUM SHIFTS WORKED

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Day shift	51	85%
2.	Night shift	9	15%
	Total	60	100



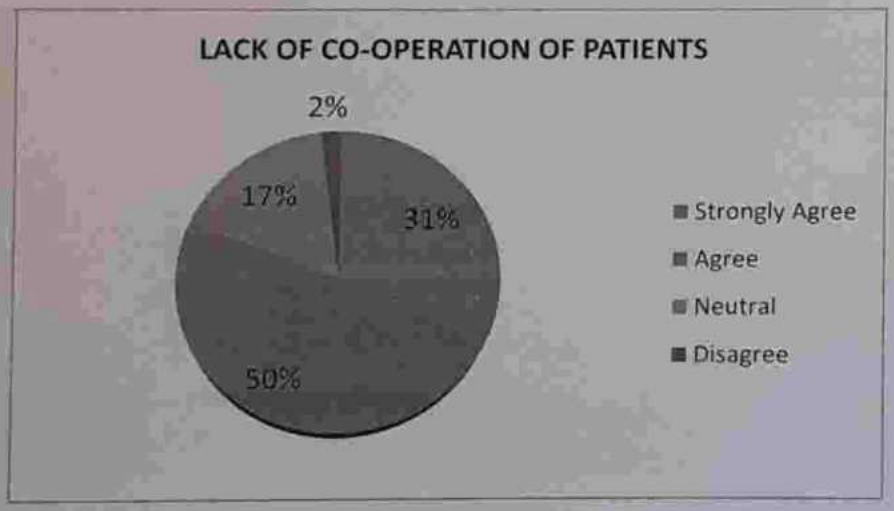
INTERPRETATION:

From the above pie diagram it is understood that 85% of the nurses work on day shift and only 15% of the nurses work on night shift.

TABLE 3.4

LACK OF CO-OPERATION OF PATIENTS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	19	31%
2.	Agree	30	50%
3.	Neutral	10	17%
4.	Disagree	1	2%
	Total	60	100



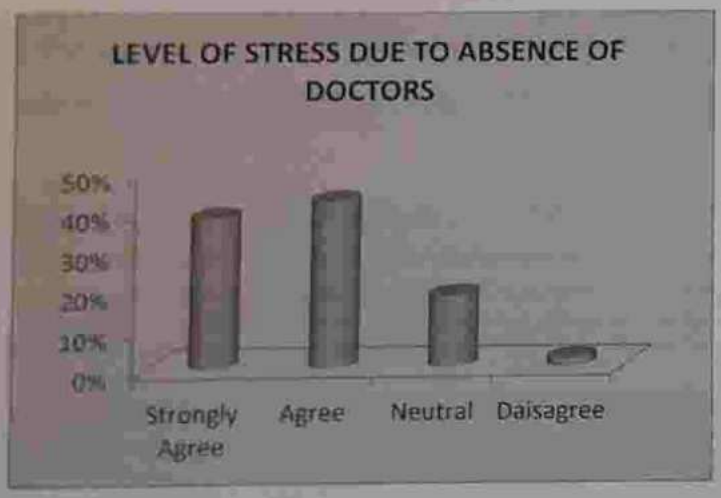
INTERPRETATION:

From the above pie chart it is evident that 50% of the nurses agree that they stressed when patients do not co-operate, 31% of that patients do not co-operate, 17% have a neutral feeling toward the above statement and 2% disagree for the above statement.

TABLE 3.5

LEVEL OF STRESS DUE TO ABSENCE OF DOCTORS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	23	38%
2.	Agree	25	42%
3.	Neutral	11	18%
4.	Disagree	1	2%
	Total	60	100



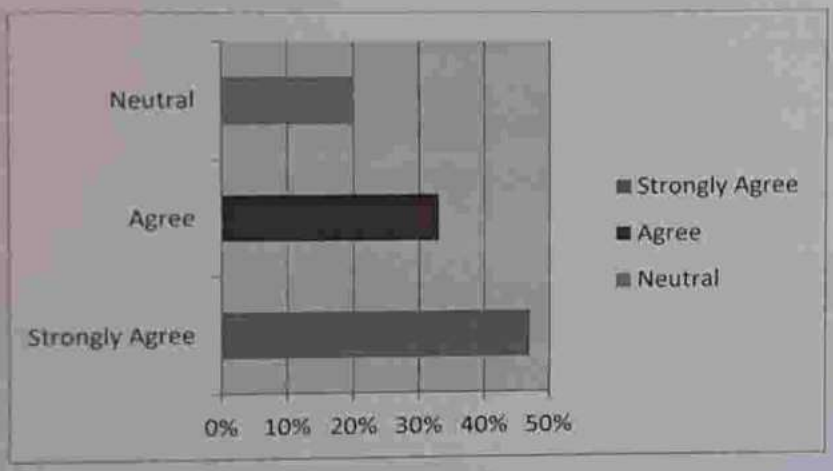
INTERPRETATION:

From the above table it is understood that 42% of the nurses agree that they stressed due to absence of doctors, 38% of them agree that they stressed when the doctor is not present at the hospital, 18% have the neutral feeling towards the above statement and 2% of them disagree that they stressed due to absent of doctors.

TABLE 3.6

RAPPORT WITH COLLEAGUES

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1.	Strongly Disagree	28	47%
2.	Disagree	20	33%
3.	Neutral	12	20%
	Total	60	100



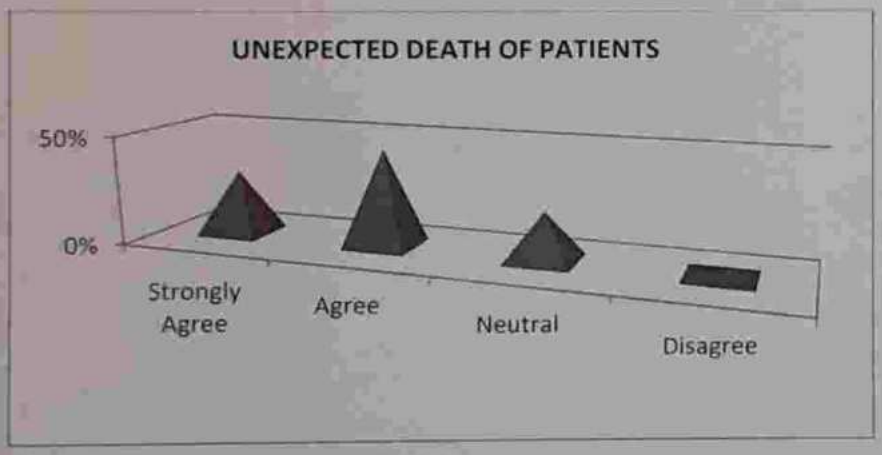
INTERPRETATION:

From the above bar chart it is understood that 47% of the nurses strongly disagree for that they are stressed due to rapport with colleagues, 30% of them disagree for that they stress while talking with colleagues, 20% have a neutral feeling above the statement, and no one agree above the statement.

TABLE 3.7

UNEXPECTED DEATH OF PATIENTS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	18	30%
2.	Agree	27	45%
3.	Neutral	13	22%
4.	Disagree	2	3%
	Total	60	100



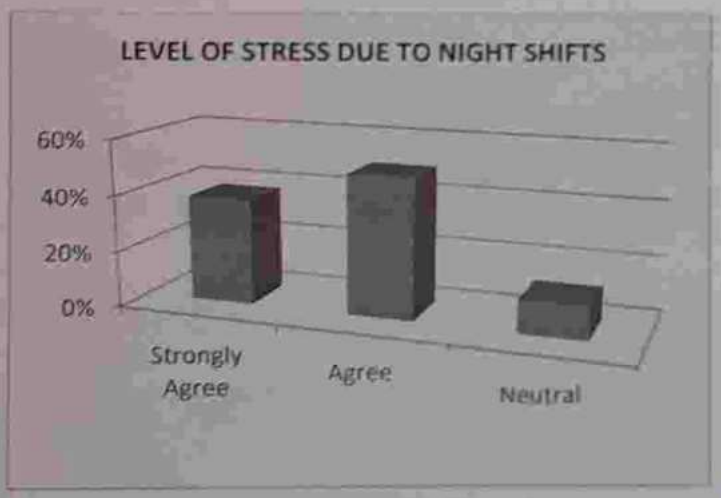
INTERPRETATION:

From the above table it is evident that 45% of the nurses agree that they are stressed about unexpected death of patients, 30% of them strongly agree that they are stressed of sudden death of patient, 22% have a neutral feeling towards above the statement and 3% of them disagree that they are stress of unexpected death of patient

TABLE 3.8

LEVEL OF STRESS DUE TO NIGHT SHIFTS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	23	38%
2.	Agree	30	50%
3.	Neutral	7	12%
	Total	60	100



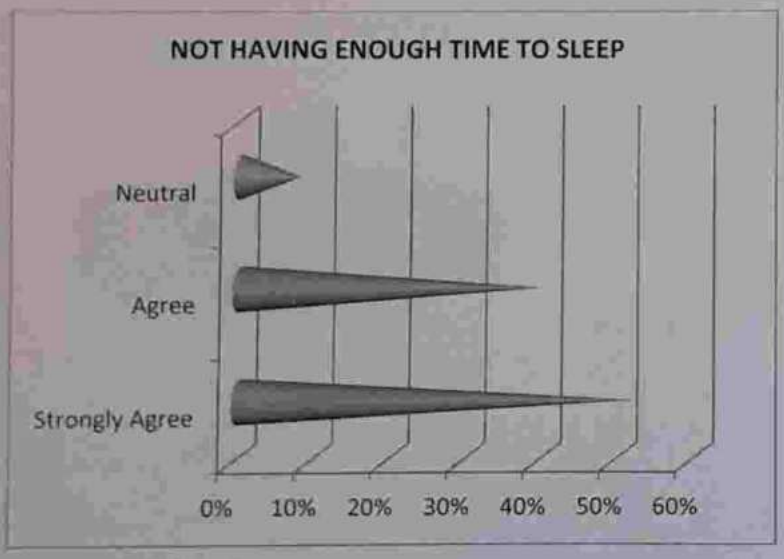
INTERPRETATION:

From the above table it is evident that 50% of the nurses agree that they feel stressed whenever they worked on night shift, 38% of the nurses are strongly agree that they feel stress worked on night time, and 12% have a neutral feeling towards the above statement.

TABLE 3.9

NOT HAVING ENOUGH TIME TO SLEEP

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	31	52%
2.	Agree	24	40%
3.	Neutral	5	8%
	Total	60	100



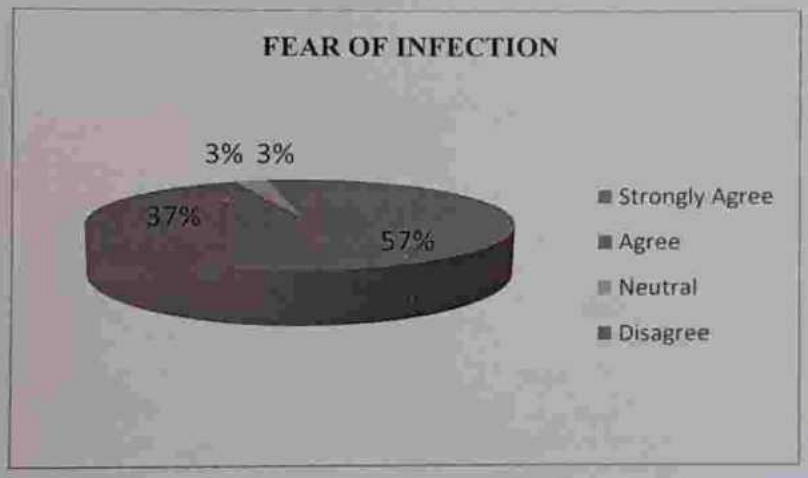
INTERPRETATION:

From the above bar chart it is understood that 52% of the nurses strongly agreed that they feel stressed for not having enough time to sleep, 40% of them agree they don't have much time to sleep and 8% have a neutral feeling towards the above statement.

TABLE 3.10

FEAR OF INFECTION

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	34	57%
2.	Agree	22	37%
3.	Neutral	2	3%
4.	Disagree	2	3%
	Total	60	100



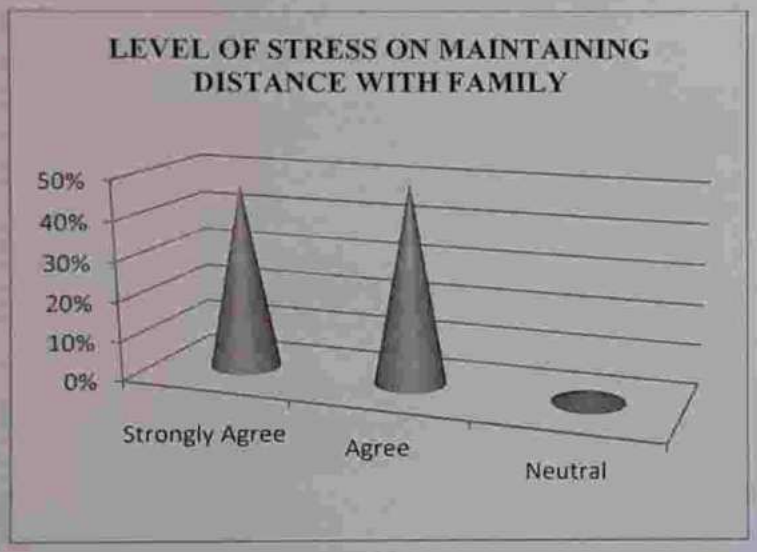
INTERPRETATION:

From the above pie chart it is evident that 57% of the nurses strongly agree that they feel fear of infection, 37% of them also agree that they feared about the infection , 3% have a neutral feeling towards about the infection and 3% of them disagree about the fear of infection.

TABLE 3.11

LEVEL OF STRESS ON MAINTAINING DISTANCE WITH FAMILY

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	28	47%
2.	Agree	30	50%
3.	Neutral	2	3%
	Total	60	100



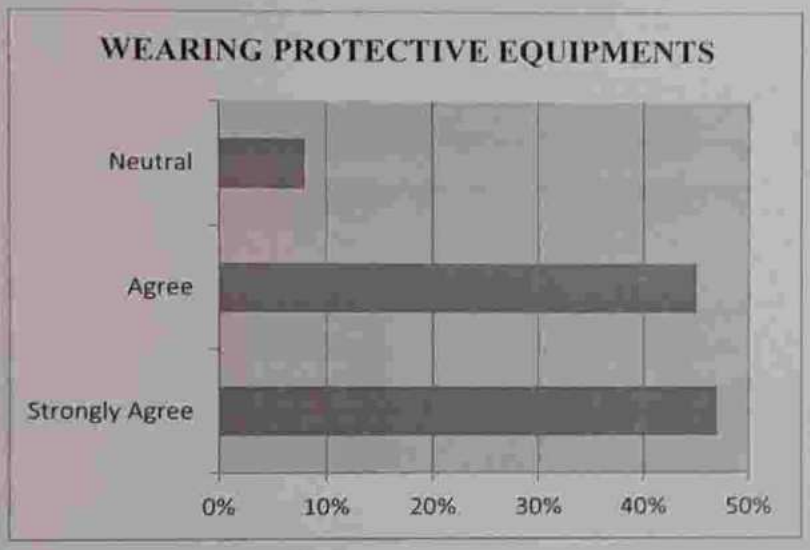
INTERPRETATION:

From the above table it is evident that 50% of the nurses agree that they feel stress on maintaining distance with family after working in covid ward, 47% of the nurses strongly agree that they stress on maintain distance with family and 3% have a neutral feelings towards the above statement.

TABLE 3.12

WEARING PROTECTIVE EQUIPMENTS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	28	47%
2.	Agree	27	45%
3.	Neutral	5	8%
	Total	60	100



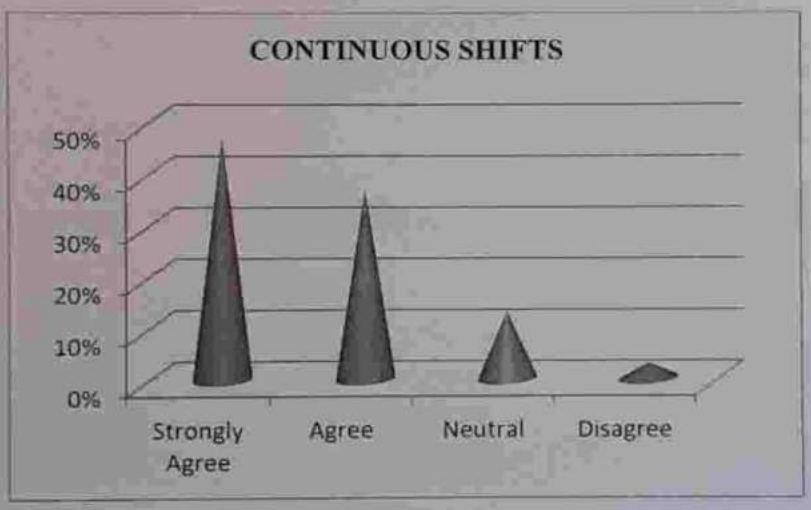
INTERPRETATION:

From the above bar chart it is clear that 47% of the nurses are strongly agree that they feel stressed for wearing protective equipment, 45% of them agree they are stressed to wear protective equipment and 8% have a neutral feelings towards the above statement.

TABLE 3.13

CONTINUOUS SHIFTS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	28	47%
2.	Agree	22	37%
3.	Neutral	8	13%
4.	Disagree	2	3%
	Total	60	100



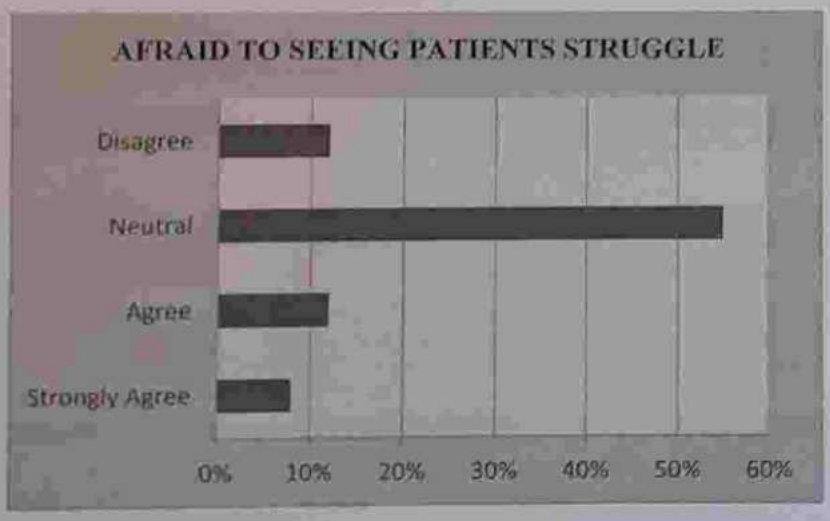
INTERPRETATION:

From the above table it is evident that 47% of the nurses strongly agree that they stressed due to continuous work in hospital, 37% of them also agree that they are stressed to work continuously, 13% have a neutral feelings towards the above statement and 3% of them disagree above the statement.

TABLE 3.14

AFRAID TO SEEING PATIENTS STRUGGLE

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	5	8%
2.	Agree	7	12%
3.	Neutral	33	55%
4.	Disagree	15	25%
	Total	60	100



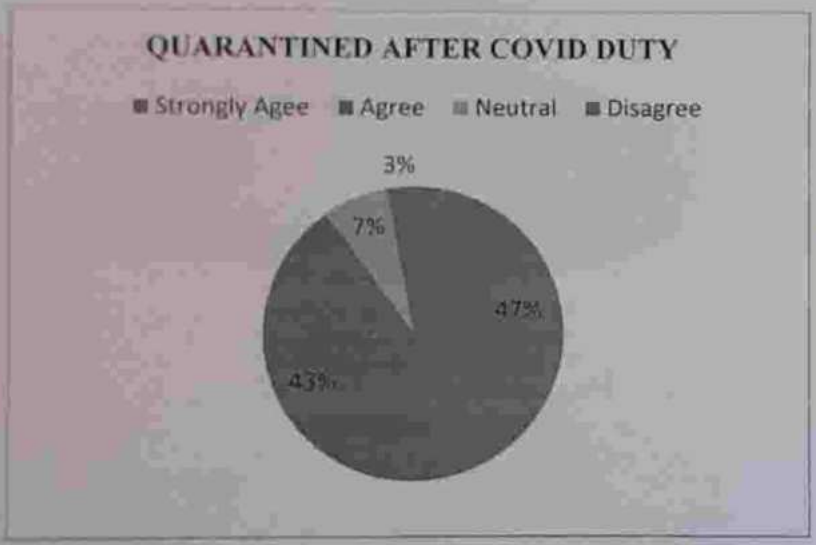
INTERPRETATION:

From the above bar chart it is clear that 55% of the nurses have a neutral feeling towards see the patients struggle, 25% of them disagree on afraid to seeing patients struggle, 12% and 8% of them agree and strongly agree that they afraid to see the patients struggle.

TABLE 3.15

QUARANTINED AFTER COVID DUTY

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	28	47%
2.	Agree	26	43%
3.	Neutral	4	7%
4.	Disagree	2	3%
	Total	60	100



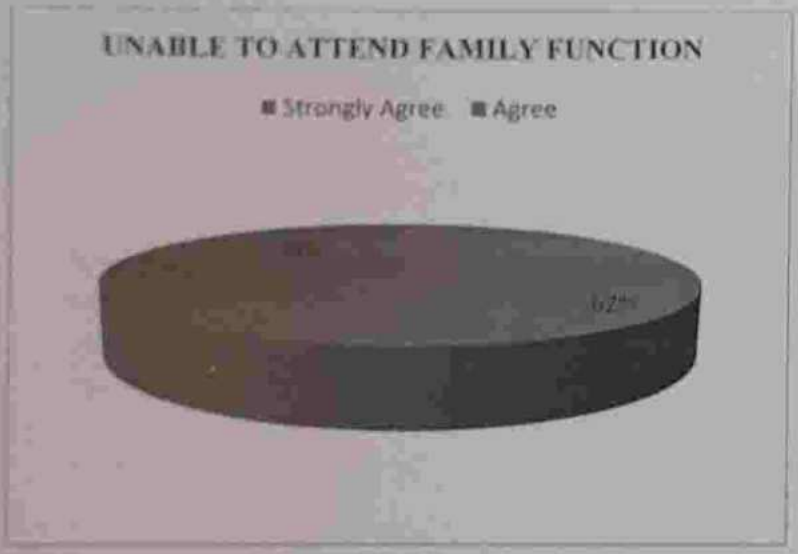
INTERPRETATION:

From the above pie chart it is evident that 47% of the nurses strongly agree that they feel stressed for quarantined themselves after work on covid ward , 43% of them agree that they are stressed to isolated their self after work, 7% have a neutral feelings towards the above statement and 3% of them disagree above the statement.

TABLE 3.16

UNABLE TO ATTEND FAMILY FUNCTION

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	37	62%
2	Agree	23	38%
	Total	60	100



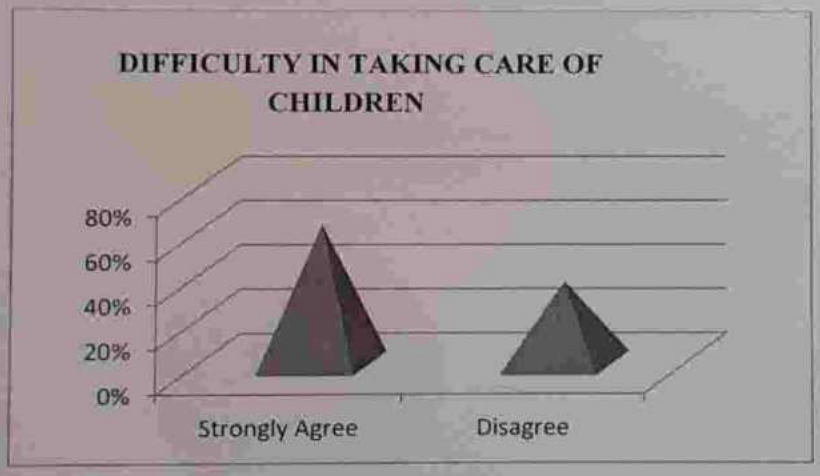
INTERPRETATION:

From the above pie chart it is evident that 61% of the respondents strongly agree that they are unable to attend family function due to work, 39% of them agree they can't go to family function and no one disagree or strongly disagree about of unable to attend the family function.

TABLE 3.17

DIFFICULTY IN TAKING CARE OF CHILDREN

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	33	63%
2.	Agree	19	37%
	Total	52	100



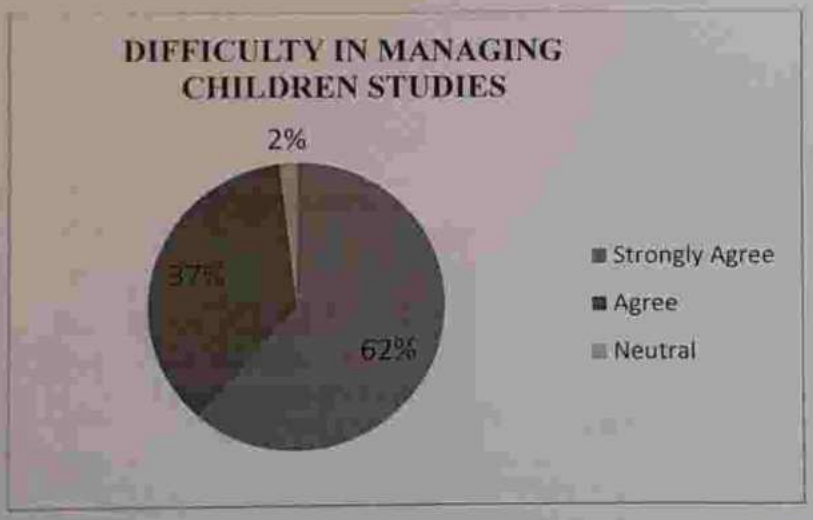
INTERPRETATION:

From the above chart it is understood that 63% of the respondents strongly agree due to job that they face a difficulty in taking care of their children, other 37% of them agree they has a difficult to care their children and no one disagree or strongly disagree above the statement.

TABLE 3.18

DIFFICULTY IN MANAGING CHILDREN STUDIES

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	32	62%
2.	Agree	19	37%
3.	Neutral	1	2%
	Total	52	100



INTERPRETATION:

From the above pie chart, it is understood that 62% of the nurses strongly agree that they has difficult in help their children on studies due to work, other 37% of them also agree that they can't help their children in homework, and 2% have a neutral feeling towards the above statement.

TABLE 3.19

UNABLE TO PERFORM THE ROLE OF A MOTHER

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	28	54%
2.	Agree	23	44%
3.	Neutral	1	2%
	Total	52	100

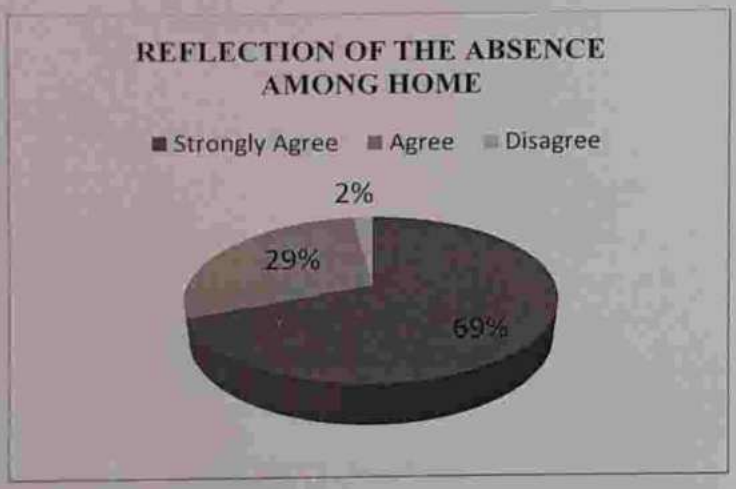
INTERPRETATION:

From the above chart it is understood that 54% of the nurses strongly agree that they can't give their best as a mother because of work, 44% of them agree toward the above statement and 2% have a neutral feelings towards the above statement.

TABLE 3.20

REFLECTION OF THE ABSENCE AMONG HOME

S.NO	PARTICULARS	NO. OF RESPONENTS	PERCENTAGE
1.	Strongly Agree	36	69%
2.	Agree	15	29%
3.	Disagree	1	2%
	Total	52	100



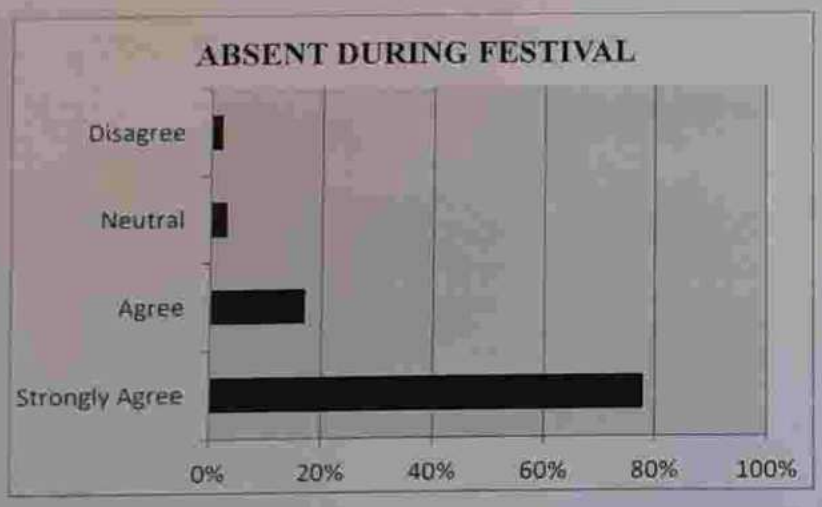
INTERPRETATION:

From the above pie chart it is clear that 69% of the nurses strongly agree that their children missing their presence at home, 29% - agree that their children are feel sad when they go to work and 2% have a neutral feeling towards the above statement

TABLE 3.21

ABSENT DURING FESTIVAL

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	47	78%
2.	Agree	10	17%
3.	Neutral	2	3%
4.	Disagree	1	2%
	Total	60	100



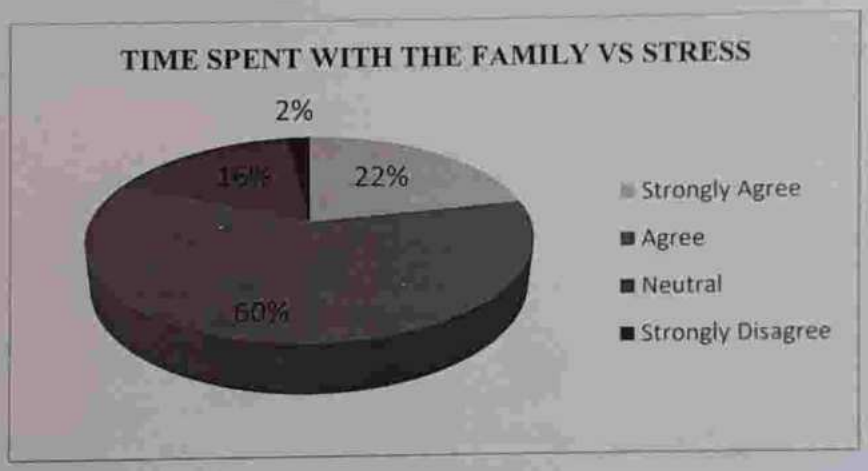
INTERPRETATION:

From the above table it is clear that 78% of the nurses strongly agree that they are absent during festivals due to work, 18% of them agree that they are can't attend the festivals, 3% have a neutral feeling towards the above statement and 2% of them disagree for the absent of during festivals.

TABLE 3.22

TIME SPENT WITH THE FAMILY VS STRESS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	13	22%
2.	Agree	36	60%
3.	Neutral	10	16%
4.	Strongly Disagree	1	2%
	Total	60	100



INTERPRETATION:

From the above pie chart, it is understood that 60% of the respondents agree that they spend time with their family while feeling stress, 22% of them agree relieve their stress by spending time with family, 16% have a neutral feeling towards above the statement, and 2% strongly disagree that they are relieve stress by spending time with family.

TABLE 3.23

GARDENING VS STRESS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	14	23%
2.	Agree	30	50%
3.	Neutral	15	25%
4.	Disagree	1	2%
	Total	60	100

INTERPRETATION:

From the above table, it is evident that 50% of the respondents strongly agree that they are relieve stress by spending time in gardening while they feel stressed, 49% of them agree that they spend time in garden for overcome from the stress, 26% of them have a neutral feeling above the statement and 2% disagree above the statement.

TABLE 3.24

PHYSICAL EXERCISE VS STRESS

S.NO	PARTICULARS	NO. OF. RESPONDENTS	PERCENTAGE
1.	Strongly Agree	10	17%
2.	Agree	35	58%
3.	Neutral	12	20%
4.	Disagree	3	5%
	Total	60	100

INTERPRETATION:

From the above bar chart it is evident that 58% of the respondents agree that they do physical exercise while they feel stressed. 20% of them have a neutral feeling towards the above statement. 17% of them strongly agree that they relieve stress with the help of exercise and 5% of them disagree for relieving stress with physical exercise.

TABLE 3.25

VACATION TRIP WITH FRIENDS VS STRESS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly agree	21	35%
2.	Agree	32	53%
3.	Neutral	6	10%
4.	Disagree	1	2%
	Total	60	100

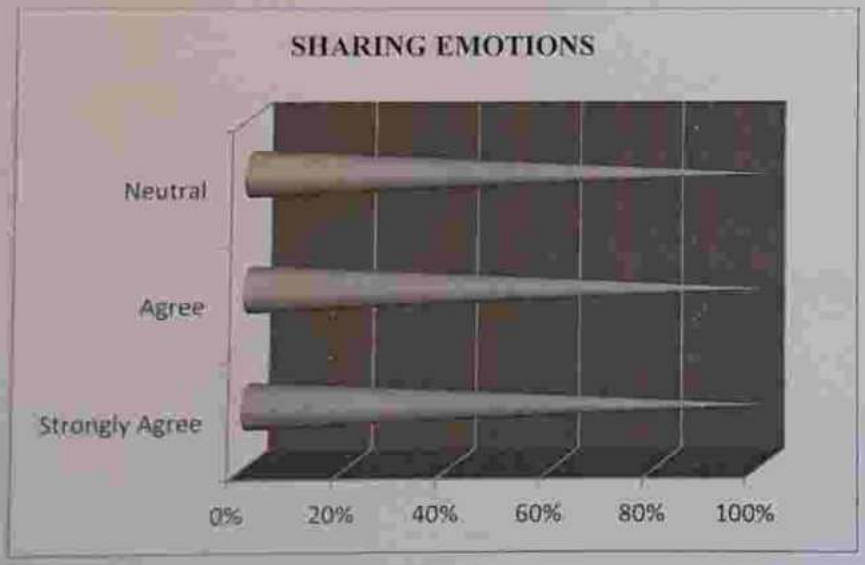
INTERPRETATION:

From the above pie chart, it is clear that 53% of the respondents agree that they go to trip with friends for relieve stress, 35% of them strongly agree that they go trip with friends for overcome from the stress, 10% of them have a neutral feeling towards the above statement and 2% disagree to go trip with friends for relieve stress.

TABLE 3.26

SHARING EMOTIONS

S.NO	PARTICULARS	NO. OF. RESPONDENTS	PERCENTAGE
1.	Strongly Agree	16	27%
2.	Agree	35	58%
3.	Neutral	9	15%
	Total	60	100



INTERPRETATION:

From the above bar chart, it is evident that 58% of the respondents agree that they are sharing their emotions with friends and family while feeling stress, 27% of them strongly agree that they are share their emotions with friends and family and 15% have a neutral feeling towards the above statement.

TABLE 3.27

SHOPPING VS STRESS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	12	20%
2.	Agree	42	70%
3.	Neutral	6	10%
	Total	60	100

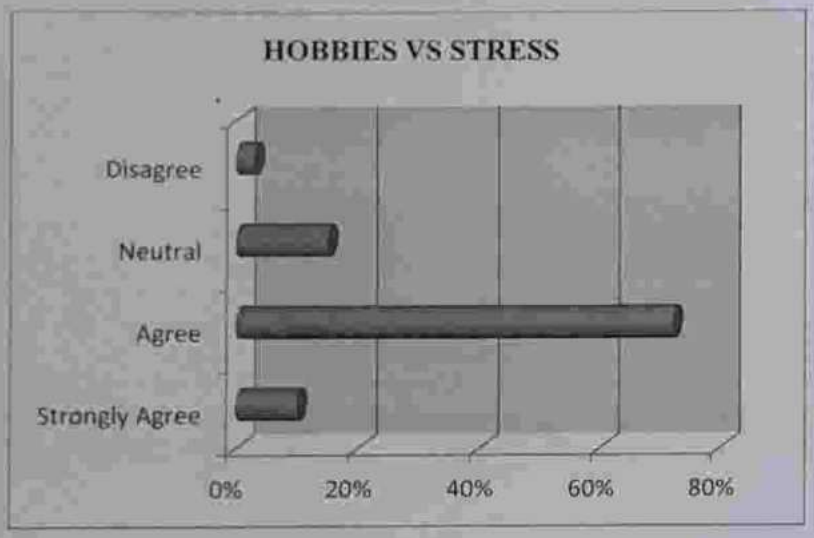
INTERPRETATION:

From the above pie chart, it is clear that 70% of the nurses agree that they go to shopping for relieve their stress, 20% of them strongly agree that they spend time in shopping when they are in stress, 10% of them have a neutral feeling towards the above statement.

TABLE 3.28

HOBBIES VS STRESS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	6	10%
2.	Agree	43	72%
3.	Neutral	9	15%
4.	Disagree	2	3%
	Total	60	100



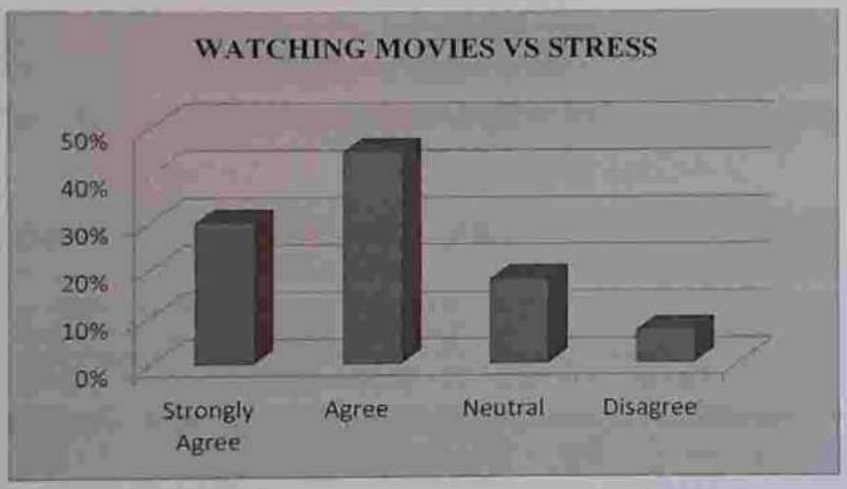
INTERPRETATION:

From the above bar chart, it is understood that 72% of the respondents agree that they spend time in their hobbies for overcome from the stress, 15% of the nurses have a neutral feeling above the statement, 10% agree that they spend time on hobbies for relieve their stress and 3% disagree above the statement.

TABLE 3.29

WATCHING MOVIES VS STRESS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	18	30%
2.	Agree	27	45%
3.	Neutral	11	18%
4.	Disagree	4	7%
	Total	60	100



INTERPRETATION:

From the above table it is evident that 45% of the respondents agree that they watching movies for overcome from the stress, 44% of them agree that they watch movies when they are in stress, 18% have a neutral feelings towards the above statement, 7% of them disagree of watching movies.

TABLE 3.30

FAMILY TRIP VS STRESS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	23	38%
2.	Agree	35	58%
3.	Neutral	1	2%
4.	Disagree	1	2%
	Total	60	

INTERPRETATION:

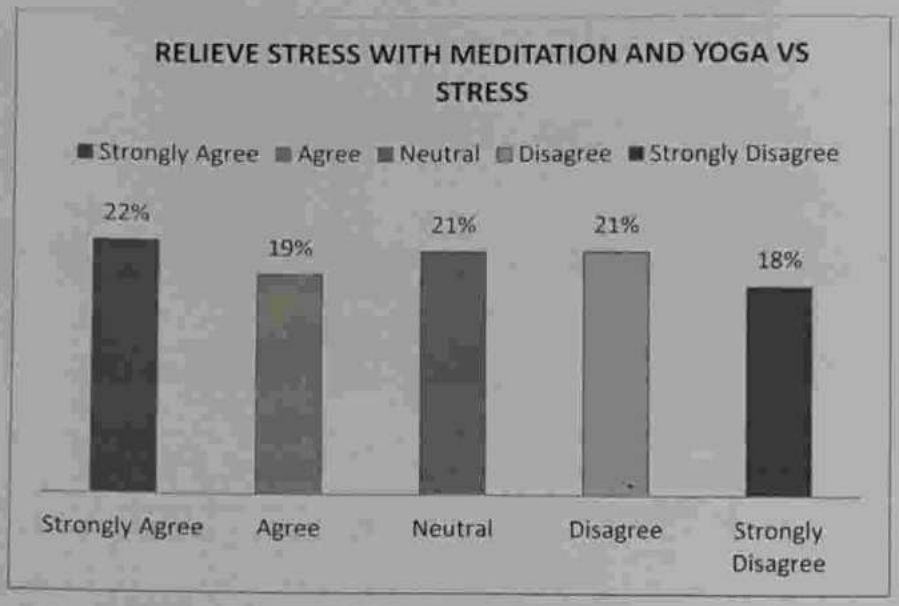
From the above table it is clear that 58% of the nurses agree that they go to family trip for relieving stress, 38% of them strongly agree that they feel relax when they go to trip with their family, 2% of the nurses have a neutral feeling towards the above statement and 2% of them disagree about the statement.

TABLE 3.31

MEDITATION AND YOGA VS STRESS

S.NO	PARTICULARS	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5
1.	Strongly Agree	16	15	13	8	8
2.	Agree	6	15	12	19	8
3.	Neutral	12	14	11	15	8
4.	Disagree	15	12	15	6	12
5.	Strongly Disagree	12	7	8	12	21

S.NO	PARTICULARS	R1	R2	R3	R4	R5	SCORE	% OF SCORE	RANK
1.	Strongly Agree	80	60	39	16	8	203	22%	1
2.	Agree	30	60	36	38	8	172	19%	3
3.	Neutral	60	56	33	30	8	187	21%	2
4.	Disagree	75	48	45	12	12	192	21%	2
5.	Strongly Disagree	60	28	24	24	21	157	17%	4
	Total						911	100	



INTERPRETATION:

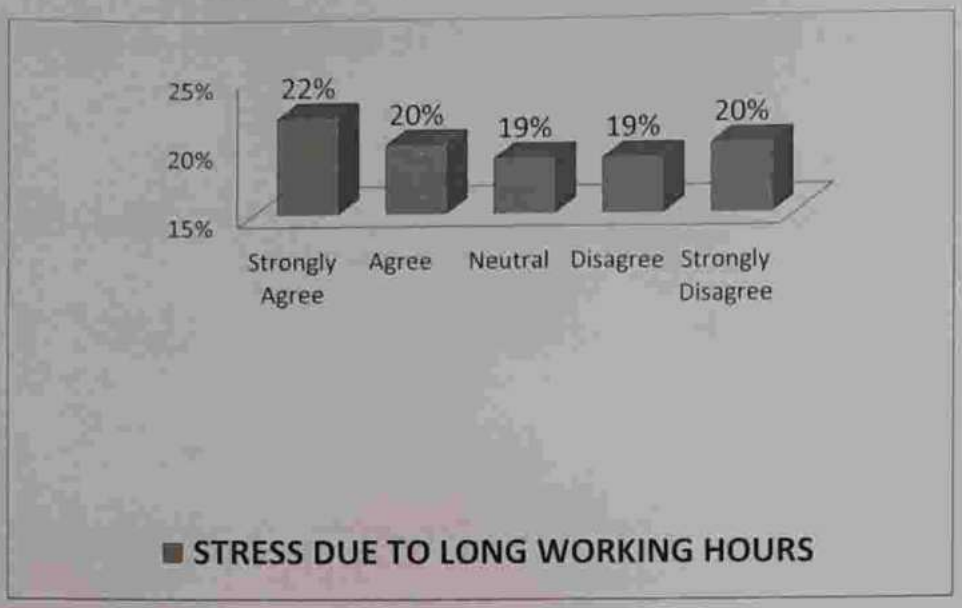
In the question, the respondent was asked to rank the method of using meditation and yoga for reducing stress on a given scale 1 to 5. The parameter considered here are strongly agree, agree, neutral, disagree, and strongly disagree. For computing total scores, certain weights have been assigned to various degrees of opinion (like 1st rank-5, 2nd rank-4, 3rd rank-3, 4th rank- 5, and 5th rank-1). By multiplying these weights with corresponding number of respondents to get individual scores give total scores for concerned factors. This is representative of different respondent's opinion. The above table makes clear that the most respondents strongly agree that they do yoga and meditation to reduce stress is ranked 1st in the place, rank 2nd place is given for both those who have a neutral feeling and the same number of response are disagreeing the statement, 3rd rank placed to most of the respondents agree the statement that they do the meditation and yoga, 4th rank place is strongly disagree of the above statement.

TABLE 3.32

LONG WORKING HOURS

S.NO	PARTICULARS	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5
1.	Strongly Agree	15	14	12	9	10
2.	Agree	12	13	10	16	9
3.	Neutral	14	9	13	7	17
4.	Disagree	13	12	3	16	15
5.	Strongly Disagree	8	13	17	12	10

S.NO	PARTICULARS	R1	R2	R3	R4	R5	SCORE	% OF SCORE	RANK
1.	Strongly Agree	75	56	36	18	10	195	22%	1
2.	Agree	60	52	30	32	9	183	20%	2
3.	Neutral	70	36	39	14	17	176	19%	3
4.	Disagree	65	48	12	32	15	172	19%	3
5.	Strongly Disagree	40	52	51	24	10	177	20%	2
	Total						921	100	



INTERPRETATION:

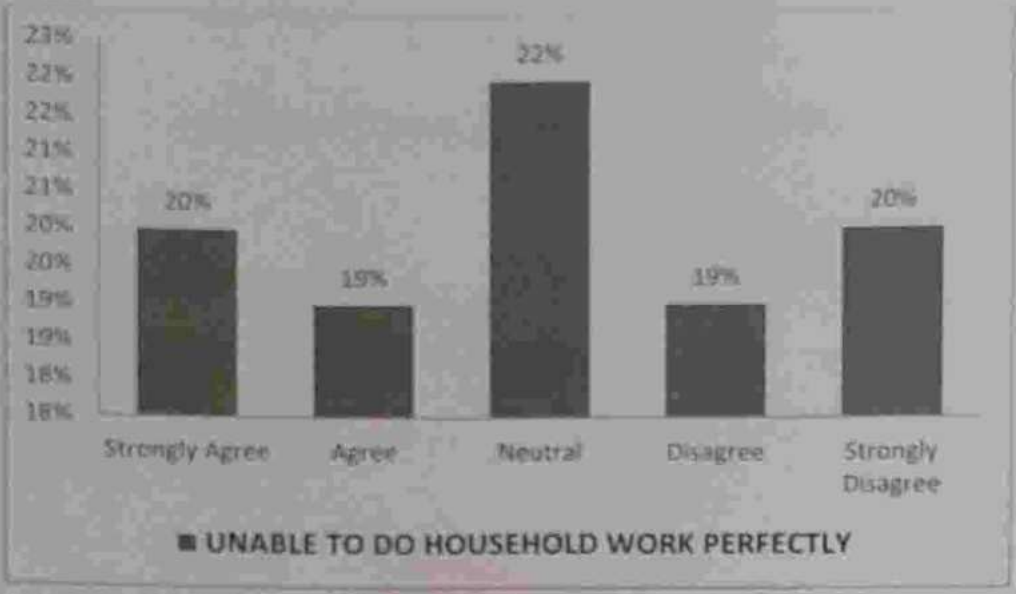
In this question, the respondent was asked to rank, a long working hours make them stress. This is the representative of different respondent's opinion. The above table makes clear that the respondents are stress on due to long working hours strongly agree ranked 1st, in the place, 2nd rank place is given for both those who have agree feeling and same number of respondents are strongly disagreeing the statement. 3rd rank placed is given for both those who have neutral feeling about long working hours and same number of respondents are disagree the statement.

TABLE 3.33

UNABLE TO DO HOUSEHOLD WORK PERFECTLY

S.NO	PARTICULARS	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5
1.	Strongly Agree	9	13	17	12	9
2.	Agree	9	13	10	12	16
3.	Neutral	20	9	11	10	10
4.	Disagree	9	12	12	11	12
5.	Strongly Disagree	12	13	9	16	10

S.NO	PARTICULARS	R1	R2	R3	R4	R5	SCORE	% OF SCORE	RANK
1.	Strongly Agree	45	52	51	24	9	181	20%	2
2.	Agree	45	52	30	24	16	167	19%	3
3.	Neutral	100	36	33	20	10	199	22%	1
4.	Disagree	45	48	36	22	16	167	19%	3
5.	Strongly Disagree	60	52	27	32	10	181	20%	2
	Total						895	100	



INTERPRETATION:

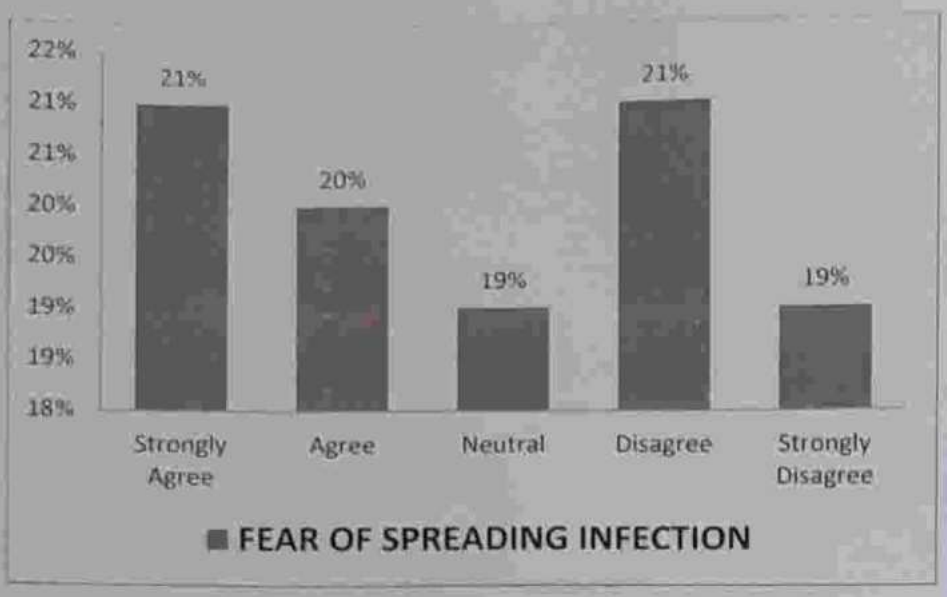
In this question the nurses were asked to rank if they unable to do household work perfectly. This is the representative of different respondent's opinion. The above table makes clear that most of the nurses have a neutral feeling for doing the household work perfectly is ranked 1st in the place, rank 2nd place is given for both those who have strongly agree and same number of respondents are strongly disagreeing the statement, 3rd rank place is given for both those who agree that they not do the house hold work perfectly and same number of respondents are disagreeing the above statement.

TABLE 3.34

FEAR OF SPREADING INFECTION

S.NO	PARTICULARS	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5
1.	Strongly Agree	11	17	11	10	12
2.	Agree	13	12	12	10	14
3.	Neutral	11	11	11	12	16
4.	Disagree	16	7	15	14	9
5.	Strongly Disagree	9	13	12	17	10

S.NO	PARTICULARS	R1	R2	R3	R4	R5	SCORE	% OF SCORE	RANK
1.	Strongly Agree	55	68	33	20	12	188	21%	1
2.	Agree	65	48	36	20	14	183	20%	2
3.	Neutral	55	44	33	24	16	172	19%	3
4.	Disagree	80	28	45	28	9	190	21%	1
5.	Strongly Disagree	45	52	36	34	10	177	19%	3
	Total						910	100	



INTERPRETATION:

In this question, the respondents were asked to rank if they fear of spreading infection to others. The above table makes clear that the respondents strongly agree that they feel fear of spreading infection and same number of respondents are disagree the above statement is ranked 1st in the given place, 2nd rank placed to most of the respondents agree the statement that they fear of spreading infection. 3rd place is given for both those who have a neutral feeling above the fear of spreading infection and same number of respondents are strongly disagreeing the above statement.

CHAPTER – IV

FINDINGS AND SUGGESTIONS

FINDINGS OF THE STUDY:

In this chapter, the key findings of the study are summarized and some suggestions are given.

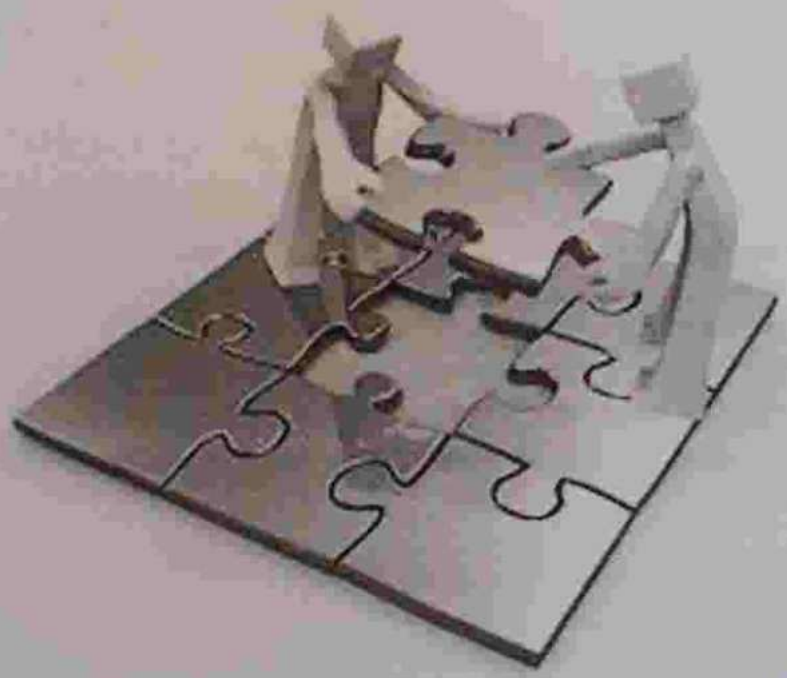
- ✓ Majority of the respondents (50%) receive salary from 10,000 to 20,000
- ✓ Majority (47%) of the nurses work for more than 5 years.
- ✓ Most of the respondents (85%) work in day shifts.
- ✓ Majority (81%) of the nurses feeling stress when the patients are not co-operated with them for treatment.
- ✓ Majority (80%) of the nurses stressed due to absence of doctor.
- ✓ Majority (77%) of the respondents not stressed while rapport with colleagues.
- ✓ Majority (75%) of the respondents have stress due to unexpected death of patients.
- ✓ Majority (88%) of the respondents feel stressed while working in night shifts.
- ✓ Majority (92%) of the nurses feels stress that they have not enough time to sleep well.
- ✓ Majority (94%) of the nurses fear about infection while working in COVID wards.
- ✓ Majority (97%) of the nurses feel stress when they maintain distance with family while working in COVID wards.
- ✓ Majority (92%) of the nurses stressed to wear protective equipment's.
- ✓ Majority (84%) of the nurses feel more stress when they working at continuous shift.
- ✓ Majority (33%) of the nurses fear to see patients struggle.
- ✓ Majority (90%) of the nurses stressed that they are isolated after working in COVID wards.
- ✓ All of them agree that they are not able to attend family function.
- ✓ All of them agree that they feel stress while searching person to take care of their children.
- ✓ Majority (98%) of the nurses feel stress that they are not able to help their children in studies.
- ✓ Majority (98%) of the nurses feel stress that they are not able to perform their role as a mother.
- ✓ Majority (98%) of the nurses agree that their children miss their presence at home.
- ✓ Majority (95%) of the nurses feel stress that they are unable to enjoy festivals with friends and family due to work.

- ✓ Most of the respondents (82%) relieve their stress while spending time with their family.
- ✓ Majority (73%) of the respondents spent time on gardening for overcome from the stress.
- ✓ Most of the respondents (75%) of nurses doing physical exercise for overcome the stress level.
- ✓ Most of the respondents (88%) of the nurses gone to vacation trip with friends while they feel stress.
- ✓ Majority (85%) of the respondents sharing their emotions with friend and family.
- ✓ Most of the respondents (80%) of them go to shopping for relieve their stress.
- ✓ Majority (82%) of the nurses spending some time for hobbies to overcome from the stress.
- ✓ Majority (75%) of the respondents watching movie while they feel stress.
- ✓ Most of the respondents (96%) of the respondents going to family trip for overcome from the stress.
- ✓ While ranking meditation and yoga help them to relieve stress "strongly agree" is ranked 1st.
- ✓ While ranking long working hours make stressed "Strongly agree" is ranked 1st.
- ✓ While ranking unable to do house hold work perfectly "Neutral" is ranked 1st.
- ✓ While ranking are you fear of spreading infection "Strongly agree" and "Disagree" is ranked 1st.

SUGGESTIONS FOR THE STUDY:

- The hospital management should help the nurses to understand their problem and help it.
- Meditation and yoga practice help a person to relieve stress.
- It is suggested that the nurses should make some time for themselves.
- Try to eat healthy and variety of protein food on every meals.
- It is recommended that the nurses should be easy on themselves.
- It is suggested that exercise is a best way to start a day with freshness in morning.
- It is recommended that when the worries are shared with friends and family makes that worried person feel free.
- Whenever the nurses feel down take a deep breath it helps them to feel good.
- It is suggested that try to solve the problem because just worry about the problem should not change anything.
- It is suggested that the nurses develop their skills based on their job it gives them a confident feeling.

CHAPTER – V

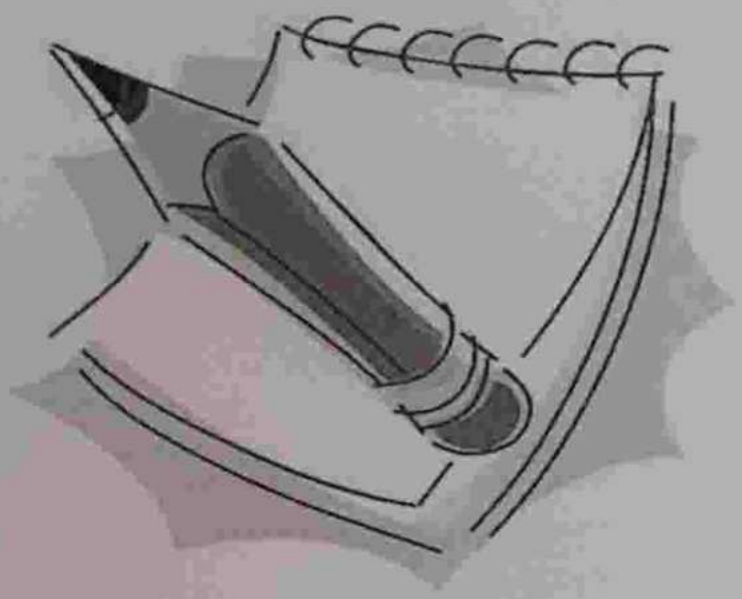


CONCLUSION

CONCLUSION

The study is aim to analyze the nurses stress and to know about the causes make them feel depressed and what make more fear and stress in the hospital work on covid ward. And also we can try to know about that they can able to balance between the job and personal life. How can they overcome from their stress. At last we concludes that majority of the nurses stressed and also found that they stressed due to work and can't balance the personal life and job at a time. Now – a - days they stressed and depressed more because of pandemic. The hospital management should give their full support to the nurses to solve their problem. The family members also should give full support to balance their work and personal life. To relieve stress every morning practice meditation or yoga and exercise make any one of these activities. Take healthy foods like fruits and vegetables. Nurses are most important person in hospital, they play a huge role for patients. So they should be healthy then only they can take care of their patients.

ANNEXURE I



QUESTIONNAIRE

QUESTIONNAIRE

(Stress management for nurses in Thoothukudi District)

1) Name : .....

2) Age : .....

3) Qualification: .....

4) Marital status

a) Yes

b) No

5) Do you have children?

a) Yes

b) No

6) If yes, how many children do you have?

a) 1

b) 2

c) 3

7) Income level

a) 10,000 – 20,000

b) 20,000 – 40,000

c) Above 40,000

8) Nature of family

a) Joint family

b) Nuclear family

9) For how many years have you been working?

a) 0 – 2 years

b) 2 – 5 years

c) More than 5 years

10) Which shift do you work maximum?

a) Day shift

b) Night shift

11) Are you satisfied with your job?

a) Yes

b) No

12) Which factors makes you feel depressed?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Long working hours					
Lack of co-operation of patients					
Absence of doctors					
Rapport with colleagues					
Unexpected death of patients					
Night shifts					
Not having enough time to sleep					

13) Did COVID – 19 ward give you extra stress and fear?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Fear of infection					
Spreading of infection					
Keep distance with family					
Wearing protective equipment					
Continue shifts					
Afraid to seeing patients struggle					
Isolated yourself after work					

14) Do you balance your household work and job?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Unable to attend family function					
Always search person to take care for children					
Can't help your children in studies					
Unable to perform your role as a mother					
Children miss your presence at home					
Unable to do household work perfectly					
Unable to enjoy festivals					

15) How to overcome your stress level?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Meditation and yoga					
Spending time with family					
Gardening					
Physical exercise					
Vacation trip with friends					
Sharing emotions					
Shopping					
Hobbies					
Watching movie					
Family trip					

ANNEXURE II

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- www.harishsaras.com

A STUDY ON CONSUMER PREFERENCE TOWARDS IPHONE IN THOOTHUKUDI CITY

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

BACHELOR OF COMMERCE

Submitted by

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PG AND RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (AUTONOMOUS)

(Re-accredited with "A+" Grade by NAAC)

Thoothukudi

April- 2021

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CERTIFICATE

This is to certify that the project entitled **"A STUDY ON CONSUMER PREFERENCE TOWARDS IPHONE IN THOOTHUKUDI"** submitted by the candidates, Narmadha Jeyasri.R Ajmeer Kajariya.R., Muthulakshmi.M Maria Thommai Alassiya.F. Rajareegam.B., 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 a original work done by them during the period of their study under my guidance and supervision.

Place: Thoothukudi

Date: 10/04/2021

Head of the Department

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DECLARATION

We hereby state that the project entitled **"A STUDY ON CONSUMER PREFERENCE TOWARDS IPHONE IN THOOTHUKUDI CITY"** is submitted to **St.Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli,** for the award of the degree of **Bachelor of Commerce** is our original work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

Date: 10/04/2021

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ACKNOWLEDGEMENT

Thanks, is a small word filled with heartfelt gratitude. We express our heartfelt thanks to **GOD ALMIGHTY** for showering his blessings on us for the success of the project.

We extend our special thanks to our Principal **Dr.Sr.A.S.J. Lucia Rose M.Sc., PGDCA, MPhil, Ph.D.** Principal, for the constant encouragement and blessings for doing this work successfully.

It is our pleasure to extend our thanks to the Head of the Department of Commerce **Mrs.Dr. G. Stella Beatric Nirmala M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT., DGT.** for her valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude to our guide **Dr. P. Banumathi, M.Com., M.Phil., Ph.D.**, for her excellent and untiring guidance throughout the entire process of completing the project successfully.

Last but not least, we thank our parents and friends for their moral support and encouragement in bringing out this project a successful one.

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TABLE OF CONTENTS

CHAPTER	TITLE	PAGE NO.
I	**Introduction and design of the study**	**1-7**
1.1	Introduction	1-3
1.2	Review of Literature	4-5
1.3	Statement of the problem	5
1.4	Objectives of the study	5
1.5	Scope of the study	6
1.6	Period of the study	6
1.7	Area of the study	6
1.8	Collection of data	6
1.9	Sampling design	6
1.10	Construction of tools	7
1.11	Framework of analysis	7
1.11.1	Percentage analysis	7
1.12	Limitations of the study	7
1.13	Chapter scheme	7
II	**Profile of the study**	**8-48**
III	**Analysis and interpretation of data**	**49-66**
IV	**Finding and suggestions**	**67-68**
V	**Conclusion**	**69**
	Annexure **Bibliography** **Questionnaire**	

LIST OF TABLES

Table No.	Title of the table	Page No.
1.1	Sampling design	6
3.1	Age wise classification	50
3.2	Gender wise classification	51
3.3	Occupation wise classification	52
3.4	Monthly income wise classification	53
3.5	Preference of the customers towards iPhone than others	54
3.6	Factors influencing to purchase iPhone	55
3.7	Price of iPhone	56
3.8	Internet access in iPhone	57
3.9	Biggest innovation in iPhone	58
3.10	iPhone is the best for all types of customers	59
3.11	Speed of iPhone	60
3.12	Customer satisfaction towards iPhone	61
3.13	Increasing demand for iPhone in the near future	62
3.14	Customers review towards the services of iPhone	63
3.15	Customers opinion regarding advancement in iPhone	64
3.16	Period of using iPhone	65
3.17	Tracking system in iPhone	66

CHAPTER-I

INTRODUCTION AND DESIGN OF THE STUDY

CHAPTER-I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

Apple CEO Steve Jobs unveiled the first iPhone on Jan. 9, 2007. The device, which didn't actually go on sale until June, started at $499 for a 4GB model, $599 for the 8GB version (with a two-year contract). It offered a 3.5-in.

Analyst: Apple reaches 1 billion active iPhones

In the past three years, there are also fewer new users to iPhone and in 2020 expectations are 80% to be upgrades of an older iPhone and only one of every five phones to be in the hands of a new user. While sales have dipped twice (first after the holiday period in 2015, second after the holiday season in 2018), estimates are that Apple will manage to reach nearly 250 million sales in Q4 2021 - the current number are around 200 million per a three-month period.

As the whole world is going into the new phase of technological performance, our needs become more sophisticated. On the one hand, we need speed, quality, and effectiveness. On the other hand, these features should be combined in a solution small enough to carry it in the pocket. Smart phones have come to exemplify one of the wisest and the most convenient technological ideas in the history of mankind.

Apple's total number of global iPhone users continues to grow, and could eventually reach 1 billion simultaneously activated devices within the next couple of years, according to a new analyst report. There are now more than 700 million iPhones currently in use worldwide, according to an estimate from BMO Capital Markets analyst Tim Long.

Apple (AAPL) is clearly one of the more successful smartphone makers in the world, and generates billions of dollars in profits on its smartphone each quarter. While Apple has said that its global user base is massive, the company has largely shied away from putting an exact number on it. Apple hasn't, however, been shy about promoting its iPhone sales. While Apple has said that its global user base is massive, the company has largely shied away from putting an exact number on it. Apple hasn't, however, been shy about promoting its iPhone sales. According to Long, Apple's

Services business, which includes purchases in its App Store or through its streaming-music service Apple Music, will grow at a compound annual growth rate of 15% in the next four years, due in no small part to Apple's growing iPhone user base

Apple's value has been created through voluntary trade with customers; it has convinced its customers that its products are worth more than those of its competitors, and clearly their customers agree." An immense amount of groundwork was done by people who came before Apple and Steve Jobs, all of whom Crotty credits. But none of them had the vision or the drive of Jobs, and for that he should be considered a titan of immense worth. Jobs put it all together unlike anyone before him – he had a vision that no one before him had formulated, and he managed to implement it. In a market, the creator can only implement his vision as best he can and then wait and see whether the market responds. The way people responded by buying Apple products is testament to Jobs' vision.

The products that Apple has produced have made it possible for millions around the world to have power in their hands:

• a Mac gives a student the power to do the research she needs to do to obtain her degree;

• an iPhone in the hands of a businessman gives him the tools to make contacts and build his business;

• an iPad in the hands of the talented photographer allows her to organise her latest display and sell her work to the highest bidder.

Aside from putting power and knowledge in the hands of people who previously were denied it, consider the emotional value people enjoy through their Apple products. The ability to communicate with friends from all over the world, the ability to see photos of a grandchild on another continent, the enjoyment from watching the latest Marvel movie – all of this is incredible and cannot be demonised. Now more and more people can access an ocean of knowledge that they will never come close to consuming in its entirety. That's progress.

Before the explosion of interconnectedness and the power of the internet, driven by consumers who have voted for Apple products by exchanging their money, corruption and abuses in both the private and public sectors went largely unnoticed with only a few exceptions here and there. While

fake news has become a problem in recent years, the efficacy of democracy has been enhanced because people have access to information that governments before would have been able to prevent.

If Apple sets up shop in a country, it agrees to the laws of that country and the tax implications thereof. One wonders how much taxes a business, and citizens, must continue paying when you see the endemic corruption and waste committed by governments around the world.

1.2 REVIEW OF LITERATURE

1)**John Laugesen and Yufei Yuan (2010)** in their study, "What factors contributed to the success of Apple's iPhone?" they made a report to investigate the success of the iPhone and propose a comprehensive success model.In an effort to determine the factors that contributed to the success of the iPhone, they performed an extensive literature review and Internet search, and then categorized the success factors so that they could more succinctly assess how and why iPhone is so successful. The business model of iPhone is hypothesized to be one of its reasons for success. However, business models alone cannot fully explain the successes of each of these products/services. It has also been recognized that user acceptance is key to success. This study shows that Apple has been able to capitalize on every one of the success factors, in essence riding a 'perfect wave' of factors and has achieved incredible success with the iPhone product.

2) **Nandini.M and Vanaja.K (2016)** in their study, "A Study on a Brand Loyalty and Consumer Preference towards Apple iPhone with special reference to Coimbatore city" they made a report to find out the preference of smartphones among college students in Salem city.The main objective of the study is to concentrate deeply on the various features that affect the students to prefer a particular smartphone. The study about various aspects of customer satisfaction on Apple iPhone in Coimbatore city satisfied the following objectives.

- New technology in Apple iPhones
- The quality of service provider in Apple iPhones
- The application, brand name and price of Apple iPhones etc.,

3)**Jitin Sharma and SohailVerma (2018)** in their study, "A Study on Consumer Perception while purchasing Apple products with special reference to Malwa Region (Punjab)" they made a report to recognize the consumer perception towards the Apple products and what is Apple's ideology. Apple is a type of company which understands their customers & future aspects of innovation in a way that no other companies do. That's the reason that apple is at no. 1 place in top 50 most innovative companies. This study shows that the apple made very high-quality products with good resale value. Apple products are easily affordable with good durability. The lifespan of apple products is longer than any other company's products. Being such a creative and innovative

company, it also provides remarkable after sale service. Moreover, apple is mostly preferred by youth because apple products allow them to do something creative and it is also enriching their lives.

1.3 STATEMENT OF THE PROBLEM

Today's iPhone is taking the role of computer, making it possible to do a lot with the small hand held device. Getting an iPhone also means you'll be able to use various Apple only features like Apple pay, Apple Car play, FaceTime, iMessage and so on. The iPhone ensures all apps and functions are being performed the way Apple intends them to which allows for simple user experience while android has more freedom and choices, users find it comparatively difficult to use. While the products are very beautiful and sleek, prices for Apple products are way too high. Price is the biggest reason that potential consumers choose not to buy an iPhone. Though the price of iPhone is very high, most of the consumers buy it to show their status. The two main reasons to purchase an iPhone – (1) Some people choose an iPhone instead of an Android phone because they know they can get all their favourite apps in the iOS App store. (2) Some people choose the iPhone because it seems easy to sell an iPhone if they want to keep it only for a year. In these contexts, this study has been made to know about the preference of consumers towards iPhones in Thoothukudi.

1.4 OBJECTIVES OF THE STUDY

- To study about the socio – economic users of iPhone.
- To know about the user's preference towards iPhone.
- To study about the security features of iPhone.
- To identify the factors that influence the purchase of iPhone.
- To study about the revolution of iPhone from 2007 to 2020.
- To know about the findings and suggestions of the study.

1.5 SCOPE OF THE STUDY

The scope of the study is to analyze the consumers' preference, taste, their needs and action on consumers' perception towards the iPhone in Thoothukudi.

1.6 PERIOD OF THE STUDY

The study was carried out from December 2020 – March 2021.

1.7 AREA OF THE STUDY

The present study regarding consumer preference towards iPhone covers the area of Tuticorin.

1.8 COLLECTION OF DATA

Both primary and secondary data were used in this study. The primary data was collected from the consumers' using iPhone, by means of questionnaire and interview schedule method. The secondary data was collected from articles, journals and from various websites.

1.9 SAMPLING DESIGN

The data collected are original in nature. It is firsthand information. A sample of 70 respondents was selected. The researcher had adopted convenient sampling methods.

TABLE 1.1

GENDER	NO OF. RESPONDENTS	PERCENTAGE (%)
Male	55	79
Female	15	21
Total	70	100

1.10 CONSTRUCTION OF TOOLS

Based on the discussion with the respondents, the researcher constructed a questionnaire. Then, it was pre-tested and necessary changes were incorporated and distributed among the consumers using iPhone.

1.11 FRAMEWORK OF ANALYSIS

The collected data was analysed by using,

1.11.1 Percentage analysis:

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100-percent) for better understanding of collected data.

1.12 LIMITATIONS OF THE STUDY

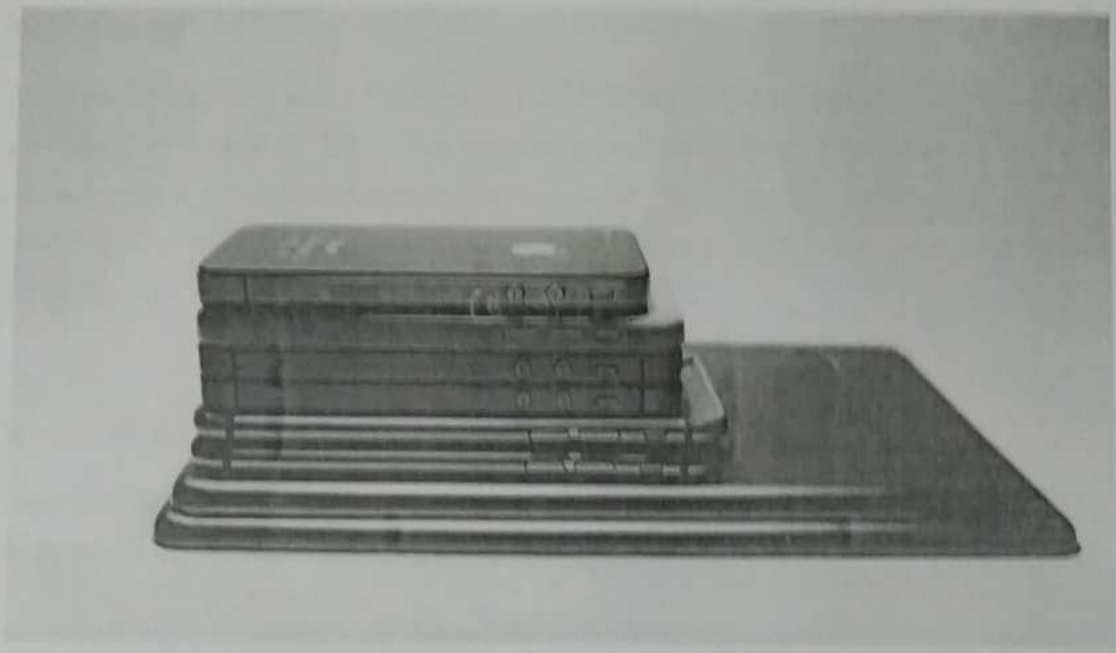
Some of the limitations in our study are as follows

- Study was limited to Thoothukudi city.
- Due to the limitation of time, the research could not be made more detailed.
- The service of data was not adequate. Some of the replies of the respondents may be biased.
- The resources constraints have limited the scope of study.

1.13 CHAPTER SCHEME

- Chapter I : Introduction and Design of the study
- Chapter II : Profile of the study
- Chapter III: Analysis and Interpretation of data
- Chapter IV: Findings, Suggestions
- Chapter V : Conclusion
- Annexure
    - I. Bibliography
    - II. Questionnaire

CHAPTER-II



PROFILE OF THE STUDY

CHAPTER II

PROFILE OF THE STUDY

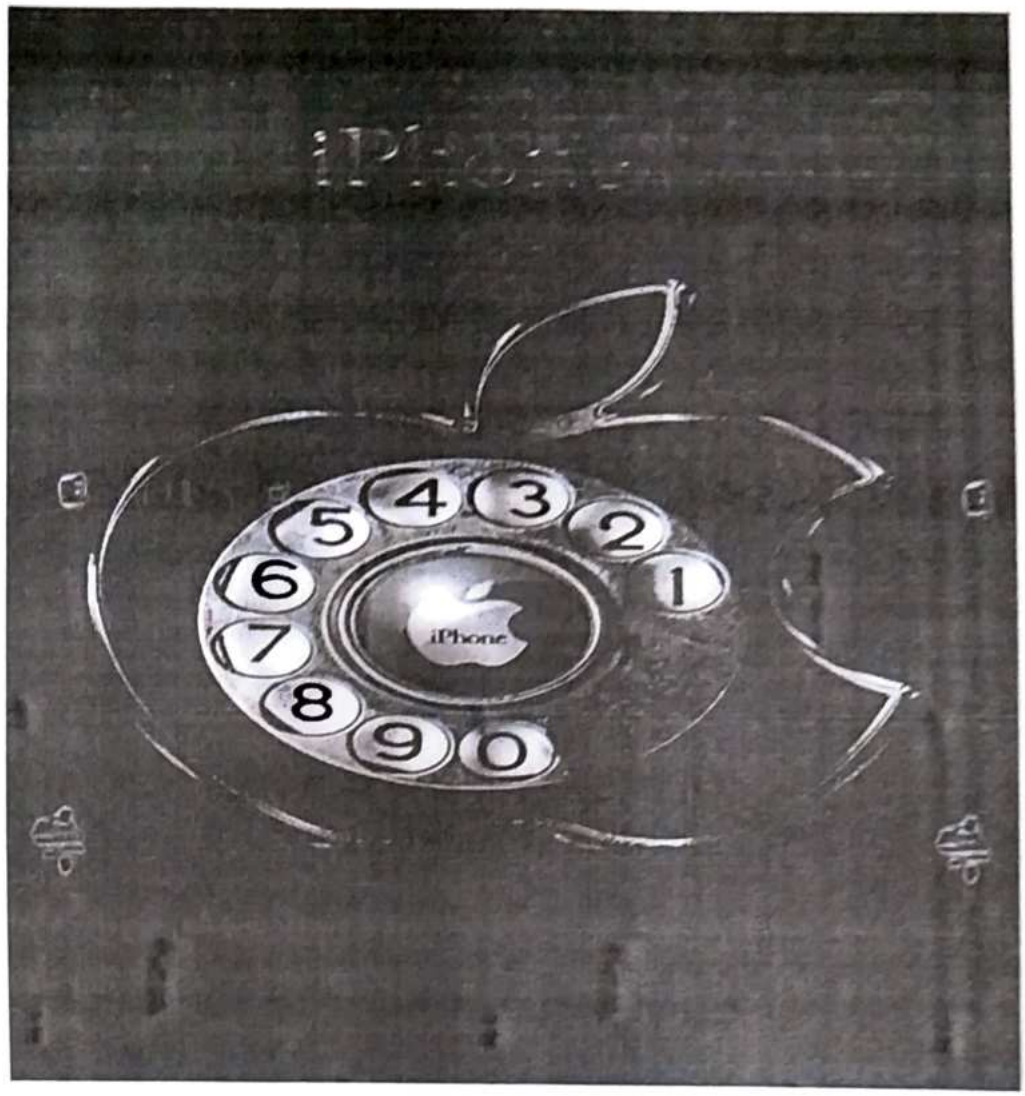
Introduction

The Apple iPhone first went on sale on 29 June 2007, some five months after it was originally announced on 9 January 2007. The company's then-CEO, Steve Jobs, presented the new smartphone to a packed audience, including Pocket-lint: "This is the day I've been waiting for the last two years," he said during the keynote speech at Macworld 2007, before making the first call on the phone to JonyIve.

History of the Iphone

Hard to imagine now, but the first iteration of the iPhone didn't have a number of features we take for granted today, like copy and paste, 3G and definitely not 5G, or even apps.

Since 2007, Apple has adapted and changed the design of the iPhone a number of times, ditching the metal design for a plastic one with the IPHONE 3G and 3GS, before moving to glass for the IPHONE 4. It was back to metal with the IPHONE 5, before glass made its comeback for the IPHONE 8 models, IPHONE and the IPHONE XS models. In 2020, we now have iPhones with 5G, upgraded cameras and much more besides.



Competitive contempt

The vast majority of smartphones back in 2007 had hardware keyboards and, if they touch screens at all, those screens were almost all resistive and came with a stylus pen to aid in usability. Mobile apps were inconsistent and the mobile web was pretty much limited to WAP browsers.

While the iPhone certainly wasn't universally adored, the entrenched incumbents in the smartphone space were some of its harshest critics. That was, after all, their jobs.

Steve Ballmer, former CEO of Microsoft:

You can get a Motorola Q for $99. [Apple] will have the most expensive phone, by far, in the marketplace. There's no chance that the iPhone is going to get any significant market share. No chance.

It was a very different world in 2007. iPhone were just beginning to hit usable data speeds but bandwidth was still limited and expensive. The appeal of smartphones was also limited primarily to early adopters and enterprise, and hadn't yet approached mainstream adoption.

Palm and BlackBerry were both wrong. Smartphones would give way to pocket computers and "PC guys"—if they worked for Apple—were absolutely the ones to figure it out. And for consumers, the interface is the feature, so by tackling interfaces Apple was beginning to make those pocket computers accessible to everyone.

Microsoft, however, was at least half right. The iPhone was too expensive. That was something Apple could and would change.

Google, an original iPhone launch partner, was both more perceptive, and more agile. They'd already bought Danger, the next generation phone platform created by Sidekick mastermind — and former Apple employee — Andy Rubin. They'd originally focused on making a Windows Mobile/BlackBerry-style competitor, determined to make sure Microsoft could never dominate the market and cut them out of the mobile future they so clearly recognized would be the next big thing.

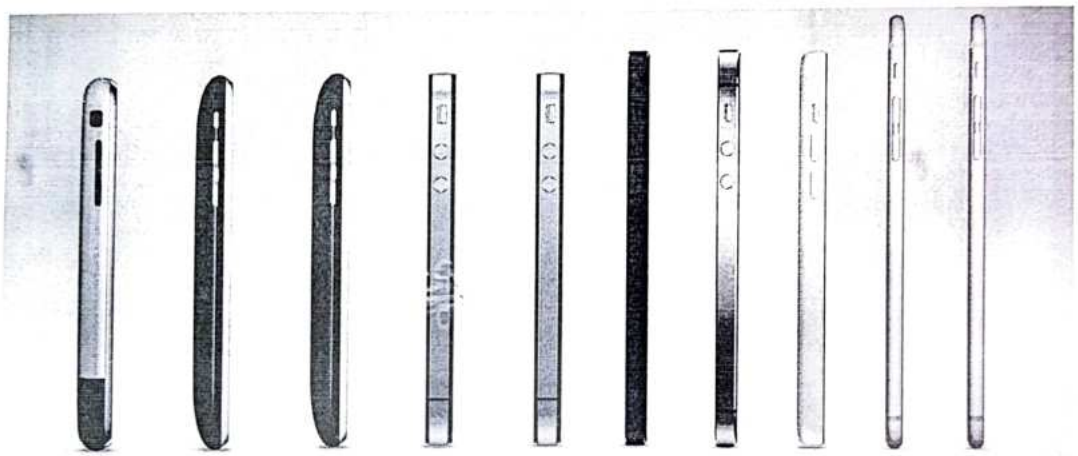
Google's then-CEO, Eric Schmidt was on Apple's Board of Directors—and on stage for the iPhone event. He hadn't told Rubin what Apple was doing, however, or that Google would be giving the iPhone Maps and YouTube. Rubin was shocked. Collectively they realized Microsoft might not dominate mobile at all. Apple might. So, much to their credit, they spun around and refocused Android at the iPhone.

Changing everything... again

The original iPhone ended up selling over 6 million units in its first year on four carriers in four countries. Now, the iPhone sells hundreds of millions a year on almost every carrier in almost every country. It's also been followed up by iPad, Apple TV and Apple Watch, HomeKit and HeathKit, CarPlay and AirPlay, AirPods and, soon, HomePod. And, with iPhone X, we've seen the beginning of what's next.

Steve Jobs told his team the world would never be the same. How utterly right he was.

The Evolution of the iPhone: Every Model from 2007–2020



iPhone: June 29, 2007

Can we believe 16 GB is all we could put on the original iPhone? Granted, there wasn't nearly as much data to put on the iPhone yet and certainly no App Store. But we had access to the internet on a screen we could actually see it on, unlike the flip and slider phones of the time. And it could only handle 128 MB of memory. The camera was 2.0 megapixels— so, terrible. But a phone with a camera!

iPhone 3G: July 11, 2008

As far as internal specs go, the iPhone 3G wasn't much different than the original iPhone. But now there was an App Store! This iPhone got its moniker for its 3G connectivity, which meant access to the internet.

iPhone 3GS: June 19, 2009

Apple introduced the 32 GB storage option with the iPhone 3GS, doubling it from the first iPhone. Clearly, introducing the App Store changed things quickly. Between photos, music, and apps, 16 GB just wasn't going to cut it. The camera got an upgrade to 3 MP and added video recording. Apple also added Voice Control, although we'd have to wait a couple more years before the introduction of Siri.

iPhone 4: June 24, 2010

The iPhone 4 was the first iPhone to have a front-facing camera. Little did Apple know, selfies would take over the world. The iPhone 4 also got a Retina display. With 512 MB memory, it was equipped to handle a lot more than even the iPhone3GS, which only had 256 MB of memory. The technology was beginning to look a little more familiar, but 32 GB was still the maximum amount of storage the iPhone could hold.

iPhone 4S: October 14, 2011

A huge difference between the iPhone 4 and the iPhone 4S: the camera went from 5 MP to a whopping 8 MP. Now, that's an upgrade. Apple also introduced the 64 GB storage option but kept the memory at 512 MB. Video could then be recorded in 1080p. Apple sold four million units of the iPhone 4S in its first week.

iPhone 5: September 21, 2012

Apple sold 5 million units of the iPhone 5 in its first week. The camera stayed the same but memory was boosted all the way up to 1 GB. Apple also introduced the Lightning connector with the iPhone 5. And for the first time, the screen got bigger! All previous generations' displays were 3.5 inches, but the iPhone 5 was 4 inches.

iPhone 5S & iPhone 5C: September 20, 2013

Between the iPhone 5s and the iPhone 5c, Apple sold nine million units in the first week of sales. The iPhone 5c was meant to be slightly more affordable and had a plastic shell. It was available in four different colors, but not too much else was different. The iPhone 5s, on the other hand, introduced Touch ID, dual flash, and slow-motion video. Plus, it included the M7 motion coprocessor, which opened a new realm of possibilities and also helped save battery life.

iPhone 6 & 6 Plus: September 19, 2014

Apple tends to make larger leaps between the original model and the S edition than it does from the S edition to a new model. The iPhone 6's internal specs were very similar to those of the iPhone 5s. The biggest difference was having a significantly larger screen and offering an even larger size called 6 Plus. The Retina display became HD, and the option to get an iPhone with 128 GB of storage became available. Apple sold 10 million units in the first week.

iPhone 6S & 6S Plus: September 19, 2015

Apple upgraded the iPhone 6s quite a lot. The camera made a huge leap forward going from 8 MP to 12 MP. The memory was also doubled from 1 GB to 2 GB. After the iPhone 6 had some bending issues,Apple gave the iPhone 6s 7000 series aluminum to make sure that never happened again. Last but not least, 3D Touch was introduced.

iPhone SE: March 31, 2016

iPhone SE had all the awesome internal specs of the iPhone 6s in a small package and without 3D Touch. But overall, the iPhone SE was introduced as a more affordable option that people really loved.

iPhone 7 & 7 Plus: September 16, 2016

Apple finally dropped the 16 GB base model option, with iPhone 7 and iPhone 7 Plus base models starting at 32 GB of storage and going up to 256 GB. Apple also introduced a new shiny Jet Black color. The iPhone 7 Plus proved to be more popular than previous Plus models due to its new dual camera, which made a significantly improved zoom feature possible, and Portrait mode, a software update that let iPhone 7 Plus users take impressive photos using Depth of Field. Perhaps the most controversial feature of the iPhone 7 and 7 Plus was the one Apple removed: the headphone jack. The new iPhones shipped with EarPods that plugged into the Lightning port and an adaptor for traditional headphones. Apple introduced its wireless AirPods at the same event it announced it was eliminating the headphone jack.

iPhone 8 & 8 Plus: September 22, 2017

The iPhone 8 and 8 Plus introduced us to wireless charging with the glass cover on the back on the iPhone. The camera was awesome, with upgraded tools for editing and filtering our images. The true-tone display improved the viewing experience by automatically reducing blue-light exposure.

Users eventually (mostly) got used to not having a headphone jack and began adapting to the wireless lifestyle.

iPhone X: November 3, 2017

Speaking of awesome cameras, the iPhone X included an extra front-facing camera that let us take amazing selfies in Portrait mode. Sure, other iPhones let us take cool looking photos, but the iPhone X included Portrait mode for the front-facing camera, and we fell in love at first aperture.

iPhone XS & XS Max: September 21, 2018

The iPhone XR was also announced at the September 2018 event, but wasn't available right away. Because it was the cheaper of the new models, quite a few people decided to wait for the XR to be available. These iPhones were smaller than the XS and XS Max (but still bigger the 7 and 8 Plus). The display was not as crisp as the XS and XS Max, but with the Liquid Retina HD display, the difference wasn't too noticeable. This model also had the front-facing camera and came in way more colors than the XS or XS Max.

iPhone XR : October 26,2018

The iPhone XR is equipped with a new 7-nanometer A12 Bionic chip that's faster and more efficient than the A11 in the previous-generation iPhone X. There are two high-performance cores in the A12 that are up to 15 percent faster than the A11 Bionic and four efficiency cores that use up to 50 percent less power.

iPhone 11: September 20, 2019

The iPhone 11 is the least expensive of Apple's annual line, but still has enough new features to be in the running for 2019's most popular iPhone. The device features a 6.1-inch Liquid Retina display, and comes in six crisp colors. The most exciting addition may be the second camera on the back of the 11, both 12 MP, and offering wide and ultra-wide lenses.

iPhone 11 Pro: September 20, 2019

For Apple customers looking for a smaller phone with a top-of-the-line display, the iPhone 11 Pro. The 5.8-inch Super Retina XDR display is Apple's most crisp, and clear to date. This phone features not two, but three, 12 MP HDR camera lenses, offering wide, ultra-wide, and telephoto lenses. The color options are more muted than the iPhone 11, but there's always the option to add a flashy case!

iPhone 11 Pro Max: September 20,2019

Apple's largest and most expensive phone of 2019 is the iPhone 11 Pro Max. The display is Apple's Super Retina XDR, as with the 11 Pro, but sized at 6.5-inches. The Pro Max features the same, three-lens camera setup as the 11 Pro, as well as the same color choices, making size nearly the only difference between the devices.

iPhone SE (second generation): April 24, 2020

The 2020 iPhone SE is the second of its kind, and is loved by those who prefer smaller iPhones. Apple takes a few cues from the past with this throwback iPhone. The 4.7-inch Retina HD display and Home button with Touch ID harken back to the original iPhone SE, and with a similarly low price. The second-generation SE offers many of the features of Apple's most expensive iPhones, including an A13 bionic chip, advanced camera system with portrait mode and depth Control, high-definition video, wireless charging capability, and long battery life.

iPhone 12 mini: November 13, 2020

The iPhone 12 mini is a surprisingly small but still very powerful addition to the iPhone family. This thin and incredibly light smartphone measures in at just 5.4 inches and includes the new, powerful A14 Bionic chip for a considerable boost in performance over previous models. It also features Apple's latest Super Retina XDR OLED display and a host of camera upgrades, but still comes with a dual-lens arrangement. The only notable differences between the iPhone 12 mini and the iPhone 12 are that the mini is smaller and has an estimated battery life that's 2 hours shorter than that of the larger iPhone 12.

iPhone 12: October 23, 2020

The 6.1-inch iPhone 12 has exactly the same features, camera specs, and processing capabilities as the 12 mini, except that it's estimated to have a 17-hour video playback compared to the iPhone 12 mini's 15 hours. This mid-range model also includes the dual-lens camera, which is good enough for everyday users.

iPhone 12 Pro: October 23, 2020

The iPhone 12 Pro boasts some very fancy camera and colour upgrades as compared to the 12 and the 12 mini, but comes in the same 6.1-inch screen size as the iPhone 12 and includes all of the baseline features present in the budget models. New camera features introduced in 2020 include a triple-lens arrangement like we saw with the iPhone 11 Pro models, but with LiDAR scanning, improved Night Mode, and enhanced zoom range and lens functions. Both iPhone 12 Pro models include the fastest aperture ever used in an iPhone. Apple has added RAW photos for superior pro editing capability, and has included Dolby Vision up to 60 frames per second in the Pro models.

iPhone 12 Pro Max: November 13, 2020

The iPhone 12 Pro Max, features all of the benefits of the 12 Pro, but with some upgrades and a considerable size difference. The 6.7-inch Pro Max claims an 87 percent improvement on the way it functions in low light over the iPhone 11 models and features 5x zoom, which is a big deal for those who use their iPhones for professional or near-professional photography projects. The most distinguishing characteristic of this iPhone is its screen size.

iPhone Generations to Come

The iPhone has gone through a lot of changes, from a 16 GB web-browser to a 512 GB all-in-one camera, workspace, and entertainment center. We loved learning about the history of the iPhone, and we hope you did too! Be sure to check back in and stay up-to-date with all the newest models as the iPhone continues to evolve and grow.

List of Iphones

- Iphone

Release date : June 29,2007

Storage : 16GB , 32GB

- Iphone 3G

Release date : June 11,2008

Storage : 8 or 16GB flash memory

- Iphone 3GS

Release date : June 19,2009

Storage : 8,16,32GB

- Iphone 4

Release date :June 24,2021

Storage : 8,16,32GB flash memory

- Iphone 4S

Release date : October 14,2011

Storage : 8,16,32,64GB

- Iphone 5

Release date : September 21,2012

Storage : 16,32,64GB

- Iphone 5S

Release date : September 20,2013

Storage : 16,32,64GB

- Iphone 6 and 6 Plus

Release date : September 19,2014

Storage : 16,64,128GB

- Iphone 6S and 6S Plus

Release date : September 19,2015

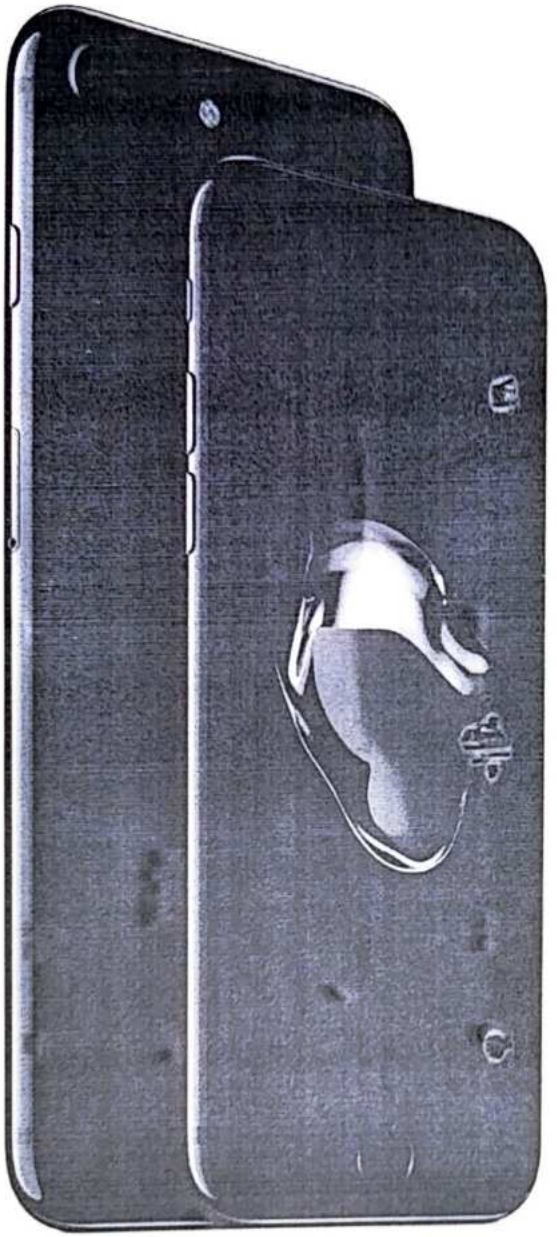
Storage : 16,64,128GB

- Iphone SE

Release date : March 31,2016

Storage : 16,32,64,128GB

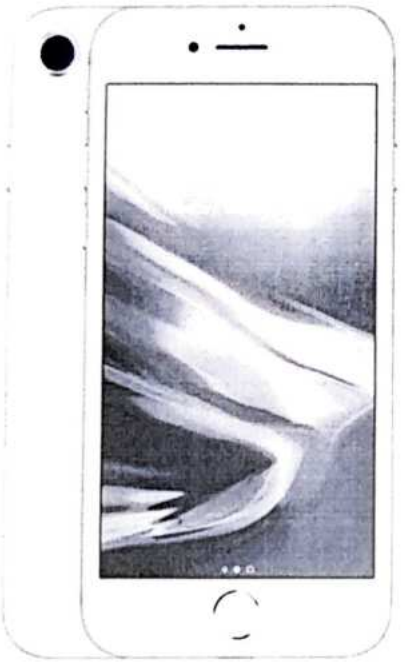
- Iphone 30 and 7 Plus

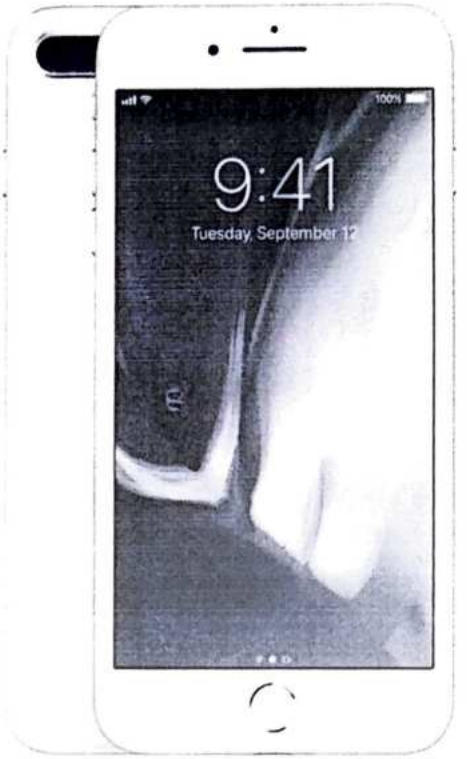


Release date : September 16 ,2016

Storage : 32,128,256GB

- Iphone 31 and 8 Plus





Release date : September 22,2017

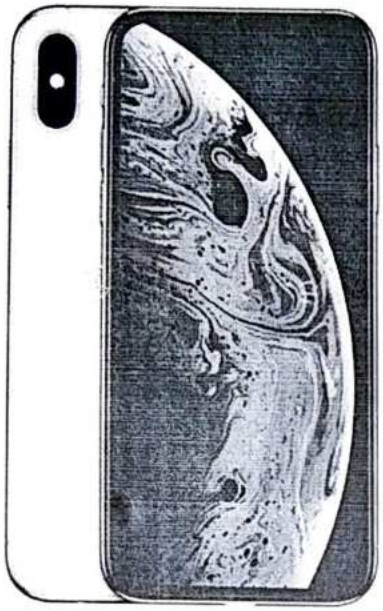
Storage : 64,128,256GB

- Iphone X

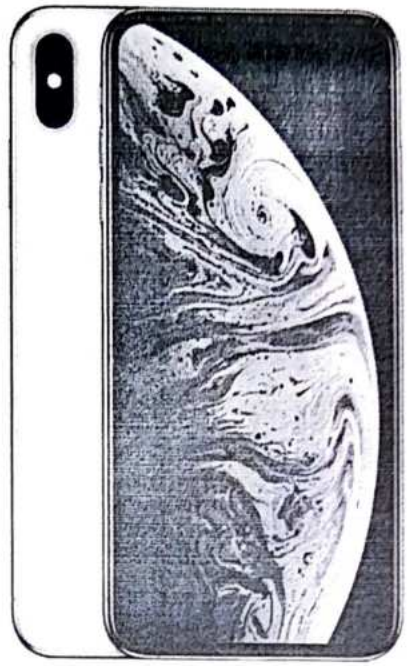
Release date : November 3.2017

Storage : 64,156GB

- Iphone XS and XS Max



Silver

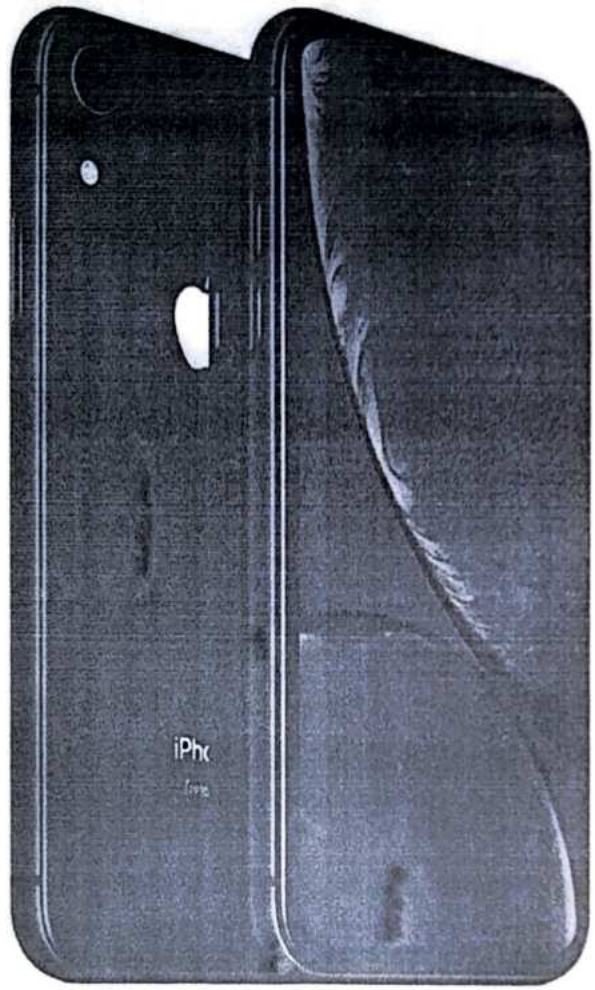


Silver

Release date : September 21,2018

Storage : 64,256,512GB

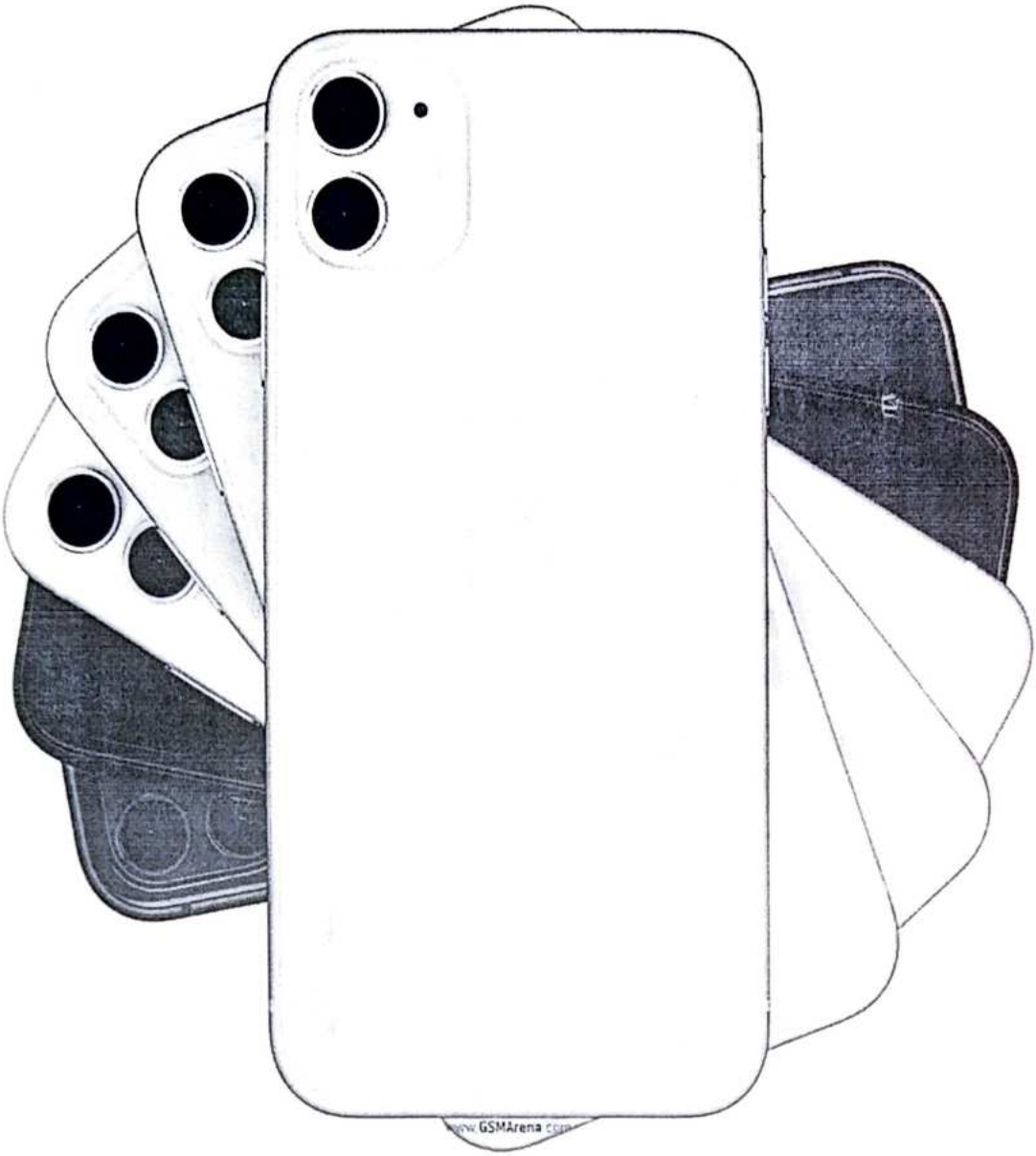
- Iphone XR



Release date : October 26,2018

Storage : 64,128,256GB

- Iphone 11



Release date : September 20,2019

Storage :64,128 or 256 GB

- Iphone 11 Pro

Release date : September 20, 2019

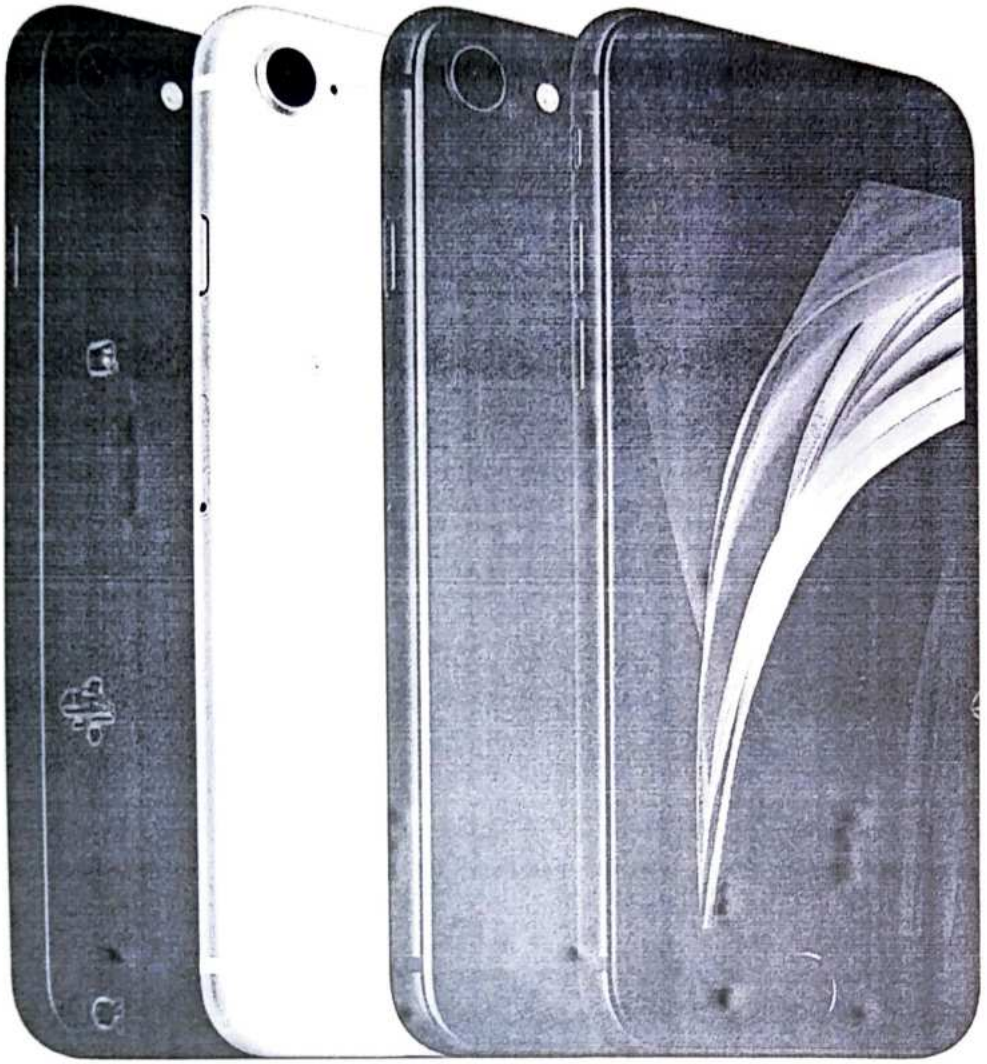
Storage : 64, 128 or 256 GB

- Iphone 11 Pro Max

Release date : September 20, 2019

Storage : 64, 256, 512GB

- Iphone SE (second generation)



Release date : September 20, 2019

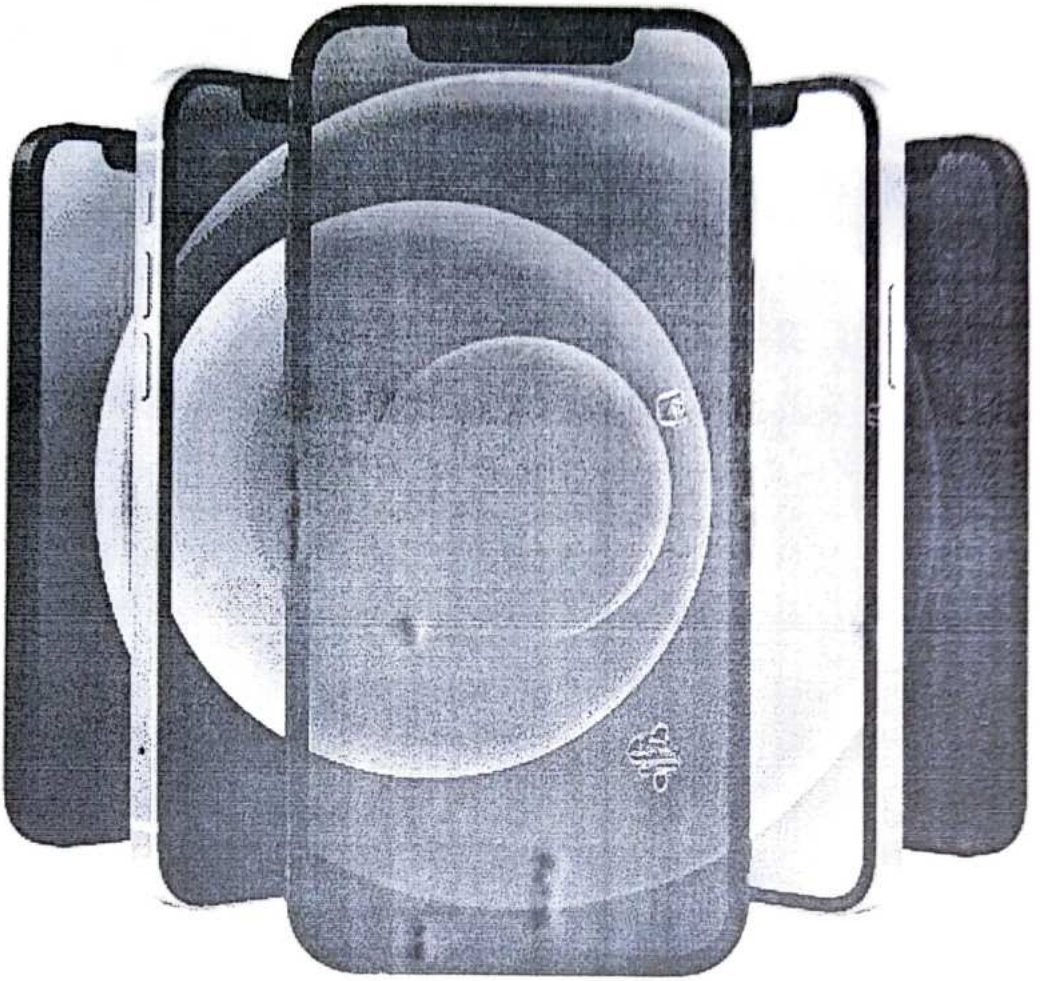
Storage : 64, 256, 512GB

- Iphone 12 mini

Release date : April 24, 2020

Storage : 64, 128 or 256GB

- Iphone 12



Release date : November 13, 2020

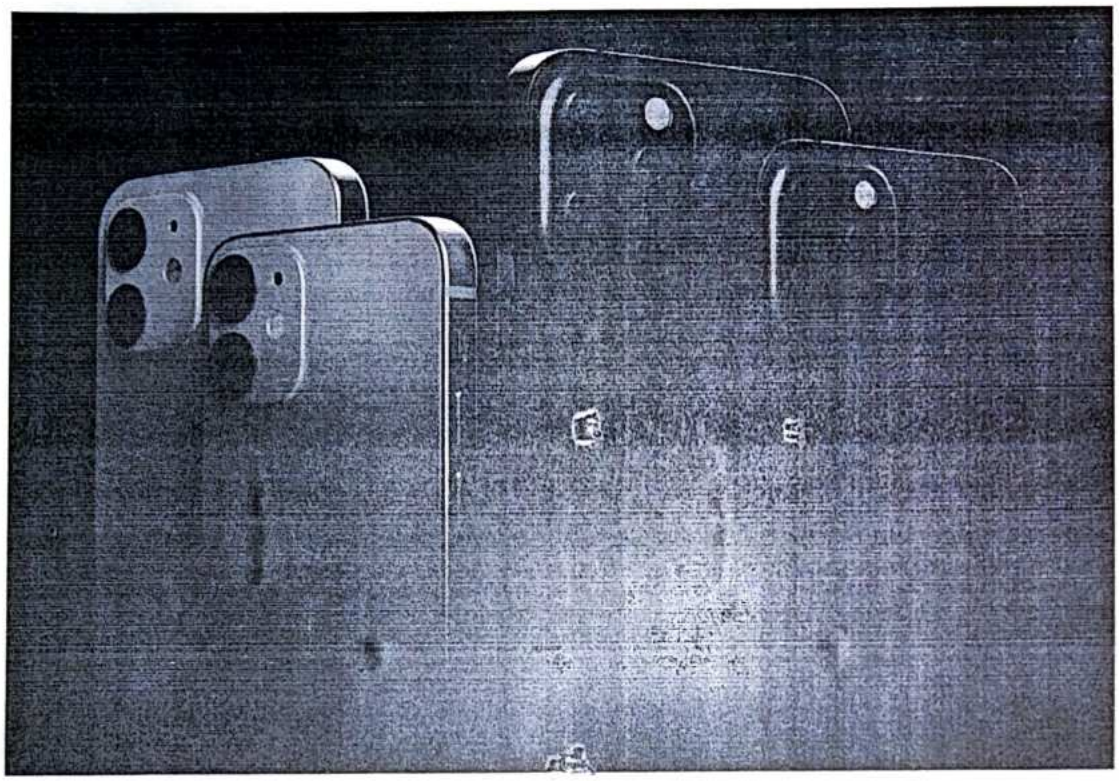
Storage : 64, 128 and 256GB

- Iphone 12 Pro

Release date : October 23, 2020

Storage : 64, 128 and 256 GB

- Iphone 12 Pro Max



Release date : October 23, 2020

Storage : 128, 256 and 512GB

Advantages of iPhone

1. Consistency and Ease of Use
2. Variety of Accessories and the Apple Store
3. Accessibility and Settings
4. Microsoft Office 365 Support
5. Less Unnecessary Features
6. Less Security Breaches

Disadvantages of iPhone

1. Apple Ecosystem. The Apple Ecosystem is both a boon and a curse.
2. Overprice While the products are very beautiful and sleek, prices for apple products are way too high
3. Less Storage. iPhones do not come with SD card slots so the idea of upgrading your storage after buying your phone is not an option.

iPhoneVs Android: Reasons to pick the iPhone over Android

The reason to go the Apple route is not just the platform, it's how the software and hardware complement each other. The iPhone works smoothly with other Apple gadgets also including Macs and the Apple Watch means there is an ecosystem factor also.

- iPhone is faster than Android based phone

There have been some tests and comparisons of iPhone 7 plus with Galaxy S8 which is Android based. Samsung Galaxy S8 uses a Qualcomm Snapdragon 835 chip. In tests, iPhone takes a lead once it starts to open apps that are stored in the background. And the faster iPhone 8 will be even faster. Apple's iPhone is leading because of better hardware and software integration and controlling both sides of the equation.

- Better Integration of Hardware and Software in iPhone

The iPhone 7's 3D Touch display is smart enough to sense the pressure and allows to take quick actions from the home screen by long pressing on an app icon. Android phones have offered haptic feedback but the Taptic engine in the new iPhones is very efficient. On iPhone 7, the home button also takes advantage of the Taptic engine and it doesn't physically depress. This also prevents the link from getting underneath the button. Adjustment of sensitivity level is possible.

- iPhone is most user-friendly phone

Although Android phone makers try hard to streamline their skins, the iPhone remains the easiest phone to use till now. Some people say that the look and feel of iOS has not changed over the years but that's actually a plus as it works pretty much in the same way as it did in 2007. Just pick it up, turn it on and touch the app you want to open. Although Apple has made enhancements over the years like Siri and Control Center yet the iPhone is still very easy to learn. With iOS 10, Siri and iMessage are now open to developers and there are many customizable widgets available for the today screen.

- You can update iOS in iPhone whenever you want

This is a major factor why the iPhone wins over Android. A Recent report says that about 80 percent of iOS devices were running iOS 10, the latest version of Apple's OS while Google reported that Android Nougat was on merely 4.9% of the Android devices and majority of Android users are still using the older versions of Android OS. If you leave the pure Android phones like the Pixel, the Samsung, HTC, Lenovo etc have to do much more to bring you the latest version of Google's OS. All iPhone owners can update to the latest version of iOS on day 1. This difference is not going to change very soon.

- No Bloatware in iPhone

So many Android Phone users search for articles for bloatware guides. Many mobile phone manufacturers which use Android provide so much bloatware in their device which takes so much space on your phone. While you won't find a single piece of carrier software preloaded on an iPhone, hence giving you a clean experience. Although now Apple also includes some apps you might not need like Apple Watch but still, it has better control than Android devices which bundle so much unwanted stuff. And with iOS 10, you can disable in-built apps which you don't need.

- iPhone works beautifully with Macs

iPhones work very well with Mac. For e.g. With the continuity feature in MacOS, we can use MacBook to send and receive text messages and even receive and place calls just by keeping the iPhone nearby. Using MacOS Sierra, we can unlock Mac by using the Apple Watch.

- Family Sharing on iPhone saves our money

A family having all members using iPhone devices saves money too by sharing the purchases from App Store, iTunes, and iBooks. We can share these with your family with up to six people. Other family sharing features include a shared calendar, shared photo albums and the ability to see where our kids are on a map at any time. Google still doesn't offer these easy family sharing on Android devices.

Conclusion :

With so many benefits of iPhones over Android, it can be easily understood why iPhones are preferred more over Android devices when it comes to recommending someone which phone to buy. iPhone provides much better technical support and also you can update the latest iOS much more easily than in Android phones. Also, iPhone is preferred more than Android devices when launching a new mobile app.

Consumer behavior

Consumer behavior can be defined as the activities and the actions of people and organizations that purchase and use economic goods and services, including the influence on these activities and actions .

A marketer is always interested to know how consumers respond to various marketing stimuli - product, price, place and promotion and other stimuli i.e., buyer 's environment – economic,technological ,political and cultural. The marketer studies the relationship between marketing and stimuli.

The buyer is considered as a black box, because his mind cannot be imagined, as to his buying decision. The buying decision depends on his attitude, preferences, feelings etc.

Factors influencing the consumer behavior are internal needs, motives, perception and attitude as well as external-family, social groups, culture, economics, business influences etc.

The study of the buyer behavior is essential to understand what marketing is. The success or failure in marketing depends upon the individual's reactions, expressed in the form of buying pattern. Mainly, the buyer behavior has many approaches: the economic, the psychological, the socio- cultural etc. A buyer is subjected to many influences before the actual purchase. Aroused needs are forces which activate goal- oriented behavior to bring want – satisfaction.

Buying Motive

"A motive may be defined as a drive or an urge for which an individual seeks satisfaction. It becomes a buying motive when the individual seeks satisfaction through the purchase of something".

- Stanton.

In a consumer-oriented marketing model, the consumer is the king and a marketer should understand the needs, wants, buying motives and feelings of his potential customers, to be successful in his marketing efforts. Consumers have different kinds of needs and they do not pursue all their needs at all points of time. Whenever a need gets a direction or goal and all the energies of the consumer are targeted towards achieving the goal, it takes the shape of a buying motive. Buying motives takes different forms. The important types of buying motives are as follows:

1) Inherent and learned buying motives
2) Emotional and rational buying motives
3) Psychological and social buying motives

(1)INHERENT AND LEARNT BUYING MOTIVES

Inherent buying motives are those which arise from the basic needs of the consumers such as hunger, sex, comfort, and safety. In order to satisfy these motives, a consumer has to make his best efforts. If these motives remain unsatisfied, he feels mental tension. Learned motives are those which a customer acquires or learns from the environment in which he lives or from education. These movies are social status, social acceptance, economic, social and political achievement, fear and security. These movies are much affected by the education and social environment of the customers.

(2)EMOTIONAL AND RATIONAL BUYING MOTIVES

Emotional buying motives are those which are affected by the feeling of the heart. In such motives, the heart dominates over head and mind. In satisfying these needs sometimes man is not rational. These movies are hunger, thirst, ego, prestige, comfort, pleasure, love and affection etc.

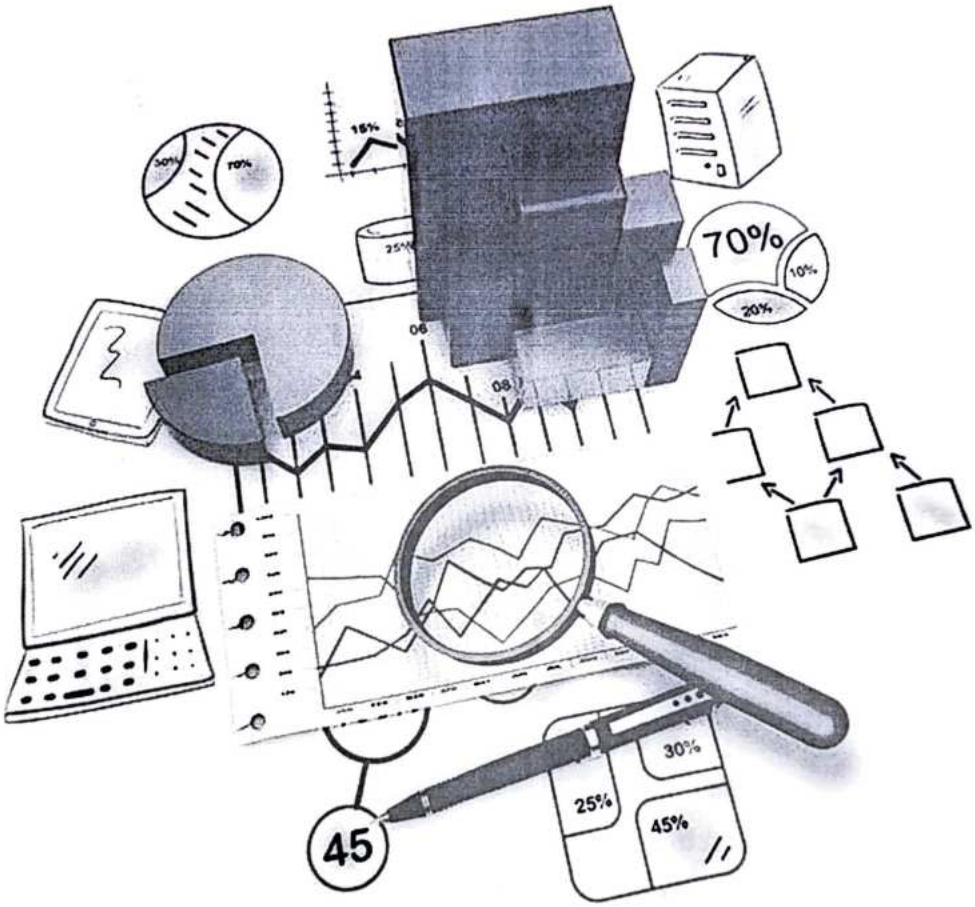
Rational buying motives are those motives where a consumer is rational in taking buying decisions. Here, the head and mind dominate the heart. Before making any purchase, he satisfies himself with the price, quality, durability, reliability and service and then decides to purchase the goods which are useful to him and are available at reasonable price. He takes more time in making rational purchases.

(3)PSYCHOLOGICAL AND SOCIAL BUYING MOTIVES

Psychological motives are those movies which are connected with the social groups. It assumes that buying behavior of an individual is influenced by his social environment and he is always anxious to conform to the standard of his environment.

Social motives are those motives which are affected by the society in which he lives. Man is a social being and he cannot remain unaffected by the society. He cannot purchase anything without the sanction and recognition of the society.

CHAPTER-III



ANALYSIS AND INTERPRETATION OF DATA

CHAPTER - III

Analysis of Interpretation

ANALYSIS AND INTERPRETATION THE DATA

INTRODUCTION

Analysis is necessary for any research to derive conclusions. Analysis of data plays a predominant role in detecting the results on the economic status of the employees. The data are tabulated and interpreted by the researcher and are presented in the form of bar diagram and pie chart.

Data analysis is considered as an important step and heart of the research in research work. After collection of data with the help of relevant tools and techniques, the next logical step is to analyze and interpret data with a view to arriving at an empirical solution to the problem. The data analysis for the present research was done quantitatively with the help of both descriptive statistics and inferential statistics.

Evaluation does not end with just data collection and analysis to find out mean value or degree of satisfaction. Based on those results of analysis, some value judgements should be according to the evaluation criteria. At the same time, in order to make useful recommendations and lessons learned, influential factors that have affected the results should fully be analyzed. This is called "interpretation".

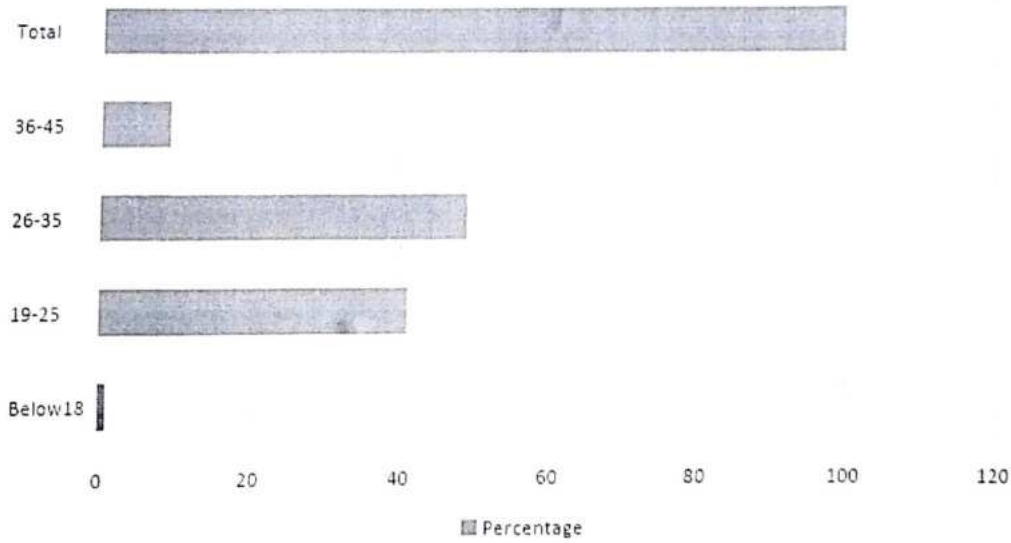
Data Analysis and Interpretation

Table 3.1

Age wise classification

Age	No. of Respondents	Percentage (%)
Below 18	1	1
19-25	29	41
26-35	34	49
36-45	6	9
Total	70	100

Source: Primary data.



Inference:

The table 3.1 reveals that 1% of the respondents are below 18 years, 41 percent of them are between 19 to 25 years, 49 percent of them are between 26 to 35 years and 9 percent of them are between 36-45 years.

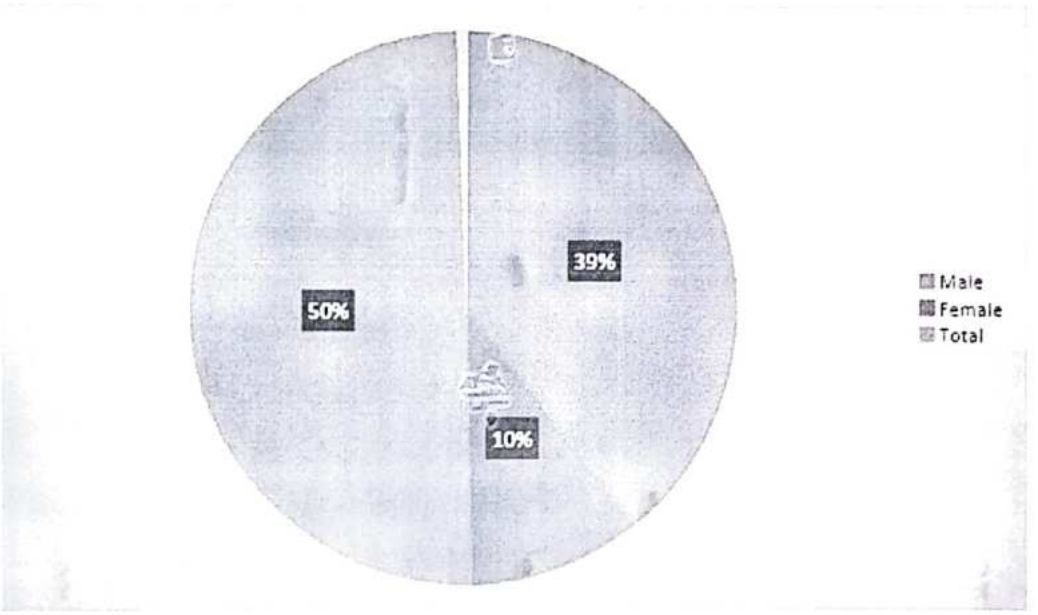
Thus, majority that is 49 percent of the respondents are between 26 to 35 years.

Table 3.2

Gender wise classification

Gender	No. of Respondents	Percentage (%)
Male	55	79
Female	15	21
Total	70	100

Source: Primary data



Inference:

The table 3.2 reveals that 79 percent of the respondents are male and 21 percent of them are female.

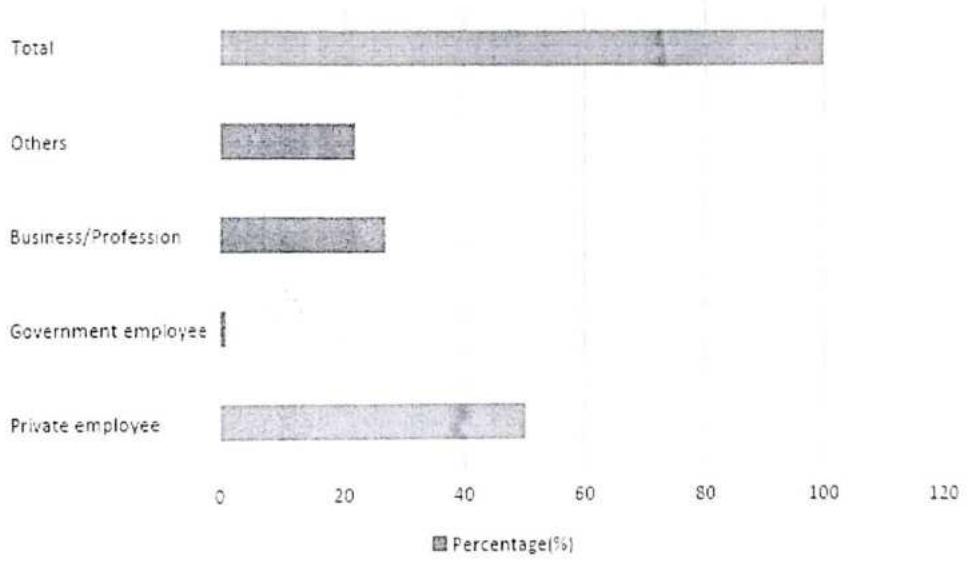
Thus, majority that is 79 percent of the respondents are male.

Table 3.3

Occupation wise classification

Occupation	No. of Respondents	Percentage (%)
Private employee	35	50
Government employee	1	1
Business/Profession	19	27
Others	15	22
Total	70	100

Source: Primary data



Inference:

The table 3.3 reveals that 50 percent of the respondents are private employees, 1 percent of them are government employees, 27 percent of them are business/profession and 22 percent of them are others.

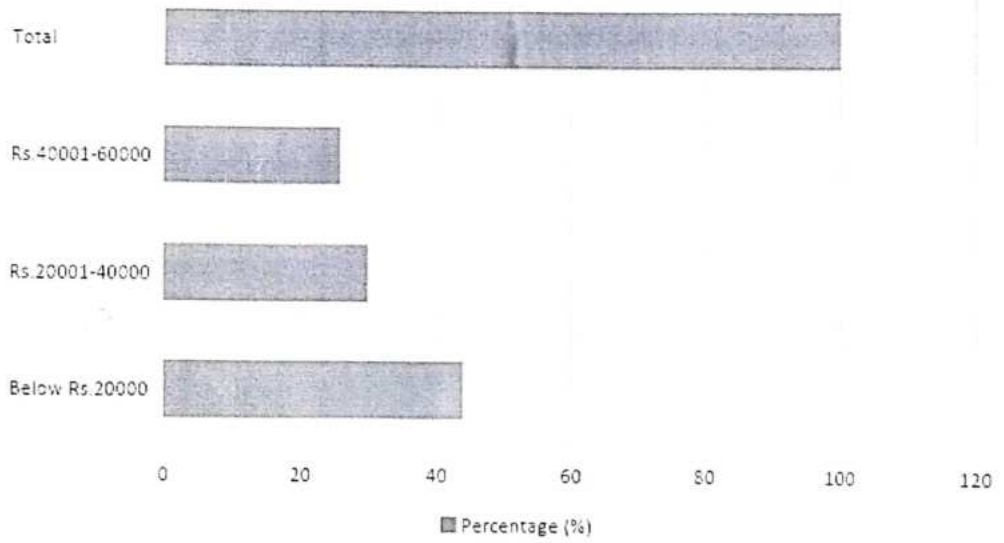
Thus, majority that is 50 percent of them are private employees.

Table 3.4

Monthly income wise classification

Monthly income	No. of Respondents	Percentage (%)
Below Rs.20000	31	44
Rs.20001-40000	21	30
Rs.40001-60000	18	26
Total	70	100

Source: Primary data



Inference:

The table 3.4 shows that 44 percent of the respondents have earned less than Rs.20000, 30 percent of them earned between Rs.20001-40000 and 26 percent of them earned between Rs.40001-60000.

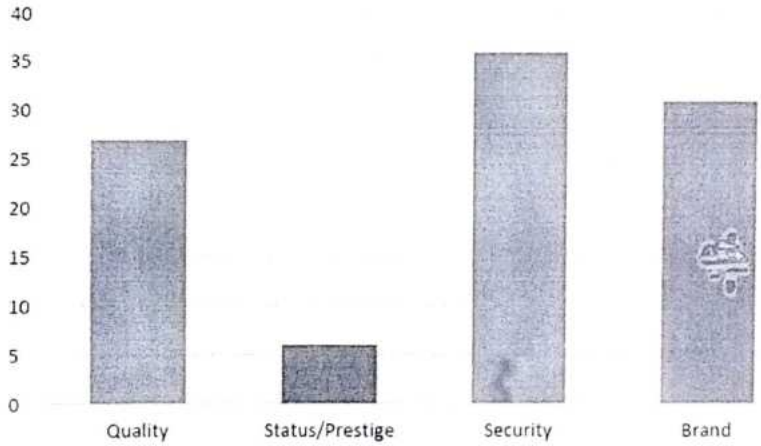
Thus, majority that is 44 percent of the respondents earned less than Rs.20000 per month.

Table 3.5

Preference of the customer towards iPhone than others

Factor	No. of Respondents	Percentage (%)
Quality	19	27
Status/Prestige	4	6
Security	25	36
Brand	22	31

Source: Primary data



Inference:

The table 3.5 shows that 27 percent of the respondents have preferred iPhone due to quality, 6 percent of them status/prestige, 36 percent of them security and 31 percent of them brand.

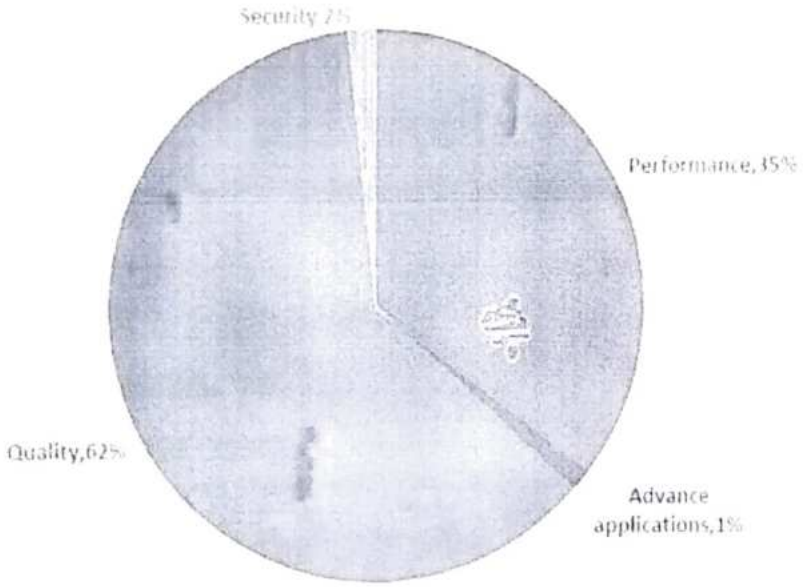
Thus, majority that is 36 percent of the respondents have preferred security factor in iPhone.

Table 3.6

Factors influencing to purchase iPhone

Factors	No of Respondents	Percentage (%)
Performance	17	24
Advance applications	1	1
Quality	29	42
Security	23	33
Total	70	100

Source: Primary data.



Inference:

The table 3.6 shows that 24 percent of the respondents are influenced to buy iPhone by performance, 1 percent of them advance applications, 42 percent of them quality and 33 percent of them security.

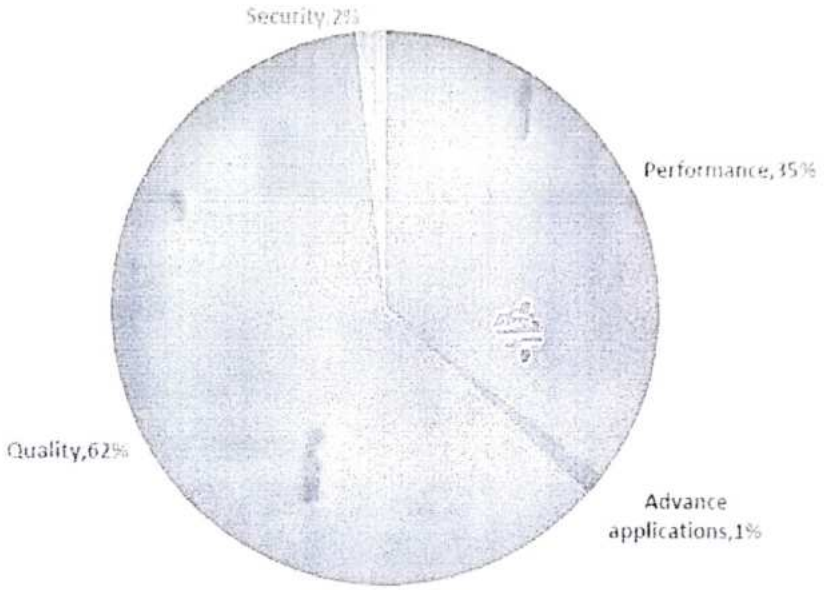
Thus, majority by that its 41 percent of the respondents are influenced to buy iPhone due to quality.

Table 3.6

Factors influencing to purchase iPhone

Factors	No of Respondents	Percentage (%)
Performance	17	24
Advance applications	1	1
Quality	29	42
Security	23	33
Total	70	100

Source: Primary data.



Inference:

The table 3.6 shows that 24 percent of the respondents are influenced to buy iPhone by performance, 1 percent of them advance applications, 42 percent of them quality and 33 percent of them security.

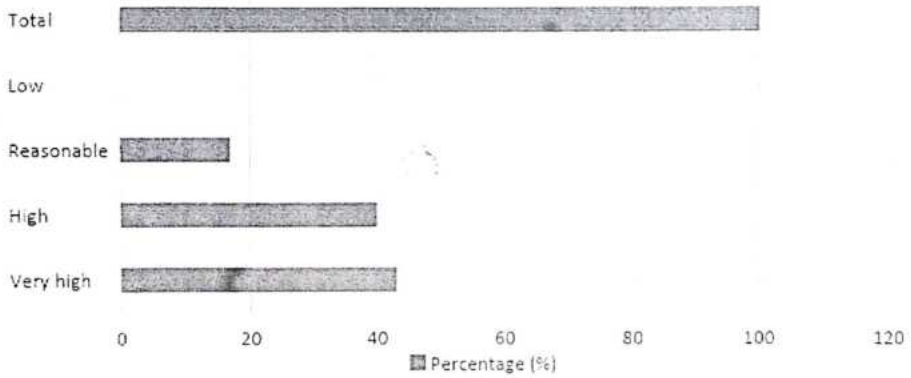
Thus, majority by that its 41 percent of the respondents are influenced to buy iPhone due to quality.

Table 3.7

Price of iPhone

Factor	No. of Respondents	Percentage (%)
Very high	30	43
High	28	40
Reasonable	12	17
Law	Nil	Nil
Total	70	100

Source: Primary data



Inference:

The table 3.7 shows that 43 percent of the respondents sense that the price is very high, 40 percent of them high and 17 percent of them reasonable.

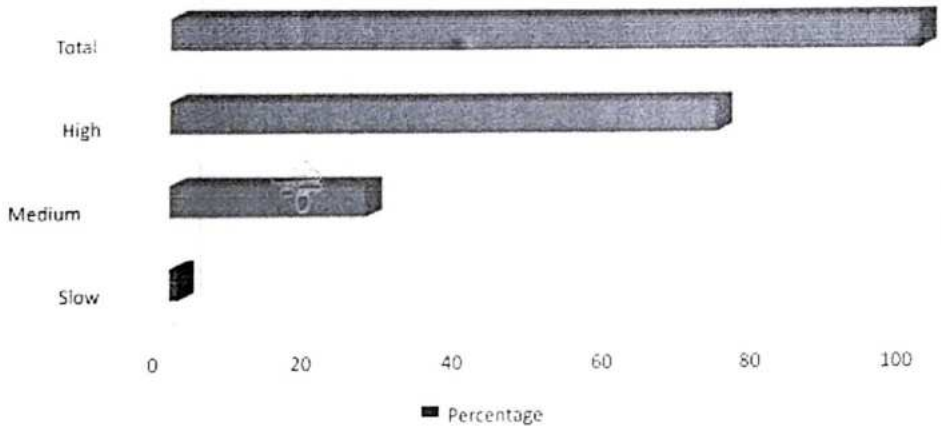
Thus, majority that is 43 percent of the respondents sense that the price of iPhone is very high.

Table 3.8

Internet access in iPhone

Factors	No. of Respondents	Percentage (%)
Slow	1	1
Medium	18	26
High	51	73
Total	70	100

Source : Primary data



Inference :

The table 3.8 shows 1 percent of the respondents opined that the internet access is slow, 26 percent of them medium and 73 percent of them high.

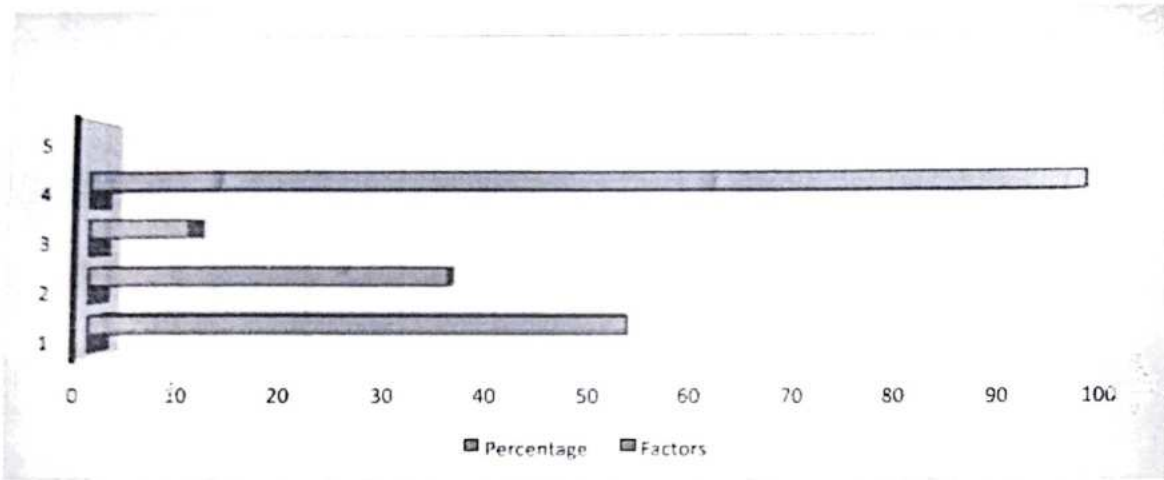
Thus, majority that is 73 percent of the respondents opined that the internet access is high in iPhone.

Table 3.9

Biggest innovation in iPhone

Factors	No. of Respondents	Percentage (%)
Unique operating system	38	54
Long battery life	25	36
Face recognition system	7	10
Total	70	100

Source : Primary data



Inference :

The table 3.9 shows that 54 percent of the respondents opt operating system, 36 Percent of them opt, long battery life and 10 percent of them opt face recognition System.

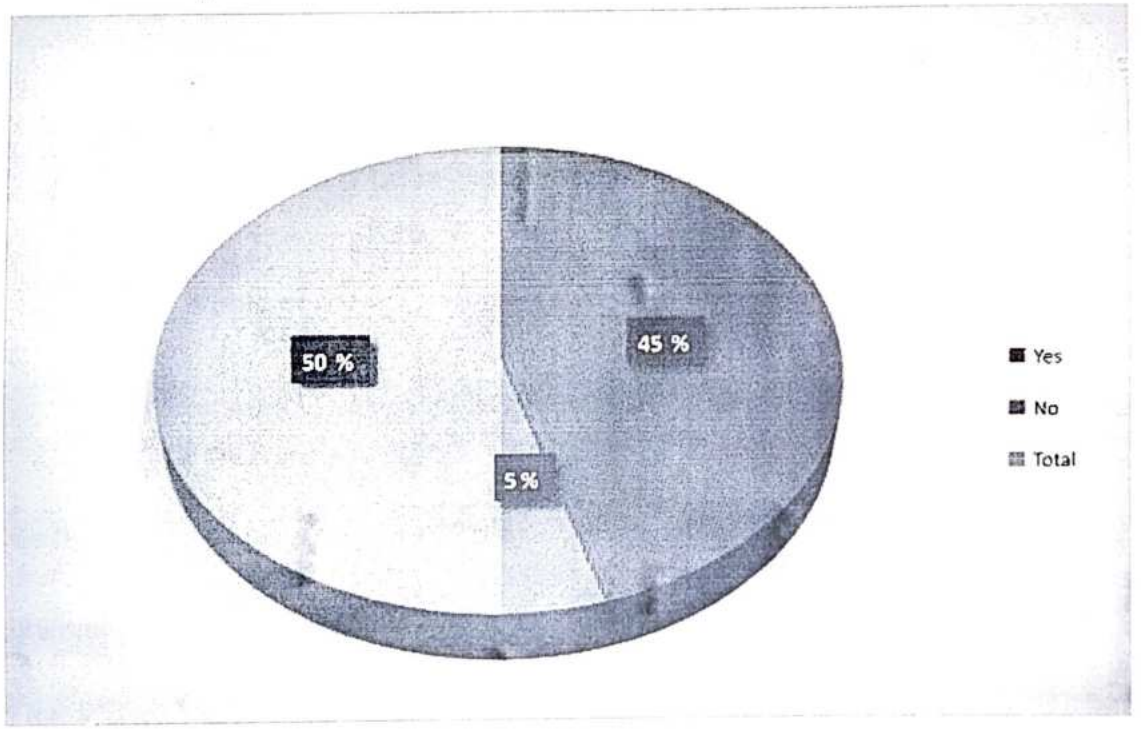
Thus majority that is 54 percent of the respondents opt unique operating system as the biggest innovation in iPhone.

Table 3.10

iPhone is the best for all types of customers

Factors	No. of Respondents	Percentage (%)
Yes	64	91
No	6	9
Total	70	100

Source : Primary data



Inference:

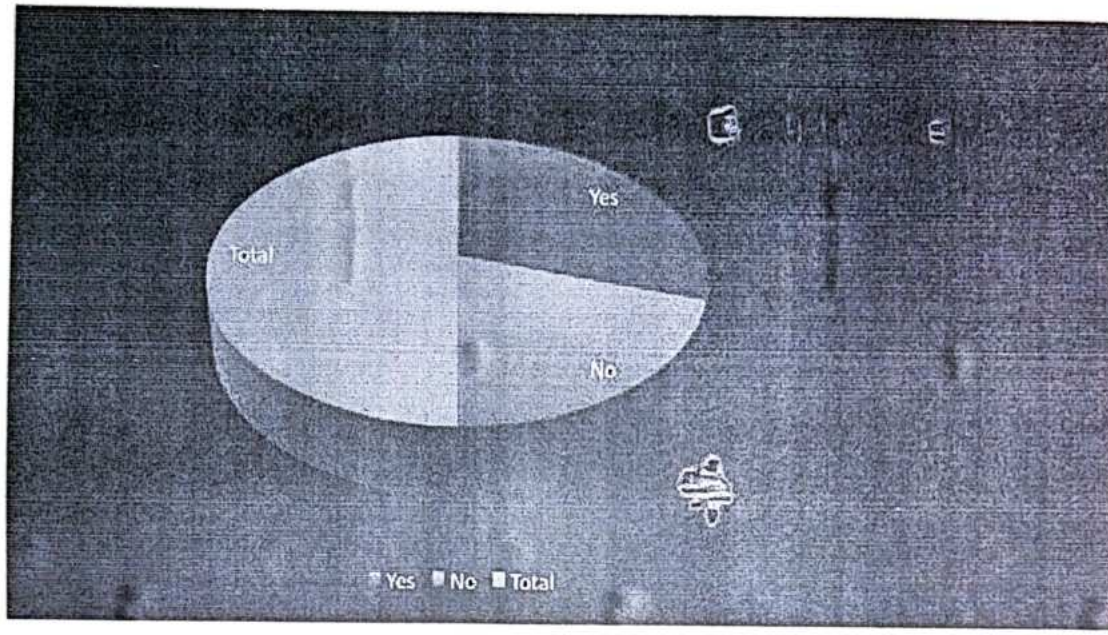
The table 3.10 shows that 91 percent of the respondents agreed that iPhone is the best for all types of consumers and 9 percent of them disagreed that iPhone is the best for all types of consumers.

Table 3.11

Speed of iPhone

Factors	No. of Respondents	Percentage (%)
Yes	41	59
No	29	41
Total	70	100

Source : Primary data



Inference :

The table 3.11 shows that 59 percent of the respondents are satisfied with the speed of iPhone and 41 percent of them are not satisfied with the speed of iPhone.

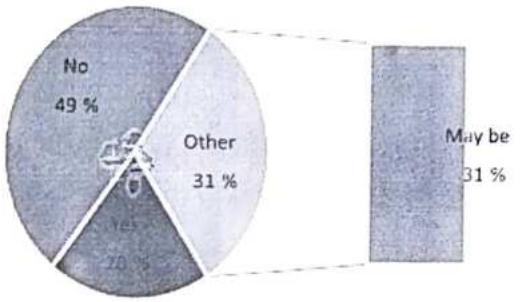
Thus, majority that is 59 percent of the respondents are satisfied with the speed of iPhone.

Table 3 .12

Customer satisfaction towards iPhone

Factors	No of Respondents	Percentage (%)
Yes	14	20
No	34	49
Maybe	22	31
Total	70	100

Source : Primary data



Inference:

The table 3.12 shows that 20 percent of the respondents have contentment towards iPhone, 49 percent of them have no contentment towards iPhone and 31 percent of them sense that there may be contentment towards iPhone.

Thus, majority that is 49 percent of the respondents have contentment towards iPhone.

Table 3.13

Increasing demand for iPhone in the near future

Factors	No of Respondents	Percentage (%)
Yes	28	40
No	2	3
May be	40	57
Total	70	100

Source : Primary data

Inference:

The table 3.13 shows that 40 percent of the respondents are of opinion that there will be increasing demand for iPhone, 3 percent of them that there will be no increasing demand for iPhone and 57 percent of them that there may be increasing demand for iPhone in the near future.

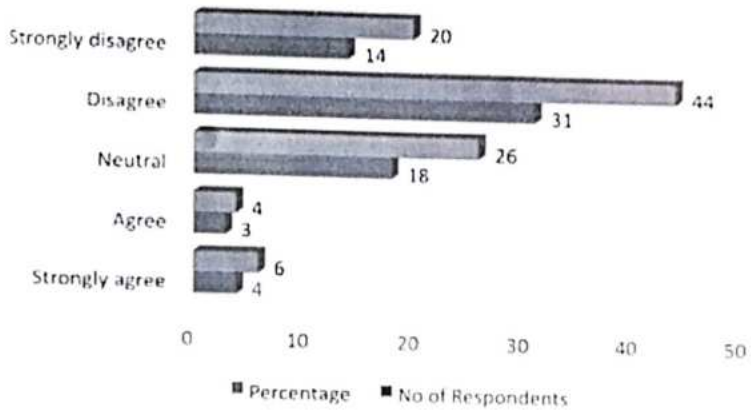
Thus majority that is 57 percent of the respondents are of the opinion that there may be increasing demand for iPhone in the near future.

Table 3.14

Customer review towards the services of iPhone

Factors	No of Respondents	Percentage (%)
Strongly agree	4	6
Agree	3	4
Neutral	18	26
Disagree	31	44
Strongly disagree	14	20
Total	70	100

Source : Primary data



Inference:

The table 3.14 shows that 6 percent of the respondents have strongly agreed, 4 percent of them have agreed, 26 percent of them neutral, 44 percent of them have disagreed and 20 percent of them have strongly disagreed towards the services of iPhone.

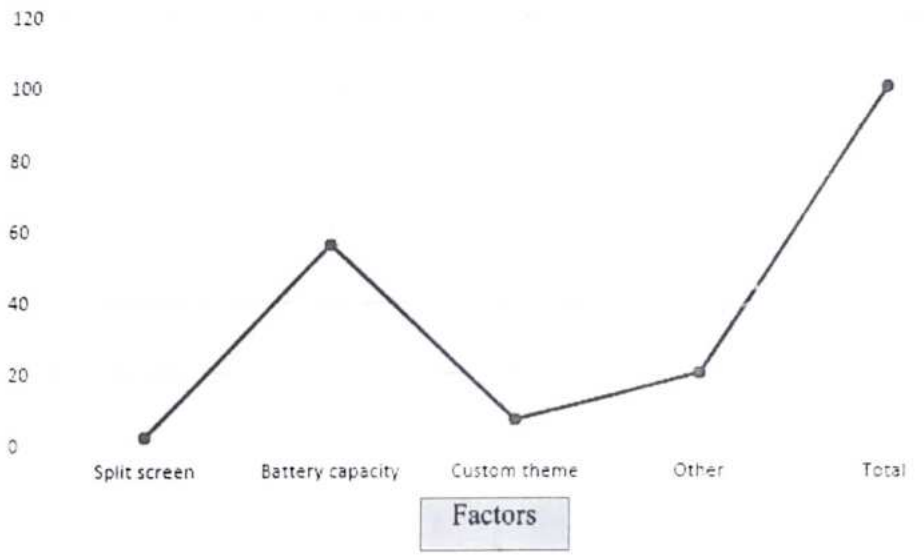
Thus, majority that is 44 percent of the respondents disagree towards the services of iPhone.

Table 3.15

Customer opinion regarding advancement in iPhone

Factors	No of Respondents	Percentage (%)
Split screen	12	17
Battery capacity	39	56
Customer theme	5	7
Other	14	20
Total	70	100

Source : Primary data



Inference:

The table 3.15 shows that 17 percent of the respondents opt split screen, 56 percent of them opt battery capacity, 7 percent of them opt custom theme and 20 percent of them pick others regarding advancement in iPhone.

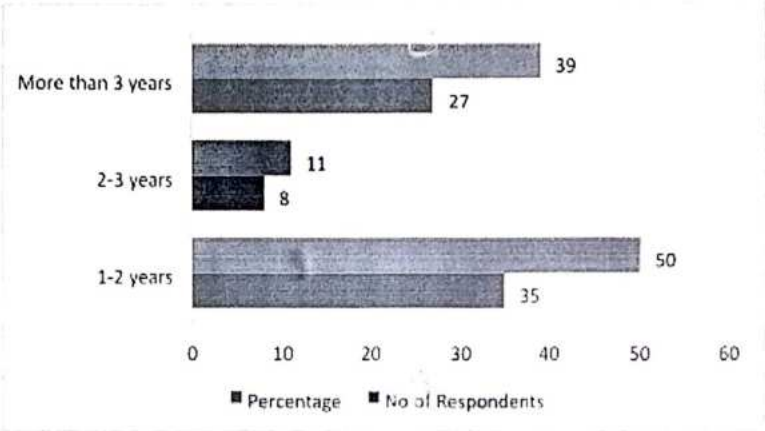
Thus, majority that is 56 percent of the respondents opt battery capacity regarding advancement in iPhone.

Table 3.16

Period of using iPhone

Factors	No of Respondents	Percentage (%)
1-2 years	35	50
2-3 years	8	11
More than 3 years	27	39
Total	70	100

Source : Primary data



Inference:

The table 3.16 shows that 50 percent of the respondents have used iPhone between 1-2 years, 11 percent of them between 2-3 years and 39 percent of them for a more than 3 years.

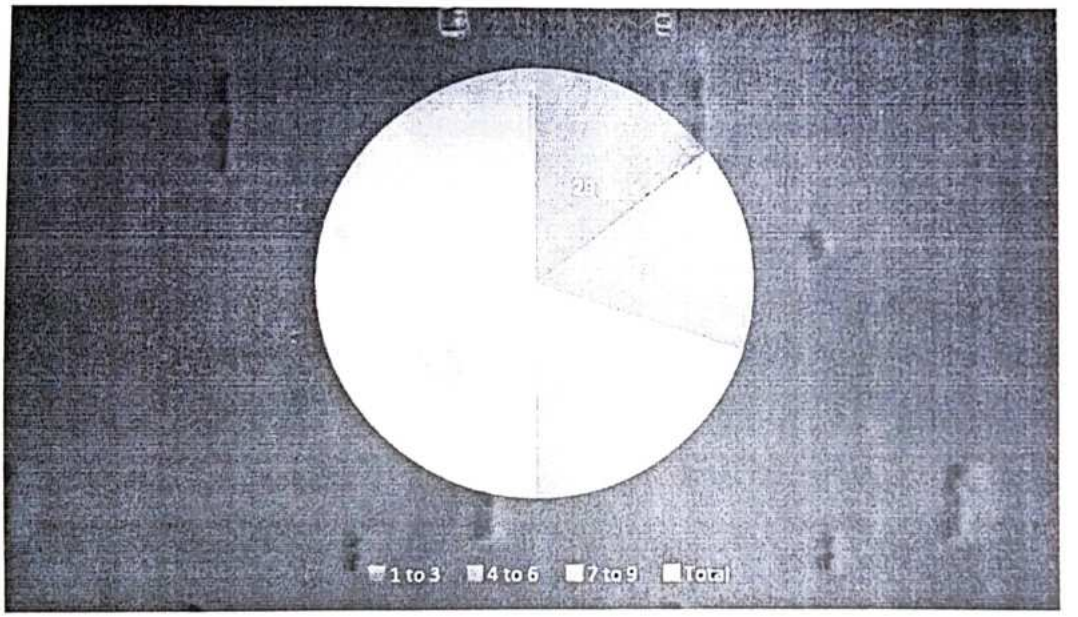
Thus, majority that is 50 of the respondents have used iPhone between 1-2 years.

Table 3.17

Tracking System in iPhone

Factors	No. of Respondents	Percentage (%)
1-3 stars	20	29
4-6 stars	22	31
7-9 stars	28	40
Total	70	100

Source : Primary data



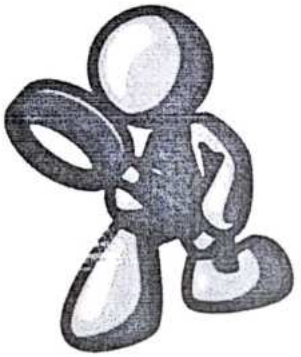
Inference:

The table 3.8 shows 40 percent of the respondents rank between 7-9 stars as first, 31 percent of them rank between 4-6 stars as second and 29 percent of them rank between 1-3 stars as third.

Thus, majority that is 40 percent of the respondents rank between 7-9 stars regarding tracking system in iPhone.

CHAPTER-IV

Findings
&
Suggestions



FINDINGS AND SUGGESTIONS

CHAPTER IV

FINDINGS AND SUGGESTIONS

The opinion regarding consumer's satisfaction from the sample respondents may influence the consumers to purchase iPhone in Thoothukudi. Hence, the study on consumer's preference towards iPhone and factors like age, gender, occupation and monthly income of 70 respondents were examined.

FINDINGS

This chapter brings out the findings of the study and on the analysis mode with the help of data obtained through the questionnaire. Also, certain suggestions are made on the basis of these findings.

- It is found that most of the respondents (49%) are between 26 to 35 years.
- It is clear that most of the respondents (79%) using iPhone are male.
- The study clearly shows that 50% of the respondents are Private employees.
- The study depicts that majority of the respondents (44%) earn below Rs.20000.
- The study clearly shows that most of the respondents (42%) prefer to buy an iPhone due to quality factor.
- It is observed that the majority of the respondents (43%) feel that the price of iPhone is very high.
- It is clearly found that most of the respondents (54%) opt for a unique operating system as the biggest innovation in the iPhone.
- The study reveals that the majority of the respondents (91%) agree that the iPhone is the best for all types of consumers.
- It is found that the majority of the respondents (59%) say that they are satisfied with the speed of the iPhone.
- Majority of the respondents (49%) have contentment towards iPhone.

- Majority of the respondents (57%) have given the opinion that there may be increasing demand for iPhone in the near future.
- Only 4% of the respondents agree towards the services of iPhone.
- 50% of the respondents use iPhone for about 2-3 years.
- In the analysis of ranking the tracking system in iPhone, 40% of the respondents feel that tracking system in iPhone is an extraordinary feature and they have chosen between 7-9 stars.

SUGGESTIONS

- iPhone is expensive. All types of consumers cannot afford to buy an iPhone. So,the price of iPhone can be reduced so as to satisfy all types of consumers.
- As most of the respondents feel that the price of iPhone is very high, it is suggested to offer discounts that will attract more consumers.
- Due to lack of advertisement, the knowledge about the unique operating system in iPhone does not reach the people. So, more advertisements should be given.
- Transfer of files, images, etc. are possible only from iPhone to iPhone. This is a limiting factor in iPhone which prevents most of the consumers from purchasing iPhone.
- iPhone has a single lithium-ion battery, which can be replaced only by Apple technicians. In the case of Android phones, we can take out the battery if the phone is dead and quickly replace it with another one. Therefore, installation of this facility in iPhone will be very helpful to the consumers in case of emergency situations.
- As there will be more demand for iPhones in the near future, it is suggested that iPhone should follow their differentiation strategy strongly and make it difficult for others to imitate the unique features.
- All apps available in Play Store(Android Phone) are not available in App Store(iOS). In such a case, consumers prefer Android phones over iPhones.
- The memory in iPhone is limited. This is a major factor which affects the consumers from purchasing an iPhone. So, necessary changes could be made regarding the memory capacity in iPhone so as to satisfy the consumers.

CHAPTER-V

CONCLUSION

CHAPTER V
CONCLUSION

The researcher has concluded a study on "Consumer Preference towards iPhone".

The introduction of a unique operating system for iPhone and multi-touch features caused a great impact on the mobile market and the consumers. The main factor that attracts consumers to purchase an iPhone is the brand equity. Consumers identify the brand as the one that delivers its promises.

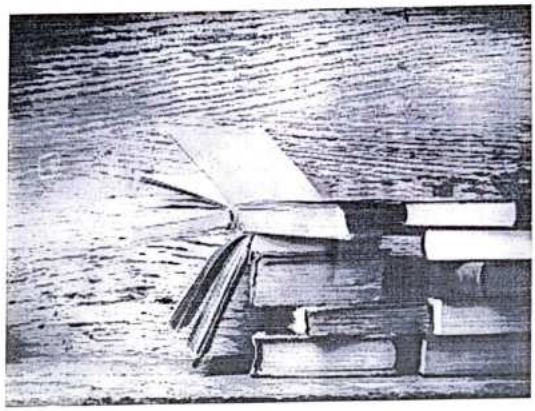
The existing iPhone users appreciate the iPhone features and recommend it to others. Consumers of iPhone value the excellent features and stability of the operating system over low prices.

The iPhone costs more than its key rivals' cell phones manufactured by LG, HTC and Samsung. This situation can change the consumer buying behaviour if the substitutes have the same features. The iPhone has some crucial restrictions such as inability to increase memory, non-removable battery and closed file system. Because of these restrictions, consumers might feel that they do not get the desired value for the money spent.

The design of the iPhone is consistent and does not provide buyers with an alternative. Consumers need to experience a change in products. Lack of choice creates boredom and consumers are more likely to switch to other products.

In conclusion, it is apparent that the price of iPhone is way too high. Therefore, all types of consumers cannot afford to buy an iPhone. Since the price of iPhone is very high, it is not suitable for all types of consumers.

ANNEXURE-I



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WEBSITE:

- www.apple.com
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- www.quora.com
- www.google.com

ANNEXURE-II

QUESTIONNAIRE

Questionnaire

1. Name:

2.Age

a. Below 18
b. 19-25
c. 26-35
d. 36-45

3.Gender

a. Male
b. Female

4.Marital status

a. Single
b. Married

5.Educational Qualification

a. Up to school level
b. UG
c. PG

6.Occupational status

a. Private employee
b. Government employee
c. Business / Profession
d. Other

7.Monthly Income

a. Below Rs.20000
b. Rs.20001-40000
c. Rs.40001-60000

8.Size of family members

a. Below 4
b. 4-5
c. 5-6
d. More than 6

9. Do you know about iPhone?

a. Yes
b. No

10. Do you have iPhone?

a. Yes
b. No

11. Who influenced you to purchase the iPhone?

a. Friends
b. Relatives
c. Advertisement
d. Other

12. Why do you prefer iPhone?

a. Quality
b. Status/prestige
c. Security
d. Brand

13. How long have you been using iPhone?

a. 1-2years
b. 2-3years
c. More than 3 years

14. Do you think iPhone is popular among public?

a. Yes
b. No

15. Did you receive any offer while purchasing iPhone?

a. Yes
b. No

16. For what purpose does the customer use iPhone?

a. Security
b. Touch screen
c. Software
d. Connectivity
e. Camera

17. Which factor influences you to purchase an iPhone?

a. Performance
b. Advance application
c. Quality
d. Security

18. What is the price of your iPhone?

a. Rs.20000-40000
b. Rs.40000-60000
c. Rs.60000-80000
d. Rs.80000-100000

19. What is your opinion about the price of iPhone?

a. Very high
b. High
c. Reasonable
d. Low

20. Which type of connectivity is used in your iPhone?

a. Bluetooth
b. Wi-fi
c. Hotspot
d. Mobile Data

21. What are the facilities available in your iPhone?

a. Easy sharing with other iPhone
b. Easily pair with Airpod
c. Voice based Siri
d. Health monitoring app

22. What are the applications available in your iPhone?

a. Face time
b. Measure
c. Apple TV
d. Watch

23. Have you got warranty period at the time of purchase?

a. Yes
b. No

24. If yes, mention the period

a. 6 month
b. 1-2 years
c. More than 2 years

25. Is your iPhone connected with social network?

a. Yes
b. No

26. Rank the tracking system in iPhone?

a. 1 - 3 stars
b. 4 – 6 stars
c. 7 - 9 stars

27. What is your opinion about internet accessing of iPhone?

a. Slow
b. Medium
c. High

28. What is the memory capacity of your iPhone?

a. 64GB
b. 128GB
c. 256GB
d. 512GB

29. Is your iPhone faster than Android phones?

a. Yes
b. No

30. Have you made any e-purchasing in your iPhone?

a. Yet
b. No

31. Are you satisfied with you iPhone?

a. Yes
b. No

32. If yes, what is the reason?

a. High quality
b. Attractive design
c. Connectivity
d. Touch screen

33. Is your iPhone very useful than other mobiles?

a. Yes
b. No

34. If yes, why?

a. Privacy
b. Special accessibility
c. Less unnecessary features
d. Faster than Android

35. Have you identified any problem is using iPhone?

a. Yes
b. No

36. Is refund available in case of default in the iPhone?

a. Yes
b. No

37. Rank the features of iPhone

a. 3D touch shortcuts and trackpad mode
b. Universal clipboard
c. App Extensions
d. Interactive Notifications

38. Rank the changes to the made in your iPhone?

a. Split screen
b. Battery capacity
c. Custom theme
d. Other

39. What do you think is the biggest innovation in iPhone?

a. Unique operating system
b. Long battery life

c. Face recognition system

40. Would you recommend iPhone to your friends/relatives?

a. Yes
b. No

41. Do you feel purchasing iPhone to be worth?

a. Yes
b. No

42. Do you agree that customers are happy about the services of iPhone?

a. Strongly agree
b. Agree
c. Disagree
d. Strongly disagree

43. Do you use your iPhone for business/work related activities (or) for personal activities?

a. Business/work related activities
b. Personal activities
c. Both

44. Do you have face time app in your iPhone?

a. Yes
b. No

45. Do you think iPhone is the best for all types of consumers?

a. Yes
b. No

46. Do you think there will be increasing demand for iPhone in the near future?

a. Yes
b. No

• Suggestions, if any:

A USER STUDY ON NETFLIX STREAMINGIN THOOTHUKUDI CITY

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

BACHELOR OF COMMERCE

Submitted by

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UG and RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (AUTONOMOUS)

(Re-accredited with "A+"Grade by NAAC)

Thoothukudi

April-2021

Dr.Jeyamary,
Assistant Professor,
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CERTIFICATE

This is to certify that the project entitled **"A STUDY OF USAGE OF NETFLIX STREAMING IN THOOTHUKUDI CITY"** submitted by the candidates, Amal Sinthiya.R., Ayisha Siddika.S., Beaula.W., Jenefa Ida Deborah.J., Mariafrancis Sinthatirai., 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 a work done by them during the period of their study under my guidance and supervision.

Place: Thoothukudi

Date:

Guide **Head of the Department**

External Examiner **Principal**

DECLARATION

We hereby state the project entitled **"A STUDY OF USAGE OF NETFLIX STREAMNG IN THOOTHUKUDI CITY"** is submitted to **St.Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli,** for the award of the degree of **Bachelor of Commerce** is our original work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi **Signature**

Date:

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ACKNOWLEDGEMENT

Thanks, is a small word filled with heartfelt gratitude. We express our heartfelt thanks to **GOD ALMIGHTY** for showering his blessings on us for the success of the project.

We also extend our special thanks and gratitude to our principal **Rev. Sr. Dr. A.S.J.Lusia Rose** for her support and encouragement.

We wish to convey our profound gratitude to thank our Head of the Department and Professor of Commerce **Dr. G. Stella Beatrice Nirmala** and the professors of commerce for their valuable suggestions and encouragement in completing the work.

We express our deepest sence of gratitude to our guide **MS.JEYAMARY Assistant Professor of Commerce St. Mary's college (Autonomous) ,Thoothukudi**, for her excellent guidance and continues effort taken to complete the project work successfully .

Last but not least, we thank our parents and friends for their moral support and encouragement in bringing out this project a successful one.

R.Amal Sinthiya

S.Ayisha Siddika

W.Beaula

J.Jenefa Ida Deborah

T. Maria Francis Sintathirai

LIST OF CONTENTS

CHAPTER	TITLE	PAGE NO.
I	**Introduction and Design of the study**	**1-6**
	1.1 Introduction	
	1.2 Review of Literature	
	1.3 Statement of the problem	
	1.4 Objectives of the study	
	1.5 Scope of the study	
	1.6 Design of the study	
	1.7 Collection of data	
	1.8 Construction of data	
	1.9 Limitations of the study	
	1.10 Scheme of the report	
II	**NETFLIX :Profile of the study**	
	2.1 Introduction	
	2.2 Origin of Netflix	
	2.3 Growth and Development	
	2.4 Ownership of Netflix	
	2.5 Companies profile	
	2.6 Netflix plan in India	
	2.7 Pandemic effect on netflix	
	2.8 Advantages of Netflix	
	2.9 Disadvantages of Netflix	
	2.10 Impact of Netflix on TV Industry	
	2.11 Conclusion	
III	**Analysis and Interpretation of Data**	
IV	**Findings and Suggestions**	
V	**Conclusions**	
	Bibliography	
	Annexure – Questionnaire	

Table No.	Title of the Table	Page No.
1.1	Sampling design	
3.1	Age wise classification	
3.2	Gender wise classification	
3.3	Educational qualification wise classification	
3.4	Amount spent for a year for Netflix	
3.5	Language wise classification	
3.6	Influence wise classification	
3.7	Time taken to watch the content of Netflix	
3.8	Level of satisfaction	
3.9	Orginal contents of Netflix	
3.10	Popular wise classification	
3.11	Recommending Netflix to youngsters	
3.12	Overall usage of Netflix	
3.13	Subscription of Netflix	
3.14	Stream of Netflix	
3.15	Priority of Netflix	

Chart No.	Title of the Chart	Page No.
3.1	Age wise classification	
3.2	Gender wise classification	
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3.6	Influence wise classification	
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3.9	Orginal contents of Netflix	
3.10	Popular wise classification	
3.11	Recommending Netflix to youngsters	
3.12	Overall usage of Netflix	
3.13	Subscription of Netflix	
3.14	Stream of Netflix	
3.15	Priority of Netflix	
3.16	Watching movies	
3.17	Preferred mode of watching movies	
3.18	Watching movie in theatre is worth of money	
3.19	Type of genre	
3.20	Preference of waiting for movie to release in OTT	
3.21	Movies to be released on OTT before or along with theatre	
3.22	Preference of watching movies	

CHAPTER - I

NETFLIX

INTRODUCTION AND DESIGN OF STUDY

CHAPTER - I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

The research topic deals with user study on Netflix streaming.Netflix is a world's leading streaming entertainment service with 204 million paid memberships in over 190
countries enjoying TV series documentaries and feature films across a wide variety of genres and languages. Members can watch as much as they want, anytime, anywhere, on any internet connected screen. Members can play, pause and resume watching, without all commercials or commitments. Netflix is the in fashion streaming platform. Its original films and series have become so popular that subscriptions have soared in recent times. It allows you to watch content on any device and at any time, you just need to have an internet connection and pay a monthly fee. the name Netflix is a combination of "Net" (as in the abbreviation for "internet" and "Flix" (a variation of "flick", the common abbreviation for a movie or film). Netflix also offers flexible system for content distribution, because users are completely free to choose what to watch and this is one of the reasons that Netflix became more and more attractive for the customers. That is why the whole market started "tipping" in direction in terms of providing flexible and personalized services.
Netflix is attractive for more customers, because it offers very affordable price." Consumers will not switch to a competing supplier unless the price difference exceeds

the switching cost". whilewatching content on Netflix the preciseness of the service maximizes. This makes it hard for switching to an alternative service since the time and the effort spend in building a personal profile of the taste regarding the content will be lost while switching. This is the most essential switching cost in this case, locking-in the users by offering high quality of personalized service, unavailable in other substitute service in the current moment in time. For Netflix case, Hawkins description and the definition by Timmers and Osterwalder could be a well-defined description in Netflix business model. Netflix business model called the "Long Tail". This approach in the Netflix context is to have tremendous variety selections of movies, TV shows and lot of other videos were the vast majority of these contents are not popular and still can make a lot of money from that by sin the online store , due to the limitation of having inventory in physical store.

1.2 REVIEW OF LITERATURE

SKETCHBOOK

1. Mario, riyanto, setyo (2020). “The Effect of User Experience on Customer Satisfaction on Netflix Streaming Services in Indonesia” emphasises that, Technology has become increasingly sophisticated, all forms offered in the development of very cutting-edge technology. Current technology is supported by a strong internet network base that presents various kinds of creativity. One that gets attention is the widespread use of online streamingmedia as a basis in an online streaming media streaming plan that is Netflix. This research will discuss where the user experience of Netflix Online Streaming Media Customer Satisfaction.The results of this study were drawn from 150 respondents who are always actively usingNetflix online streaming media.

2. Dr. N.vasudevan, ms.v.amudhanila(2020). “Customer Gratification Towards Netflix– A Study with special reference to the users in Chennai City” portrays that the internet has become a feature of our lives around which they revolve and it is impossible to imagine a day passed without checking our mobile phones and social apps. The way we lead our lives has been drastically changed and mostly in a positive way. It all started with the radio, followed by cable TV, dish TV, internet and finally the charge is taken over today by the OTTs. The present study is detailed in the nature of studying the customers’ level of satisfaction towards the usage of OTT services. Results were interpreted using percentage analysis, descriptive analysis, exploratory factor analysis, t-test, one-way ANOVA. The age of the respondents does have a significant difference with all the three variants- content, accessibility and security of Netflix.

3. Jackson F., Amin R., Fu Y., Gilbert J.E., Martin J. (2015) “A User Study of Netflix Streaming. In: Marcus A. (eds) Design, User Experience, and Usability: Design Discourse” conducted a between-subject user study of Netflix to shed light on the user’s perception of quality. We found that users prefer to receive lower video quality levels first with marginal improvements made over time. Currently, content providers. switch between the highest and lowest level of quality. This paper seeks to explain a better method that led to higher user satisfaction based on Mean opinion score values (MOS).

4. TanayaUpganlawar, SarthakPawar, JhanviDeshmukh, Faraz Syed. (2021) “Study on consumer satisfaction towards netflix in pune” This research is focused on

Netflix& customer satisfaction in India. Within your business, customer satisfaction plays an important role. In the last few years, online streaming giant Netflix has been spending billions of dollars on original content. The standard of its original content in general, which has been the key reason why it has been able to build a massive fan base around the world, is one thing that Netflix has been consistent with. For original material, Netflix is expected to put in more money.

5. Richa Sarah George. (2019) "The Netflix phenomenon in India" this study analyses the integration of Netflix into the everyday life context of urban Indian youth from adual perspective of negotiating with the ideologies of its texts and technologies and the pleasures they offer. This research is considered of value for its de-westernising inclination, the ethnographic enquiry into Netflix's next biggest market, and for its attempt at marrying the study of media texts and media technology.

6. HarithaHaridas, Sivapriya Deepak. (2020) "Customer Perception towards Networked Streaming Service Providers with Reference to Amazon Prime and Netflix" Online video streaming services like Amazon Prime and Netflix have redefined the concept of movie watching and entertainment. They have become hugely popular worldwide. Their subscribers are increasing day by day. There is also intense competition between the two for getting viewer attention. In this context, the study aims at understanding the viewer perception about the two online service providers through viewer opinion.

7. Jordan k Andrew. (2011) "The Effects of Netflix and Blockbuster Strategies on FirmValue" Netflix vastly increased its firm value while Blockbuster lost its dominant market position and slid into bankruptcy. This paper examines the strategies pursued by Blockbuster and Netflix and the impact these strategies had on firm value. This paper finds that on average Blockbuster's strategies did not have a significant impact on its firm value while Netflix's strategies increased its firm value. Specifically, Netflix's strategies in the areas of service improvement and promotional activity created the most value.

8. Pereira, Miguel, Elkawy, AmerLekov, Andrey, Adhikari, Keshab (2015) "Netflix – the new face of the TV industry" the application of the innovation theory in the development of Netflix's services, technologies and business processes ismentioned, as a key tool for interaction with those market tendencies. Furthermore, the theories of Network, Information and Behavioral economics are suggested as frameworks

facilitating a better understanding of the principles of how Netflix operates within the micro economic environment.

9. Mandal, G., Diroma, F., Jain, R. (2017). "Netflix: An In-Depth Study of their Proactive & Adaptive Strategies to Drive Growth and Deal with Issues of Net-Neutrality & Digital Equity" Netflix has been on the rise since its beginning in 1997, when one sees it from a distant perspective. However, a close analysis of its uniquestrategies shows that the company faced several small and big challenges in its growth journey, some of which, had the potential to throw the company away permanently. from the market itself. The report also entails some unique strategies that the company followed while continuously and marginally changing its business model, which would seldom be possible in a brick-mortar economy.

1.3 STATEMENT OF THE PROBLEM

The internet has become a feature of our lives around which they revolve and it is impossible to imagine a day passed without checking our mobile phones and social apps. The way we lead our lives has been drastically changed and mostly in a positive way. It all started with the radio, followed by cable TV, dish TV, internet and finally the charge is taken over today by the OTTs. The present study is detailed in the nature of studying the customers' level of satisfaction towards the usage of OTT service There would be a pattern of people watching multiple entertainment outlets at the same time, along with demand for fresh and more exclusive content Instead of Cinema Halls, the big budget producers and directors will be forced to release films directly on Netflix. Quality content on Netflix is in great demand in the lockdown era. It offers more diversity in films, so we are encouraged to think that in the future if this dynamic viewing experience will impact the footfalls of the cinema hall after the lockdown period.

1.4 OBJECTIVES OF THE STUDY

- A study on Netflix streaming during pandemic among the Netflix users **.**
- To find out the impact of Netflix viewers motivation on pandemic.
- To examine the factors that influence Netflix viewers motivation.
- To find out the ways through which viewers are motivated during the Pandemic**.**

1.5 SCOPE OF THE STUDY

The scope of the study is to analyse the consumer's preference, taste, their needs and competition among the Netflix users in Thoothukudi**.**

1.6 DESIGN OF THE STUDY

1.6.1 Period of the Study

The study was carried out from December 2020-March 2021

1.6.2 Area of the study

The present study regarding a user study of Netflix streaming covers the area of Tuticorin.

1.6.3 Collection Of Study

Both primary and secondary data were used in this study. The primary data was collected from the subscribers using netflix services, by means of questionnaire and interview schedule method. The secondary data was collected from articles, journals and from various websites.

1.6.4 Sampling Design

The data collected are orginal in nature .It is first hand information.A sample of 75 responders were selected .The researcher had adopted convinient sampling methods.

1.7 CONSTRUCTION OF TOOLS

Based on the discussion with the respondents, the researcher constructed a questionnaire. Then, it was pre-tested and necessary changes were incorporated and distributed among the consumers using Netflix services.

1.7.1 FRAMEWORK OF ANALYSIS

The collected data was analysed by using the following tools,

- **PERCENTAGE METHOD**

  Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100- percent) for better understanding of collected data.

- **RANKING METHOD**

  Ranking method is one of the simplest performance evaluation method

1.8 LIMITATIONS OF THE STUDY

Some of the limitations in our study are as follows

- Study was limited to Thoothukudi City and cannot be generalised for other areas.
- Responses generated from the respondents are based on their experience, which might have caused errors
- The resources constraints have limited to the scope of the study.
- The service of data were not adequate. Some of the replies of the respondents may be biased.

1.9 CHAPTER SCHEME

The study on Customers' preference towards usage of study of netflix in Thoothukudi City is organized into five chapters. They are,

The first chapter deals with Introduction and Design of the study.

The second chapter deals with the profile of the study.

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

The fourth chapter deals with the summary of findings .and suggestions

The fifth chapter deals with the summary of Conclusion.

CHAPTER – II

NETFLIX

PROFILE OF THE STUDY

CHAPTER - II
PROFILE OF THE STUDY

2.1 INTRODUCTION

Netflix is an American website over the top content platform and the production company headquartered in Los Gatos, California .For millions, Netflix is the de-facto place to go for movie and TV streaming. When it first opened, Netflix was purely a movie rental service.Users ordered movies on the Netflix website, and received DVD's in the post . Netflix is aworld's leading streaming entertainment service with 204 million paid memberships in over 190 countries enjoying TV series documentaries and feature films across a wide variety of genres and languages. Members can watch as much as they want **,** anytime, anywhere, on any internet connected screen. Members can play, pause and resume watching, without all commercials or commitments. Netflix is the in fashion streamingplatform. Its original films and series have become so popular that subscriptions havesoared in recent times. It allows you to watch content on any device and at any time, you just need to have an internet connection and pay a monthly fee. the name Netflix is a combination of "Net" (as in the abbreviation for "internet" and "Flix" (a variation of & quot;flick", the common Netflix is an American website over the top content platform and the roduction company headquartered in Los Gatos, California .For millions, Netflix is the de-facto place to go for movie and TV streaming. When it first opened, Netflix was purely a movie rental

service. Users ordered movies on the Netflix website , and received DVD's in the post.

2.2 ORIGIN

Reed Hasting and Marc Randolph had an idea to rent DVD's by mail .They tested the concept by mailing themselves a DVD .The DVD arrivedintact ,and the idea for the Netflix was born. According to Netflix's own website, Netflix was founded in 1997 by Hastings and Randolph as a way to offer movie rentals over the internet. This eventually led to Netflix.com in 1998, which focused on DVD rentals and sales. The next year the company added a subscription service, allowing the customer unlimited DVD rentals at monthly rate. In 1999 Netflix began offering an online subscription service through the Internet. Subscribers chose movie and television titles from Netflix's Web site; the shows were then mailed to customers in the form of DVDs, along with prepaid return envelopes, from one of more than 100 distribution centers. Although customers typically rented for a flat monthly fee as many movies per month as they wished, the number of DVDs in their possession at any one time was limited according to their subscription plans. Netflix had tens of thousands of movie titles in its catalog. Things began to mold in 2000 when Netflix offered recommendations systems, which used members ratings to predict choices (not dissimilar to the rating feature that was featured on Netflix until recently). In 2003 Netflixis issued a patent by the U.S Patent & Trademark office to cover its subscription rental services as membership surpasses 1 million.

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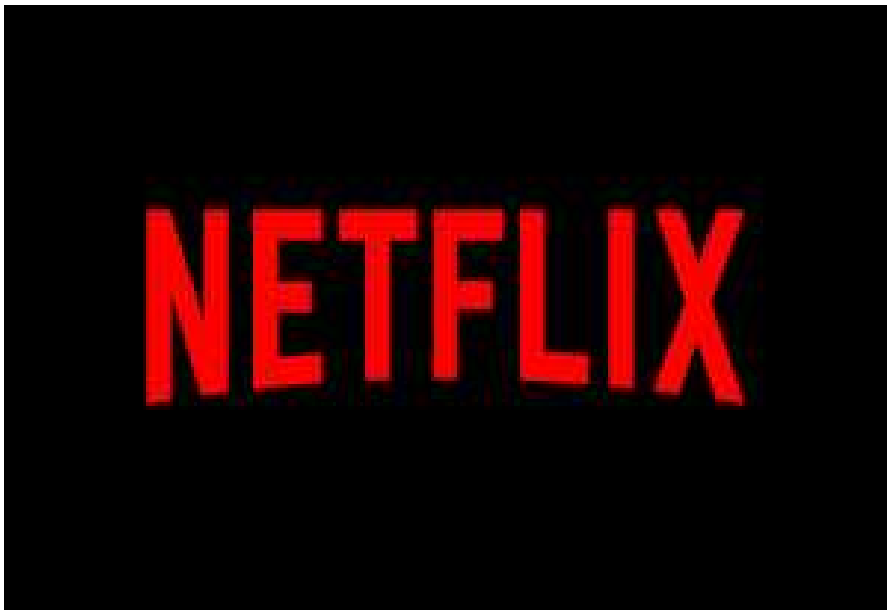
offered recommendations systems, which used members ratings to predict choices (not dissimilar to the rating feature that was featured on Netflix until recently). In 2003 Netflix is issued a patent by the U.S Patent & Trademark office to cover its subscription rental services as membership surpasses 1 million.

2.3 GROWTH AND DEVELOPMENT

One of the core pillars of Netflix's business growth strategy is its focus on original content. The company has continued to expand its collection of original movies and shows. It also plans to add more of them in 2020 and 2021. Its competitive moat has continued to strengthen.After discovering Youtube an how successful online streaming was, theyl aunched Netflix as an online streaming service in 2007.During the dot com bust, Netflix had to fire 2/3 of its employees to stay afloat. However, Netflix recovered and went public in 2002. Netflix kept innovating and upgrading after making itself available on every device. Netflix starts to invest in series and movie creation by acquiring independent movie creators in house production.

2.4 OWNERSHIP

Netflix was founded in 1997 by Reed Hastings and Marc Randolph in Scotts Valley, California.The company started out life as a DVD and Blu Ray rental service, sending out discs to customers by mail for a monthly subscription fee.Netflix eventually dropped disc rentals to focus on streaming TV and movies online. Over the past decade it has become the world's biggest subscription-based streaming service, making an estimated $2billion a year.Netflix is a public company listed on the theNasdaq Stock Market, and as such is owned by multiple people. Almost four in five of the company's shares (78 per cent) are held by institutions.As of 2017,Netflix shares were mainly held by institutional investors, including capital research global investors, The Vanguard Group, Blackrock and others.



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REED HASTING – CEO OF NETFLIX

MARC RANDOLPH – CO – FOUNDER OF NETFLIX

2.5 COMPANIES PROFILE:

Netflix is one of the world's leading entertainment services with 204 million paid memberships in over 190 countries enjoying TV series ,documentaries and feature film across a wide variety of genres and languages.Members can watch as much as they want anytime,anywhere,on any internet-connected screen.Members can play, pause and resume watching,all without commercials or commitments.Netflix wants to entertain

the control what they want to watch ,when they want it, with no ads, in one simple subscription. Netflix is streaming in more than 30 languages and 190 countries, because great stories can come from anywhere and be loved everywhere. It is the world's bigges fans of entertainment, and Netflix always looks to help us find our next favorite story.

2.6 NETFLIX PLANS IN INDIA:

Netflix offers a variety of monthly subscription plans in India, which start at Rs 199 and goup to Rs 799 a month. The prices of the Netflix plans remain the same across regions in the country, whether it's Delhi, Mumbai, or Hyderabad.

1. Netflix Mobile plan

The Netflix Mobile plan is priced at Rs 199. It's for users who love to stream shows and movies on a smartphone. The yearly cost of this plan will set you back to Rs 2,388. Subscription to this Netflix package will include standard definition content, with just one active screen at a time and downloads on a single device. This means you can login using the Netflix Mobile plan on multiple smartphones but not on smart TVs, laptops, etc.

2. Netflix Basic plan

Apart from Mobile plan, Netflix also offers a 'Basic' plan that costs Rs 499 per month/ Rs 5,988 for a year. The plan includes pretty much the same benefits as the Netflix Mobile package, but you can stream the content on more devices, including laptops and smart TVs. The number of active screen and downloads will be limited to just one device.

3. Netflix Standard plan

If you want to stream Netflix with your friends or family and want a screen limit of more than one, the 'Netflix Standard' plan should be a good option. The plan is priced at Rs 649 a month (Rs 7,788/ year) for content at Full HD (1,080p) resolution and two-screen limit.The Netflix package also supports offline downloads on two devices at a time.

4. Netflix Premium plan

The top-end Netflix subscription plan is called 'Premium', and it'll set you back to Rs 79 per month. The plan is apt for a family of four or a group of friends looking to buy Netflix subscription together. The subscription supports FHD and Ultra HD contents.

Notably, you can also stream and download TV shows and movies on up to four devices at a time.

2.7 PANDEMIC EFFECT ON NETFLIX:

Netflix has seen a major rise in subscribers, as well as, revenue collected, as the world locks itself down to prevent the spread of coronavirus. As per latest reports, the video streaming giant has added 15.8 million more subscribers in the first quarter of 2020 while register a quarterly revenue of $5.77 billion. This gain in subscribers is 22 percent YOY. Netflix has seen a major rise in subscribers, as well as, revenue collected, as the world locks itself down to prevent the spread of coronavirus. As per latest reports, the video streaming giant has added 15.8 million more subscribers in the first quarter of 2020 while register a quarterly revenue of $5.77 billion. This gain in subscribers is 22 percent YOY. Netflix now has over 182 million subscribers worldwide.

2.8 ADVANTAGES OF NETFLIX:

Support Movies & TV shows on most devices:

All the videos on Netflix are streaming. It allows subscribers to stream television series and films via the Netflix website on personal computers, or the Netflix software on a variety ofsupported platforms, including smartphones and tablets, digital media players, video game consoles and smart TVs. Support Offline Playback: Netflix launched an offline playback feature, allowing users of the Netflix mobile apps on Android or iOS to cache content on their devices in standard or high quality for viewing without an Internet connection. The feature is primarily available on selected series and films, and Netflix stated that more content would be supported by the feature over time.

2.9 DISADVANTAGES OF NETFLIX:

The Latest Episode is Not Available Right AwayIf there is a show on TV you love to watch, the latest episode won't be available on Netflix right away even though its previous seasons are streaming on Netflix. However, the episodes of Netflix's shows will have its premiere right there. The same goes for movies as well. You simply have to wait for some period of time until the new content becomes available. Outdated

library Not only Netflix does not add the latest TV show episodes and new movies right away, its library is pretty much outdated. They need a lot of time to update it and add newer content. Many users are dissatisfied because of this. If we compare Netflix with Amazon Prime, we can come to the conclusion Amazon updates its library more often than Netflix. Selection depends on your location For me, this is the biggest flaw of Netflix. If you live in the United States, selection of movies and TV shows is great. If not, you will probably be pretty disappointed with the offer. So, the content varies by the region you live in. However, the content changes, and you may notice some new things occasionally. But, don't expect the content will change drastically, let's say, within a month.

2.10 IMPACT OF NETFLIX ON TV INDUSTRY:

Netflix (NFLX) is the dominant company in the on-demand media industry, with 167 million paying subscribers around the world. By creating compelling original programming, analyzing its user data to serve subscribers better, and above all by letting people consume content in the ways they prefer, Netflix disrupted the television industry and forced cable companies to change the way they do business. It has certainly accelerated the trend towards cord-cutting. As of 2019, an estimated 21.9 million American households will have canceled their cable services, and this was expected to reach 34.9 million by 2023. That left 86.5 million households still paying for cable television in 2019, but this was forecast to decline to 72.7 million by 2023.

2.11 CONCLUSION:

In conclusion, Netflix has been extremely successful in maturing and developing to adapt to the changing needs of customers over time. While their original DVD-by-mail business model was effective against competitors such as Blockbuster, the rise of internet streaming's popularity meant they had to adjust. The comparison to Blockbuster is important, as they were a company that failed to adapt and didn't foresee the impact the internet would have on the movie rental industry (Kellmurray, n.d.) Netflix was then able to gain customer loyalty by providing things Blockbuster didn't, such as no late fees and only needing to go to the mailbox to get the DVD (Kellmurray, n.d). When the popularity of online streaming grew, Netflix embraced the change and used it to their advantage to become the company they are today.

The long tail theory has been one of the most important factors for the success of Netflix.

CHAPTER III

ANALYSIS AND INTERPETATION OF DATA

CHAPTER – III

A STUDY OF USAGE OF NETFLIX -ANALYSIS

4.1 INTRODUCTION

Analysis is necessary for any research to derive conclusion. Analysis of data plays a predominant role in detecting the results on the economic status of the employees. The data are tabulated and interpreted by the researcher and are presented in the form of bar diagram and pie chart. Data analysis is considered as an important step and heart of the research in research work. After collection of data with the help of relevant tools and techniques, the next logical step is to analyze and interpret data with a view to arrive at empirical solution to the problem. The data analysis for the present research was done quantitatively with the help of both descriptive statistics and inferential statistics. Evaluation does not end with just data collection and analysis to find out mean value or degree of satisfaction. Based on those results of analysis, some value judgments should be according to the evaluation criteria. At the same time, in order to make useful recommendations and lessons learned, influential factors that have affected the results should fully be analyzed. This is called "interpretation"

AGE

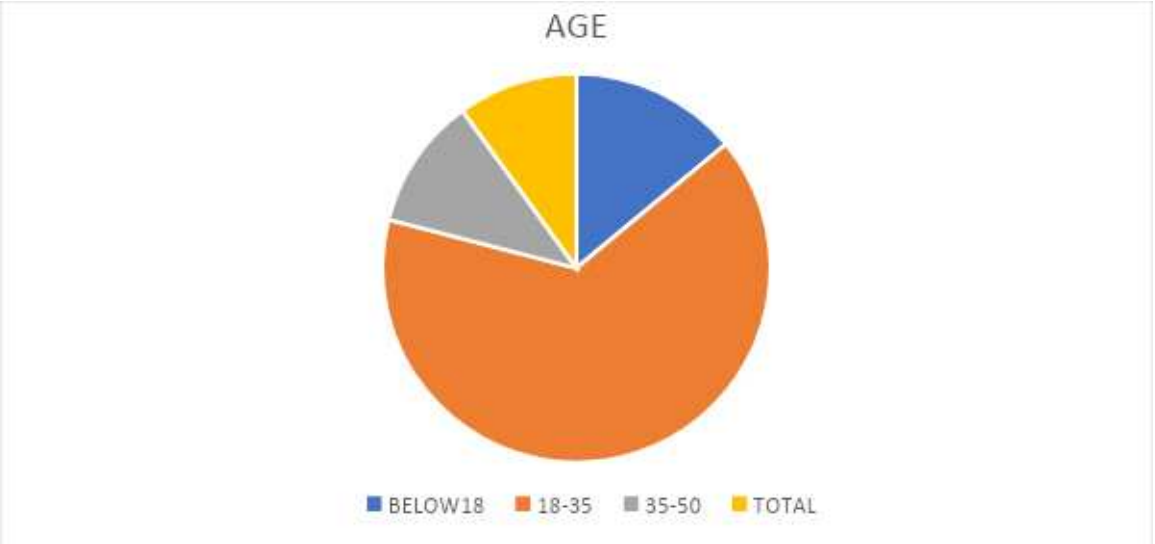
TABLE 3.1

AGE WISE CLASSIFICATION

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Below 18	14	14

18-35	65	65
35-50	11	11
Above 50	10	10
TOTAL	100	100

Source: Primary Data



Inference:

The table 3.1 reveals that 14 percent of the respondents are below 18, 65 percent of the respondents are between18 to 35, 11 percent of the respondents are between 35 to 50, 10 percent of the respondents are above 50.Thus majority of the respondents that is 65 percent of the respondents are between 18 to 35.

GENDER

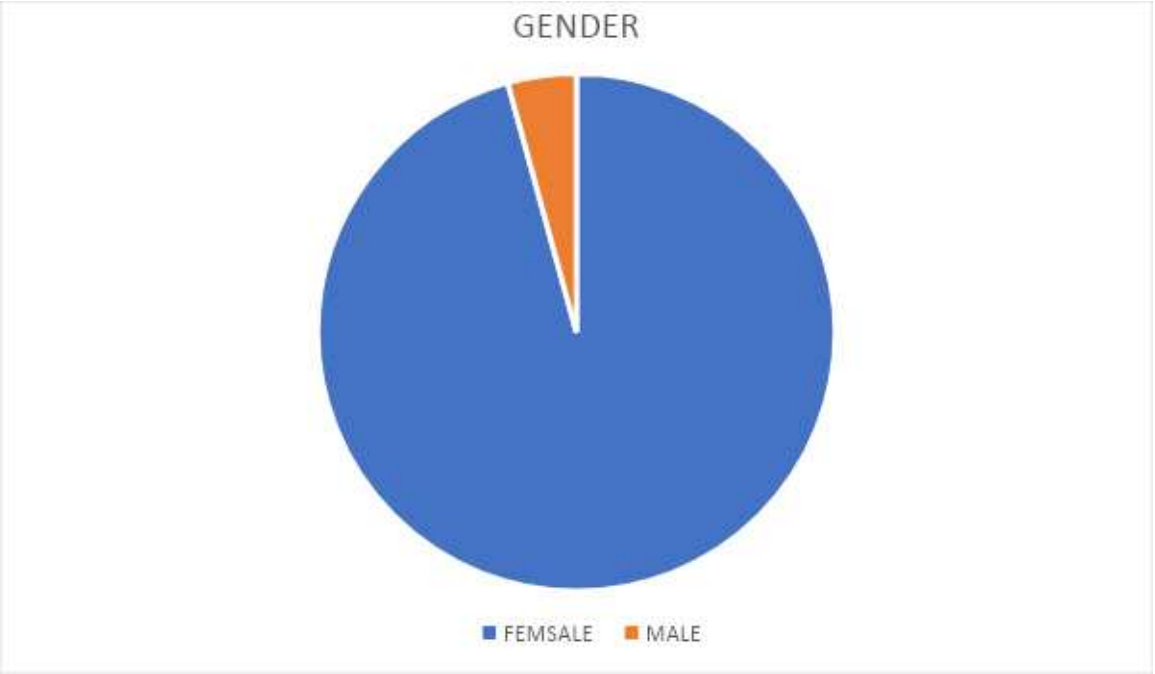
TABLE 3.2

GENDER WISE CLASSIFICATION

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE

Female	67	67
Male	33	33
TOTAL	100	100

Source: Primary data



Inference:

The table 3.2 reveals that 67 percent of the respondents are female, 33 percent of the respondents are male.

Thus majority of the respondents that is 67 percent of the respondents are female.

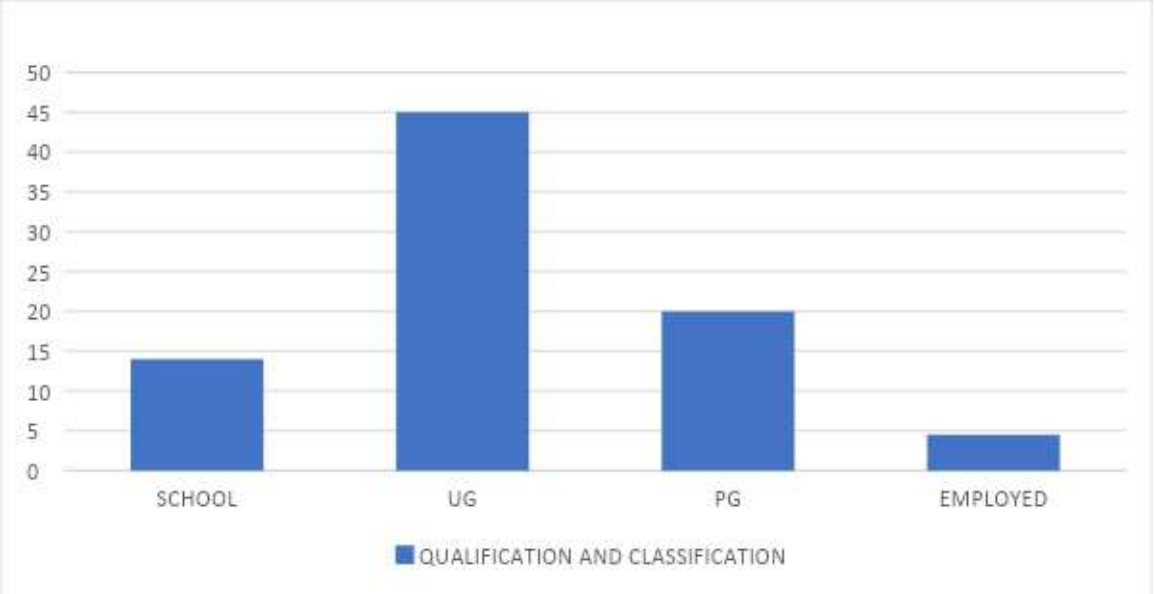
EDUCATIONAL QUALIFICATION

TABLE 3.3

EDUCATIONAL QUALIFICATION WISE CLASSIFICATION

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
School	14	14
UG	45	45
PG	20	20
Employed	21	21
TOTAL	100	100

Source: Primary data



Inference:

The table 3.3 reveals that 14 percent of the respondents are school students, 45 percent of the respondents are UG students, 20 percent of the respondents are PG students , 21 percent of the respondents are Employed.

Thus majority of the respondents that is 45 percent of the respondents are UG students.

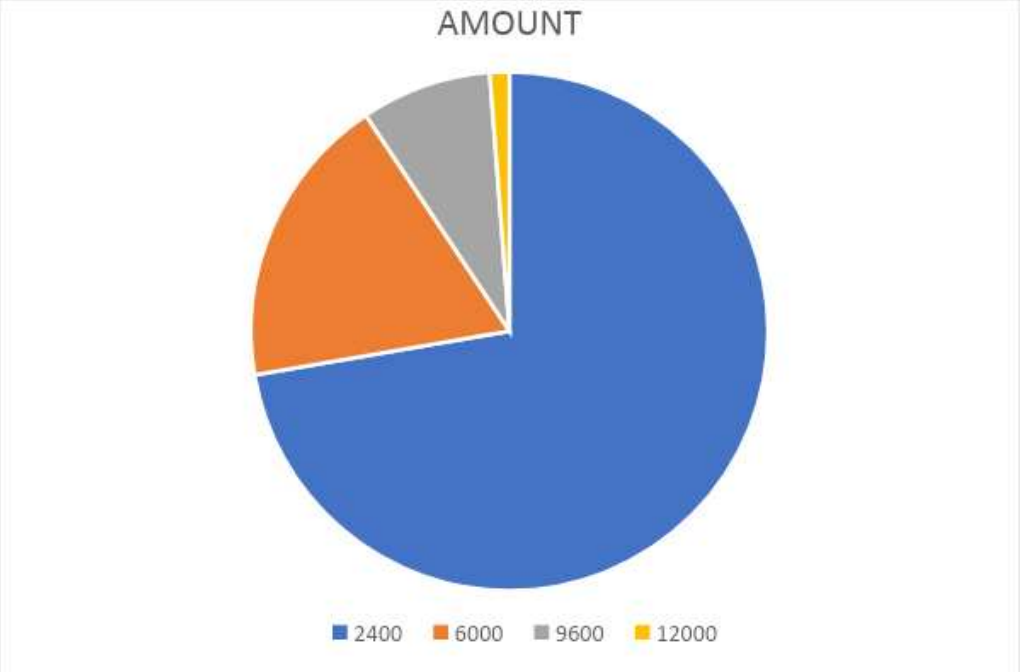
AMOUNT SPENT A YEAR FOR NETFLIX

TABLE 3.4

AMOUNT WISE CLASSIFICATION

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
2400	71	71
6000	18	18
9600	8	8
12000	3	3
TOTAL	100	100

Source Primary Data



Inference:

The table 3.4 reveals that 71 percent of the respondents spend Rs 2400 on netflix, 18 percent of the respondents spend Rs 6000 on Netflix, 8 percent of the respondents spend Rs 9600 on Netflix, 3 percent of the respondents spend Rs 12000 on Netflix. Thus majority of the respondents that is 71 percent of the respondents spend Rs.2400 on Netflix.

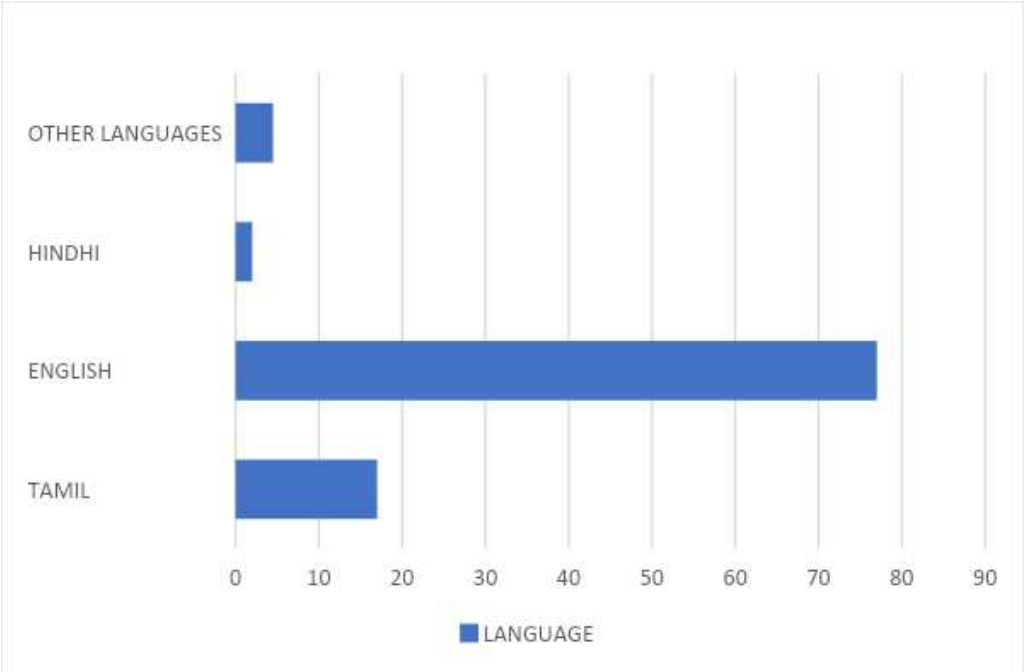
LANGUAGE PREFER TO WATCH NETFLIX

TABLE 3.5

LANGUAGE WISE C; ASSIFICATION

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Tamil	17	17
English	77	77
Hindi	2	2
Other languages	4	4

Source: Primary Data



Inference:

The table 3.6 reveals that 17 percent of the respondents watch in Tamil on Netflix, 77 percent of the respondents watch in English on Netflix, 2 percent of the respondents watch in Hindi on Netflix, 4 percent of the respondents watch in other languages on Netflix. Thus, majority of the respondents that is 77 percent of the respondents watch in English on Netflix.

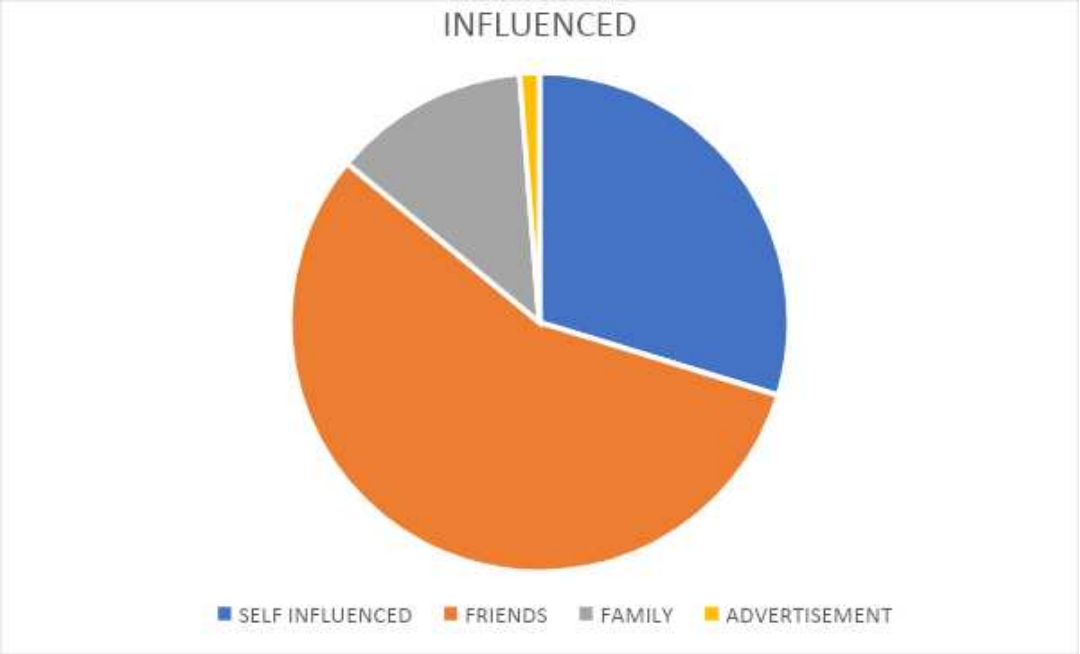
INFLUENCED

TABLE 3.6

INFLUENCE WISE CLASSIFICATION

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Self Influence	28	28
Friends	53	53
Family	12	12
Advertisement	7	7

Source: Primary Data



Inference:

The table 3.7 reveals that 28 percent of the respondents were self influenced, 53 percent of the respondents were influenced by their friends, 12 percent of the respondents were influenced by their family members, 7 percent of the family members were influenced by Advertisement. Thus, majority of the respondents that is 53 percent of the respondents were influenced by their friends.

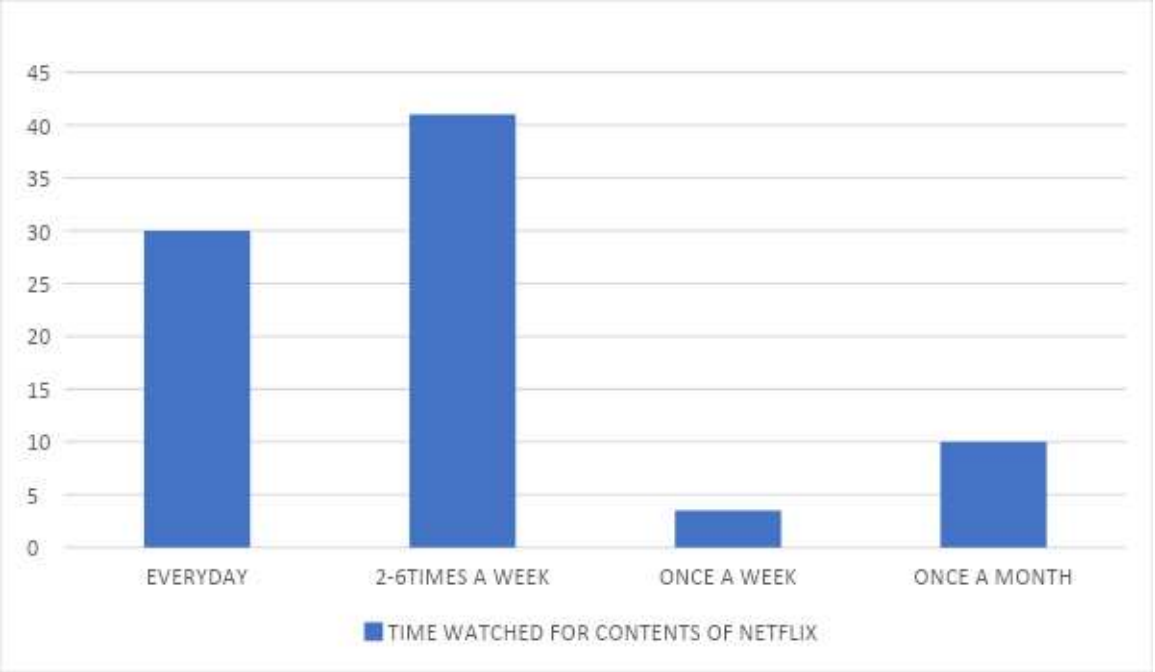
TIMES TAKEN TO WATCH CONTENTS OF NETFLIX

TABLE 3.7

TIMES WATCHED FOR CONTENTS OF NETFLIX WISE CLASSIFICATION

PARTICULARS	NO OF RESPONDENCE	PERCENTAGE
Everyday	30	30
2-6 times a week	41	41
Once a week	19	19
Once a month	10	10
TOTAL	100	100

Source: Primary data



inference:

The table 3.8 reveals that 30 percent of the respondents watch contents of Netflix everyday,41 percent of the respondents watch contents of Netflix 2-6 times a week, 19 percent of the respondents watch contents of Netflix once a week,10 percent of the respondents watch contents of Netflix once a month. Thus majority of the respondents that is 41 percent watch contents of Netflix 2-6 times a week.

LEVEL OF STATISFACTION

TABLE3.8

LEVEL OF SATISFACTION WISE CLASSIFICATION

PARTICULARS	NO OF RESPONDENCE	PERCENTAGE
Satisfied	67	67
Neutral	30	30
Dissatisfied	3	3
TOTAL	100	100

Source: Primary data

inference:

The table 3.8 reveals that 67 percent of the respondents are satisfied in satisfaction of watching Netflix,30 percent of the respondents are neutral in satisfaction of watching Netflix,3 percent of the respondents are dissatisfied in satisfaction of Netflix.

Thus majority of the respondents that is 67 percent are satisfied in watching Netflix.

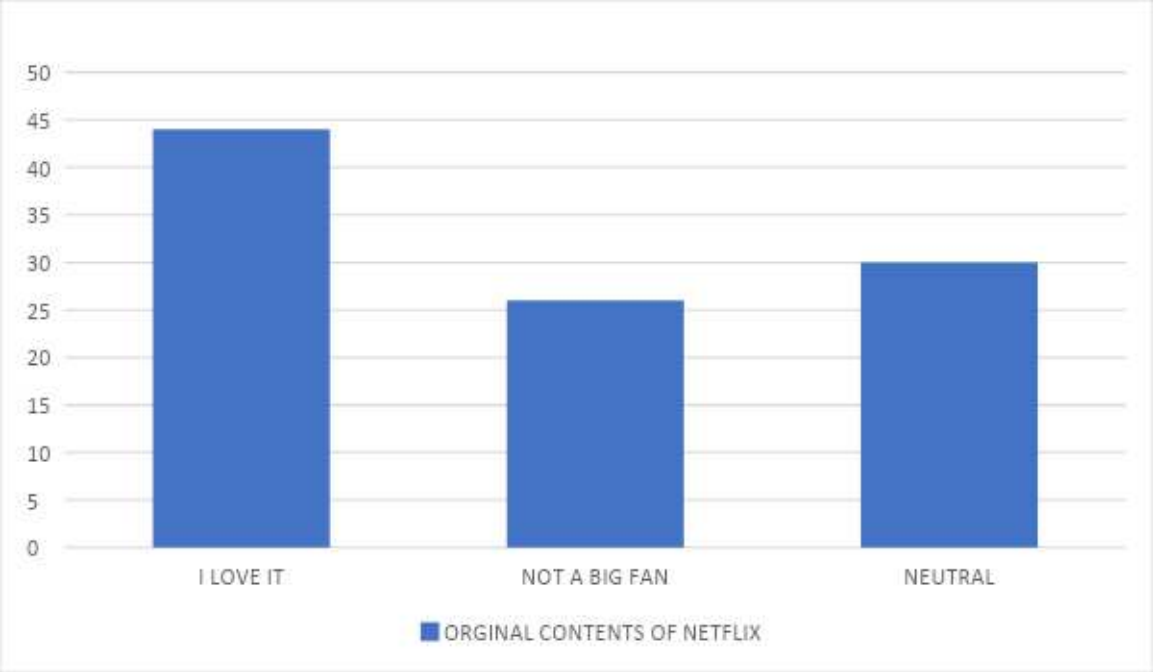
ORGINAL CONTENTS OF NETFLIX

TABLE 3.9

ORGINAL CONTENTS OF NETFLIX WISE CLASSIFICATION

PARTICULARS	NO OF RESPONDENCE	PERCENTAGE
I Love it	44	44
Not a big fan	26	26
Neutral	30	30
TOTAL	100	100

Source: Primary data



inference:

The table 3.9 reveals that 44 percent of the respondents love the contents of Netflix,26 percent of the respondents are not a big fan and 30 percent of the respondents are neutral in the contents of Netflix. Thus majority of the respondent that is 44 percent love the contents of Netflix.

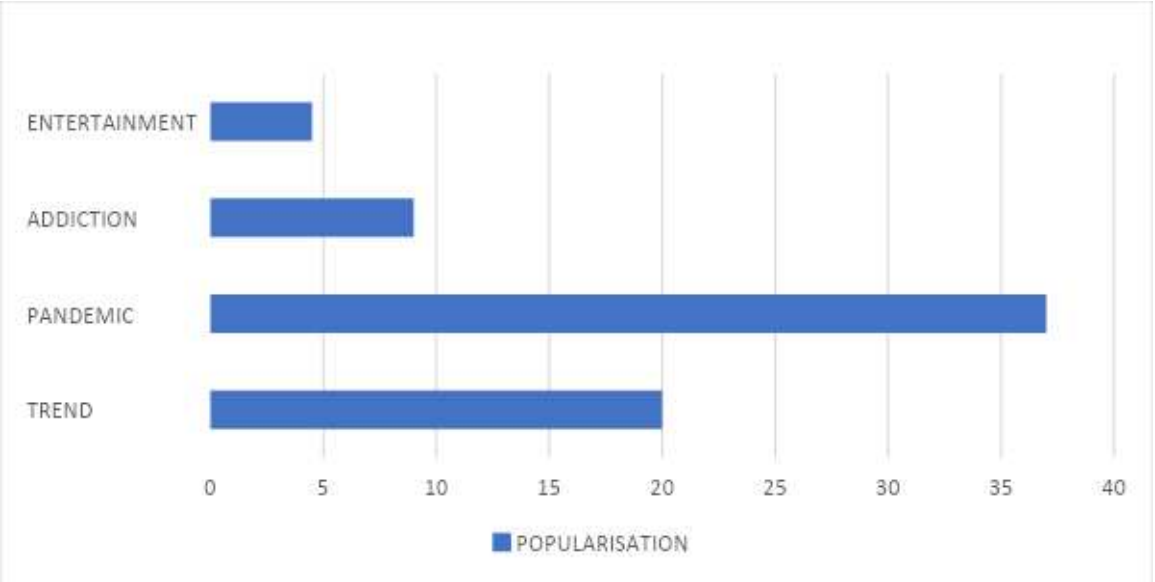
Popularlization of netflix

TABLE 3.10

POPULAR WISE CLASSIFICATION

PARTICULARS	NO OF RESPONDENCE	PERCENTAGE
Trend	20	20
Pandemic	37	37
Addiction	9	9
Entertainment	34	34
TOTAL	100	100

Source: Primary data



inference:

The table 3.11 reveals that 20 percent of the respondents feels Netflix popular because of trend for being popular ,37 percent of the respondents feels Netflix popular because of pandemic ,9 percent of the respondents feels Netflix popular because of addiction,34 percent of the respondents feels Netflix popular because of entertainment. Thus majority of the respondent that is 37 percent feels Netflix popular because of pandemic for being popular.

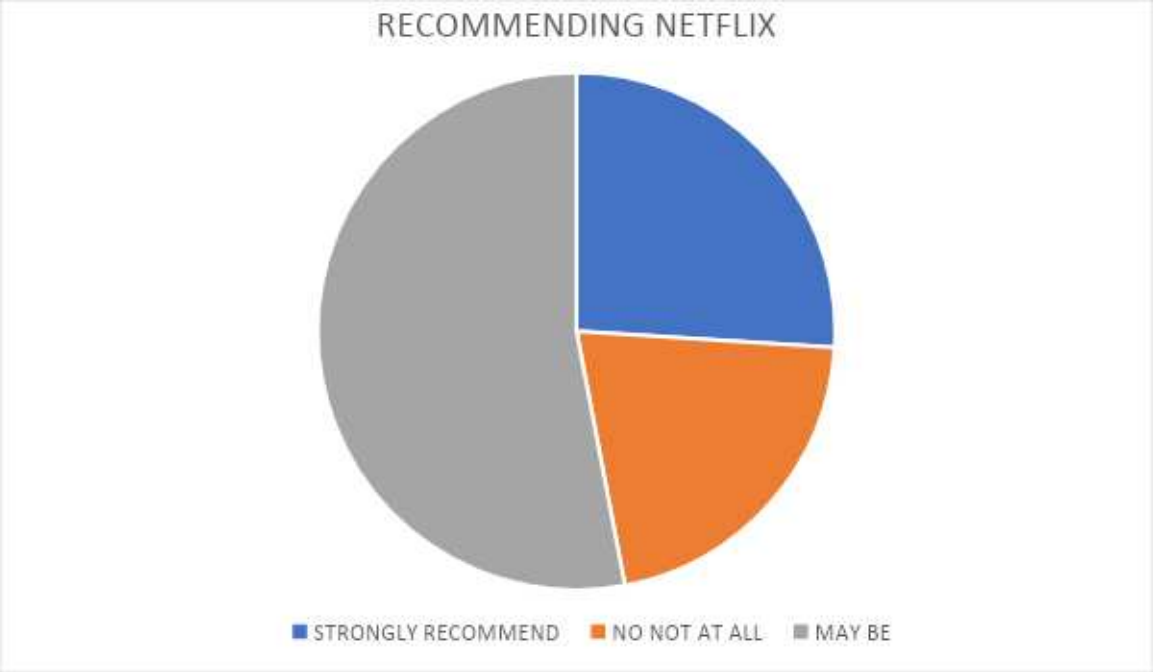
RECOMMEND NETFLIX TO YOUNGSTERS

TABLE 3.11

RECOMMENDING WISE CLASSIFICATION

PARTICULARS	NO OF RESPONDENCE	PERCENTAGE
I Strongly recommend	26	26
No Not at all	21	21
Maybe	53	53
TOTAL	100	100

Source: Primary data



inference:

The table 3.12 reveals that 26percent of the respondents strongly recommend Netflix to the youngsters,21 percent of the respondents not at all recommend Netflix to the young sters ,51 percent of the respondents may recommend Netflix to the youngsters .

Thus majority of the respondent that is 53 percent of the respondents may recommend Netflix to the youngsters.

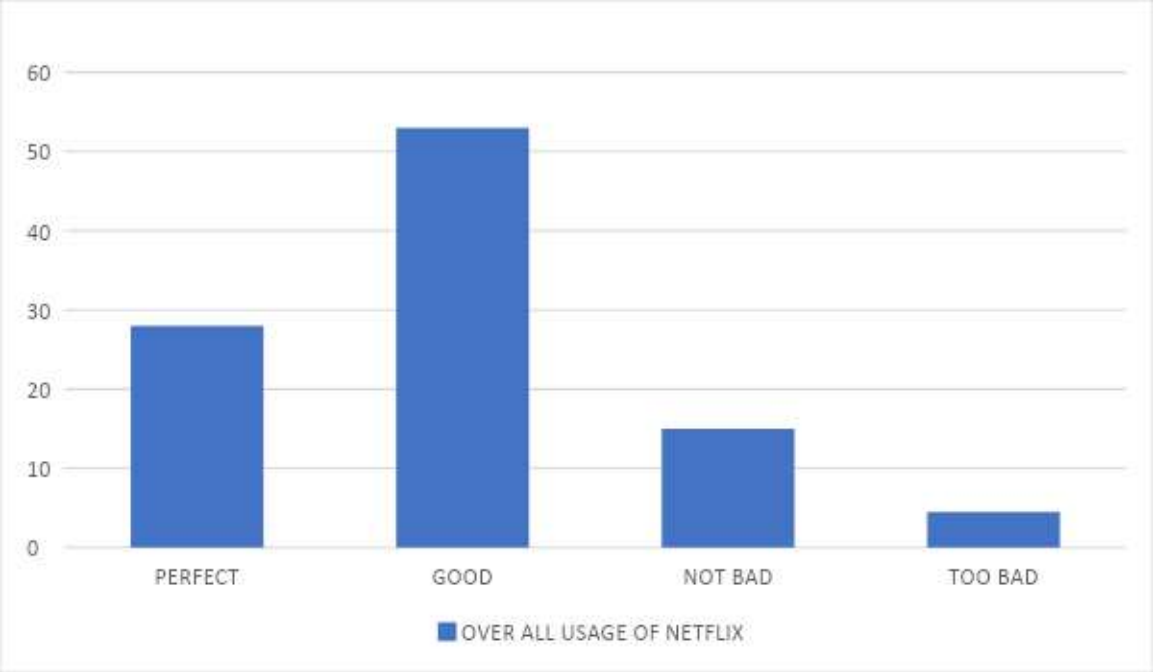
OVERALL USAGE OF NETFLIX

TABLE 3.12

OVERALL USAGE WISE CLASSIFICATION

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Perfect	28	28
Good	53	53
Not bad	15	15
Too bad	4	4
TOTAL	100	100

Source: Primary data



inference:

The table 3.13 reveals that 28 percent of the respondents usage of Netflix are perfect ,53 percent of the respondentsusage of Netflix are good ,15 percent of the respondentusage of Netflix are not bad ,34 percent of the respondentsusage of Netflix are too bad Thus majority of the respondent that is 53 percent of the respondentsusage of Netflix are good.

NETFLIX SUBSCRIPTION

TABLE 3.13

SUBSCRIPTION WISE CLASSIFICATION

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
HIGH	36	36
LOW	10	10
MODERATE	54	54
TOTAL	100	100

Source :Primary data

inference:

The table 3.13 reveals that 36 percent of the respondents are high in Netflix subscription,10 percent of the respondents are low in Netflix subscription and 54 percent of the respondents are moderate in netflix subscription.

Thus the majority of the respondents that is 54 percent of the respondents are moderate in netflix subscription.

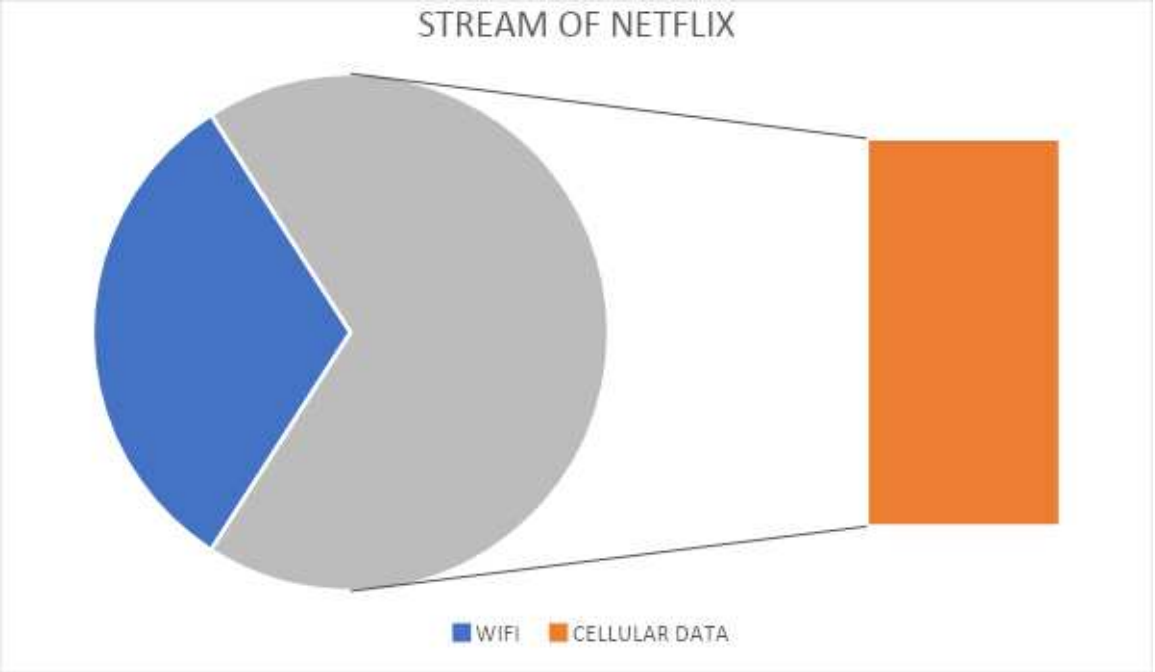
STREAM OF NETFLIX

TABLE 3.14

STREAM OF NETFLIX WISE CLASSIFICATION

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
WIFI	35	35
CELLULAR DATA	75	75
TOTAL	100	100

Source: Primary data



inference:

The table 3.14 reveals that 35 percent of the respondents use wifi to watch Netflix and 75 percent of the respondents use cellular data to watch Netflix.

Thus majority of the respondents that is 75 percent of the respondents use cellular data to watch Netflix.

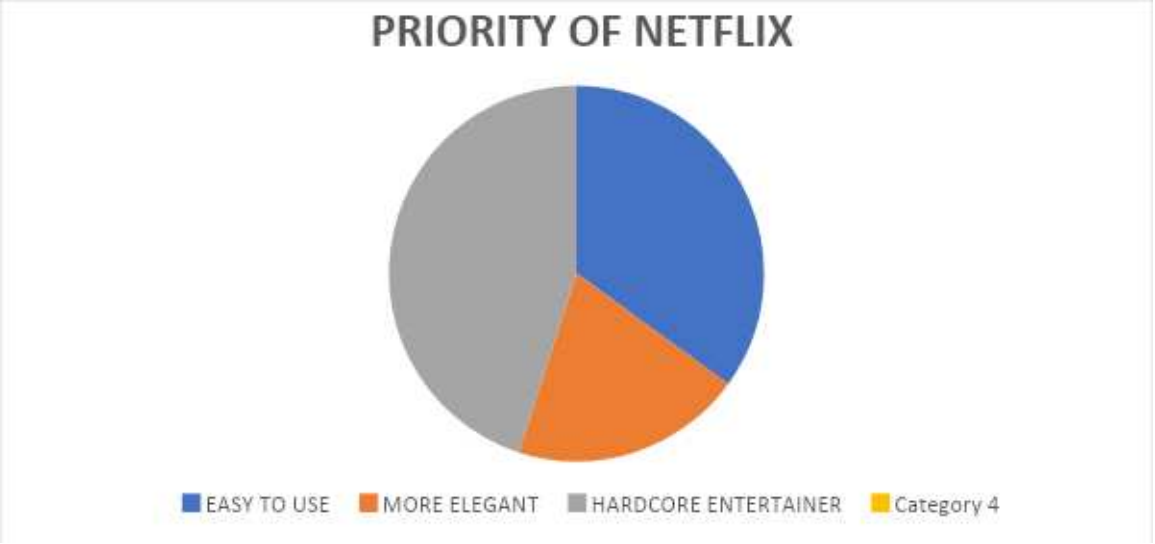
PRIORITY OF NETFLIX

TABLE 3.15

PRIORITY OF NETFLIX WISE CLASSIFICATION

PARTICULARS	NO OF RESPONDENCE	PERCENTAGE
EASY TO USE	35	35
MORE ELEGANT	20	20
HARDCORE ENTERTAINER	45	45
TOTAL	100	100

Source: Primary data



inference:

The table 3.15 reveals that 35 percent of the respondents priority are easy to use Netflix ,20 percent of the respondents priority are more elegant and 45 percent of the respondents priority are hard core entertainer.

CHAPTER IV

FINDINGS AND SUGGESTIONS

CHAPTER IV
FINDINGS AND SUGGESTIONS

FINDINGS.

The following are the analysis and the interpreted values infered from the data table collected from respondents:

From the table 3.1 ,it is assumed that majority of netflix viewers are respondents in the age category 18 – 35 with 65 % and respondents above the age of 50 are considerably less with the percentage of 10.

Female respondents who are netflix users are considerably high with 67% and male respondents falls back with 33 % .

45 % of netflix users are assumed to be undergraduates and school students seem to be of lesser number with 14 %.

Netflix provides various subscription prices for consumers with different price range ,71 % of respondents prefer minimum package value of Rs.2600.

75% of respondents belong to a family of 4 – 7 members.

Smartphones are the majorly used portal to stream netflix with 62 % of respondents.

77% of respondents chose english content as their prefered language provided by netflix.

Word of mouth has been the biggest influence for users to watch netflix 53 % of users were induced by friends.

Respondents prefer 2 – 6 times a week with relatably high rate of 41 %.

Table 3.9 and 3.10 infers that consumer satisfaction towards the content provided by netflix with ercentage rate of 60% of respondents were satisfied and 44% of respondents love the content provided by the streaming platform.

Users point of view on netflix's tremendous popularity in recent times has been due to the pandemic and 37% of respondents agree to it.

53% of respondents have agreed that they may recommend about the streaming platform netflix to other.

53 % of respondents chose that overall usage of netflix as good.

SUGGESTIONS

The following are the suggestions made by the researcher

Netflix should cost less so people don't switch to T.V.s and torrents.

Netflix need to have new laws according to age of users.

Not all movies and series are available in Netflix platforms, customers suggest that it could be made available.

It is suggested to avail certain offers occasionally, which would create an urge on the customers to subscribe.

We think new movies should continue getting released in Netflix platforms, so that they don't lose their customer base.

CHAPTER V

CONCLUSION

CHAPTER V

CONCLUSIONS

This chapter makes a summary of the topic discussed over the length of this report, focusing on the different perspectives obtained from the report. The increasing demand of OTT platforms in India has also let other competitors to enter into the pool of market which Netflix needs to counter. We know Netflix is losing its share in the USA and trying its hand on India. India being huge market comes with huge competition to deal with so providing value for money 5o the customers by providing better content then others in comparable prices will be better option. The above research tells us that Netflix needs to gear up for the upcoming competition it has to face in the coming era of digital India in the future. No doubt Netflix has an extra ordinary subscriber base in India but needs to be maintained by providing content which are available for multiple locations. Our analysis supported our hypothesis that users have different levels of expectation based on the method used to deliver the video content. When users watch online movie content such as Netflix or Hulu, they have a lower level of expectation than when they are watchingon-demand content. This preset expectation influences the way they perceive and assess the video quality as well as the amount they are willing to spend on the content. Our results also suggest that when a stream is starting and network conditions impair quality, the system should begin at a reduced quality and improve over time. Content providers can still satisfy customers if they start with a bad quality stream and improve the quality marginally over time. This could lead to better bandwidth management for cable providers and result in a conservation of resources.

ANNEXURE

ANNEXURE – I

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- https://research.netflix.com/

ANNEXURE – II

QUESTIONNAIRE

DEMOGRAPHIC PROFILE

1.Name (Optional0

2.Age

[i] Below 18

[ii]18-35

[iii]35-50

[iv]Above 50

3.Gender

[i] Male

[ii]Female

4.Educational Qualification

[i]School

[ii]UG

[III]PG

[IV]Employed

5.Occupation

[i]Employed

[ii]Self Employed

[iii]Unemployed

[iv] Student

6.Locality

[i]Rural

[ii]Urban

[iii]Semi Urban

7, Marital Status

[i]Married

[ii]Unmarried

8.Size of the family

[i] Below 4

[ii]4-7

[iii]7-9

9.Which online stream you use often?

[i]Amazon Prime

[ii]Disney plus hotstar

[iii]Netflix

10.What do you use the most out of you're Netflix subscription?

[i]Movies

[ii]TV shows

[iii]Series

[iv]All of the above

11.Select the appropriate amount you could spend a year on Netflix

[i]2400

[ii]6000

[iii]9600

[iv]12000

12.Which portal do you use to stream Netflix content?

[i]Smartphone

[ii]TV

[III]Laptop ,Computer

13.Indicate how many times during a given month you watch contents on Netflix?

[i]Everyday

[ii]2-6 times a week

[iii]Once a week

[iv]Once a month

14.Which language do you prefer to watch you're Netflix content?

[i]Tamil

[ii]English

[iii]Hindi

[iv]Other languages

15.Who influences you to watch Netflix?

[i]Self Influence

[ii]Friends

[iii]Family

[iv]Advertisement

16.How long you have been a Netflix user?

[i]A Month

[ii]3 &Below

[iii]5&Below

[iv]A Year

17.In which mode you stream Netflix?

[i]Wifi

[ii]Cellular Data

18.What is you're level of statisfaction to watch Netflix?

[i]Satisfied

[ii]Neutral

[iii]Dissatisfied

19.Do you think price of Netflix is worthy enough ?

[i]Yes

[ii]No

[iii]Maybe

20.What do you feel about Netflix being so popular?

[i]Trend

[ii]Pandemic

[iii]Addiction

[iv]Entertainment

21.Why is Netflix a priority?

[i]Easy to use

[ii]More Elegant

[iii]A Hardcore entertainer

22.How big fan you are of the orginal contents that Netflix produces by itself?

[i]I Love It!

[ii]Not a big fan

[iii]Neutral

23.How strongly would you recommend Netflix to the Youngsters of the Nation?

[i] I Strongly recommend

[ii]No not at all

[iv]Maybe

24.Do you think Netflix walks the extra mile to delight the customers?

[i]Yes

[ii]No

[iii]Maybe

25.How was you're overall usage of you're Netflix India?

[i]Perfect

[ii]Good

[iii]Not Bad

[iv]Too Bad

ONLINE LEARNING AND ITS EFFECTS ON FUNCTIONAL HEALTH

A project report submitted to PG and Research Department of Commerce

ST. MARY'S COLLEGE (Autonomous), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

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

BACHELOR OF COMMERCE

Submitted by

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ST. MARY'S COLLEGE (AUTONOMOUS)

(Reaccredited with 'A+' Grade by NAAC)

Thoothukudi-628001

APRIL - 2021

DECLARATION

We hereby declare that the project entitled "**ONLINE LEARNING AND ITS EFFECTS ON FUNCTIONAL HEALTH**" is submitted in partial fulfilment of the requirement of the work done under the guidance and supervision of **MS. A. AMORA M.Com., B.Ed., M.Phil., SET.,** PG and Research Department of Commerce, Thoothukudi. This project has not previously formed the basis for the award of any degree diploma, fellowship or any other similar titles and it represents entirely an independent work on the part of us.

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A. MARIA PRAGATHISTA	18AUCO33	A. Maria Pragathista.
I. RAMU GOKILA	18AUCO53	Ramu Gokila
S. SUBITSHA RAJ	18AUCO68	Subitha.

Place: Thoothukudi

Date: 10.04.2021

CERTIFICATE

It is certified that this project work entitled "**ONLINE LEARNING AND ITS EFFECTS ON FUNCTIONAL HEALTH**" is submitted to **ST. MARY'S COLLEGE (AUTONOMOUS)** Thoothukudi affiliated to **MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI** in partial fulfilment of the requirement for the degree of **BACHELOR OF COMMERCE, ST. MARY'S COLLEGE (AUTONOMOUS),** Thoothukudi during the year 2020-2021 by the following students.

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ACKNOWLEDGEMENT

We acknowledge the abundant blessings and grace of God Almighty who has been our source of energy and knowledge.

Our special thanks to our Principal **Dr.Sr.A.S.J. Lucia Rose M.Sc., PGDCA, MPhil., Ph.D.**, for the constant and blessings for doing this work successfully.

It is our pleasure to extend our thanks to the Head of the Department of Commerce **Dr.G. Stella Beatrice Nirmala M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT, DGT** for her valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude to our guide **Mrs.A.Amora M.Com.,B.Ed.,M.Phil.,SET** for the excellent and the 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.

THE GROUP

CONTENTS

CHAPTER	TITLE	PAGE NO.
I	INTRODUCTION OF THE STUDY	1-6
II	PROFILE OF THE STUDY	7-33
III	ANALYSIS AND INTERPRETATION	34-53
IV	FINDINGS AND SUGGESTIONS	54-55
V	CONCLUSION	56
	REFERENECE ANNEXURE I QUESTIONNAIRE ANNEXURE II BIBLIOGRAPHY	 57-60 61

LIST OF TABLES

S.NO	TITLE	PAGE NO.
3.1	GENDER	34
3.2	MARITAL STATUS	35
3.3	EDUCATION	36
3.4	TYPES OF INSTITUTION	37
3.5	LOCALITY	38
3.6	PART TIME WORKING STATUS	39
3.7	LIKENESS OF ONLINE LEARNING	40
3.8	REASON FOR LIKING	41
3.9	PLATFORM FOR ONLINE LEARNING	42
3.10	GADGETS USED FOR ONLINE LEARNING	43
3.11	BEST APP	44
3.12	ONLINE LEARNING – TIME CONSUMING	45
3.13	ONLINE LEARNING ISSUE	46
3.14	HEALTH ISSUE	47
3.15	RATE OF HEALTH BEFORE AND AFTER COVID	48
3.16	MENTAL ILLNESS	49
3.17	REMEDIES TO OVERCOME FROM THE MENTAL ILLNESS	50
3.18	NETWORK ISSUES	51
3.19	ENTRY OF VIRUS WHILE INSTALLING APPS	52
3.20	FEATURES AFFECTED DUE TO FUNCTIONAL HEALTH	53

CHAPTER – 1

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION:

Online learning is a way to deliver learning remotely to those who choose not to attend from a physical location. At formal institutions like colleges and universities, online learning is delivered via a Learning Management System (LMS) that allows instructors to create and add content, assignments, and activities that students can access with an Internet connection on a computer or mobile device. This is not only the form of online learning, but it is the most utilized method to receive a formal education, and allow instructors and students to create a learning community for their classes.

A learning system based on formalised teaching but with the help of electronic resources is known as E-learning. While teaching can be based in or out of the classrooms, the use of computers and the Internet forms the major component of E-learning. E-learning can also be termed as a network enabled transfer of skills and knowledge, and the delivery of education is made to a large number of recipients at the same or different times.

Earlier, it was not accepted wholeheartedly as it was assumed that this system lacked the human element required in learning. However, with the rapid progress in technology and the advancement in learning systems, it is now embraced by the masses. COVID-19 forces us to enter for online learning. Books are gradually getting replaced by electronic educational materials like optical discs or pen drives. Knowledge can also be shared via the Internet, which is accessible 24/7, anywhere, anytime. Now more than 6 million students are currently in online courses as part of their higher education program. Almost half of all students enrolled in online courses are educated exclusively through distance education. As per research 85% of students think that online learning is the same or better than the traditional classroom experience. Combining new computer-based technologies and software platforms improves the instruction by:

- Overcoming the time and place constraints on instruction found in traditional classrooms.
- Making available to students a greater breadth of information about course topics.
- Providing a means to more closely monitor and facilitate student progress.
- Facilitate more active participation and interaction.
- Provide instructors with an increase range of instructional techniques and options.

This can create a positive online learning environment increasing the adaptability of students that translate to better grades.

DEFINITION:

"Online education is electronically supported learning that relies on the Internet for teacher/student interaction and the distribution of class materials."

FUNCTIONAL HEALTH:

Functional health involves the assessment of the client's physical and mental capacity of participate in day-to-day activities. It includes assessment of:

- **Activities of daily living (ADL):**

ADL as illustrated in daily basic tasks those are fundamental to everyday functioning (e.g., dressing, eating, hygiene, etc.).

- **Instrumental Activities of Daily Living (IADL):**

IADL as illustrated in more complex daily tasks that allow people to allow function independently (e.g., managing finances, learning, taking medicine). Assessment of IADL may be particularly important to inquire about with adolescents or young adults who are managing their studies in online mode.

The transition to online learning has influenced not only teachers, who have had to a mend their courses, but also students who have had to adjust to a new learning environment. In online learning, physically and mentally students are affected.

Physical health:

Physical health is the well-being of the body and the proper functioning of the organism of individuals, which is a normal condition for individuals of both physical and mental condition who are not suffering from any type of sickness. Continuously watching the screen leads to eye problems, headache. Using headphones in high volume leads to ear pain. One of the major consequences of the transition to online learning is its impact on student health, specifically sleep habits. Students in different time zones than their institutions are now sacrificing sleep to wake up for classes on Zoom.

Mental health:

Mental health includes our emotional, psychological, and social well-being. It affects how we think, feel, and act. It also helps determine how we handle stress, relate to others, and make choices. Mental health is important at every stage of life, from childhood and adolescence through adulthood. Especially students are also affected by mentally. They worried about their career. Their stress level increasing during online learning.

1.2 STATEMENT OF PROBLEM:

In the last few months, the globe has been overwhelmed by the pandemic COVID-19. It forces us to enter a new platform of learning called online learning. Online learning plays a vital role in educational sector. Though there are so many benefited sakes, it arrives plenty of detriment for the students. it affects them by physically as well as mentally. In precise, the research is intended to know the exact students' view of online learning and the effects of the functional health of the students.

1.3 OBJECTIVES:

- ✓ To know the students performance level on line learning.
- ✓ To know the course available for the students in online learning.
- ✓ To find out whether the students are benefited through online learning.
- ✓ To analyse the functional health of the students.
- ✓ To examine the expectation and satisfaction level in online learning.
- ✓ To compare the online and offline learning.

1.4 REVIEW OF LITERRATURE:

Allen, I. E., & Seaman, J. (2013). Changing course: Ten years of tracking online education in the United States.

The study addresses: Massive Open Online Courses (MOOC), is online learning strategic, how many students are learning online, does it take more faculty time and effort to teach online, are learning outcomes in online comparable to face-to-face, has faculty acceptance online increased, and barriers to widespread adoption of online learning.

Bell, B. S., & Fedeman, J. E. (2013). E-learning in postsecondary education.

The study found during the fall 2010 term 31 percent of U.S. college students took at least one online course. The primary reasons for the growth of e-learning in the nation's colleges and universities include the desire of those institutions to generate new revenue streams, improve access, and offer students greater scheduling flexibility. Yet the growth of e-learning has been accompanied by a continuing debate about its effectiveness and by the recognition that a number of barriers impede its widespread adoption in higher education.

Bryant, J., & Bates, A. J. (2015). Creating a Constructivist Online Instructional Environment.

This paper describes the ways in which social constructivist learning was fostered in an online teacher education program, and explores the potential of certain online tools and methods to facilitate a social constructivist approach to preparing teachers in a virtual program model.

Cole, M. T., Shelley, D. J., & Swartz, L. B. (2014). Online instruction, E-learning, and student satisfaction: A three year study

This article presents the results of a three-year study of graduate and undergraduate students' level of satisfaction with online instruction at one university. Overall, students rated their online instruction as moderately satisfactory, with hybrid or partially online courses rated as somewhat more satisfactory than fully online courses. "Convenience" was the most cited reason for satisfaction. "Lack of interaction" was the most cited reason for dissatisfaction. Preferences for hybrid courses surfaced in the responses to an open-ended question asking what made the experience with online or partially online courses satisfactory or unsatisfactory.

Crawford Ferre , H. G., & Wiest, L. R. (2012). Effective online instruction in higher education.

This article is a summary of effective practices in online instructional methods, including course design, interaction among course participants, and instructor preparation and support.

Wang, Y. D. (2014). Building student trust in online learning environments

The study represents an attempt to address the challenge by identifying the social and technical factors that can likely induce or influence students' perception about the trustworthiness of an online course and integrating the factors into a socio technical framework that can be empirically validated.

Aman Jindal ,Dr. B P S Chahal (2020)Challenges and Opportunities for Online Education in India

This is study represents Online education can change the whole future scenario in education if it can be implemented in joint collaboration with industry, universities and government. Drastic changes in course curriculum are required to bridge the gap so that students are industry ready after passing out.

Education process needs to be changed by making it more practical with the use of technology. Also course should be designed in different language to increase their reach and more opportunities for youth of rural India. Innovations are required to design ways to increase the social skills of online learners.

1.5 SCOPE OF THE STUDY:

This attempt is to study about the effects of functional health of the students in online learning and expectation, behaviour and satisfaction level of the students with the help of the respondents.

1.5.1 AREA OF THE STUDY:

The study has conducted among the users of online mode for their education.

1.5.2 PERIOD OF STUDY:

The study has conducted during the period ranging from December 2020 to March 2021.

1.6 COLLECTION OF DATA:

Both primary and second data were used in this study. The primary methods of data collection that is questionnaire techniques used to collect the data required. Convenience sampling methods for the study and about 100 samples collected for the study through Google form.

1.6.1 PRIMARY DATA:

To achieve the objectives of the study the primary data has collected through questionnaire through Google form. This questionnaire is to gather information related to the learners expectations towards online learning and its effect on functional health.

6.2 SECONDARY DATA:

The secondary data has collected through magazines, journals, books, newspaper and internet websites.

1.7 CONSTRUCTION OF TOOLS:

The researcher had a discussion with a group of students of learning through online. Based on the discussion questionnaires were constructed to elicit the required information from the respondents. The questionnaire was prepared in Google form and link is shared among the respondents. A copy of questionnaire appended.

1.8 SAMPLING DATA:

By adopting convenience sampling method, a sample of 100 students respondents are selected the questionnaire link was forwarded to get the primary data from them.

1.9 METHODOLOGY:

The collected data analyzed by using the following statistical tools namely,

(i) Percentage analysis,

(ii) Graphical methods,

(iii) Ranking method.

1.10 PROCESSING OF DATA:

The questionnaire was prepared in such a way that it would be easy for respondents to answer and easy to process data. The questionnaire consists of multiple choices, Yes/No type and Ranking question. Regarding the multiple-choice question, the respondents tick the best option and in the ranking questions should rank the options.

1.11 FRAMEWORK OF ANALYSIS:

Regarding the study of online learning and its effects on functional health, the researcher collected all primary and secondary data to make a clear view of the project. The data collected through questionnaire and schedules were tabulated, classified and analyzed based on

- Percentage method
- Chi-Square test
- Likert's scale analysis
- Garrett Ranking Method

1.12 LIMITATIONS OF THE STUDY:

Due to time constraint, the most essential information had taken for the study.

Only 100 respondents filled the question.

CHAPTERIZATION:

Chapter I – Introduction and design of the study

Chapter II- Profile of the study

Chapter III – Analysis and Interpretation of data

Chapter IV – Findings and suggestions

Chapter V – Conclusion

ANNEXURE:

- Questionnaire
- Bibliography

CHAPTER 2

PROFILE OF THE STUDY

ONLINE LEARNING:

Online learning is a term used to describe distance or correspondence courses that are offered over the Internet. The courses offered through online learning cover a wide range of subjects, audiences, and prices. This educational method is growing in popularity as a cost-effective method of providing access to education for a large population. Online learning can be done from any location with internet access.

There are five main reasons behind the growth in online learning: access, efficiency, stability, cost, and technology. The explosion in online learning tools and the adoption of this method by both college and high schools around the world speaks to the fundamental desire for more education. The expanded access to knowledge and information provides the groundwork necessary for many people to start new careers and gain new skill.

Online learning involves courses offered by college that are 100% virtual, excluding massively open online courses (MOOCs). Online learning, or virtual classes offered over the internet, is contrasted with traditional courses taken in a brick-and-mortar school building. It is the newest development in distance education that began in the mid-1990s with the spread of the internet and the World Wide Web. Learner experience is typically asynchronous, but may also incorporate synchronous elements. The vast majority of institutions utilize a Learning Management System for the administration of online courses. As theories of distance education evolve, digital technologies to support learning and pedagogy continue to transform as well.

HISTORY:

The first correspondence courses began in the 1800s using parcel post to reach students who couldn't be on a university campus. By the early 1900s, communication technologies improved and distance education took to the radio waves. In 1919 professors at the University of Wisconsin began an amateur radio station, becoming the first licensed radio station dedicated to educational broadcasting. Soon after, access to higher education was again expanded through the invention of the television; giving birth to what was known as the telecourse. The University of Iowa began to experiment with television for educational purposes in the 1930s. It was not until the 1950s, when the FCC began to reserve television frequencies for educational purposes, that telecourses caught the attention of the public. The value of television for education was furthered by the establishment of the Corporation for Public Broadcasting (CPB) in 1967. The CPB mission was "to encourage the growth and development of public radio and television broadcasting, including the use of such media for instructional, educational, and cultural purposes" .

Online learning emerged in 1982 when the Western Behavioral Sciences Institute in La Jolla, California opened its School of Management and Strategic Studies. The School employed computer conferencing to deliver a distance education program to business executives. In 1989 the University of Phoenix began offering education programs through the internet. In 1993 with the debut of the first Internet web browser, created by the University of Illinois, online learning began to flourish. In 1998, the first fully online programs were founded: New York University Online, Western Governor's University, the California Virtual University and Trident University International.

The Educational Technology Leadership Program, through the Graduate School of Education and Human Development at The George Washington University, offered a Masters degree beginning in 1992. The program, developed by Dr. William Lynch, originally delivered course content in association with Jones Intercable's Mind Extension University (ME/U). Classes were broadcast via satellite late at night, and student communicated through a Bulletin Board system.

Their first cohort graduated in May, 1994. By early 1996, Bill Robie transitioned the ETL Program to the Internet where the graduate degree program was offered completely online. He assembled a set of web-

based tools and HTML pages that allowed asynchronous communication among students and faculty, the delivery of lectures, drop boxes for assignments, and other features that have since become the core toolkit for course management systems.

In 2000 only 8% of students were enrolled in an online course, but by 2008 enrollment had increased to 20%.[1] The expansion of online education has not slowed either; by the fall of 2013 nearly 30% of all postsecondary students were enrolled in some kind of distance education course. Although the data on online course and program completion are complex, researchers have noted high rates of attrition (ranging from 20%-50%) among students enrolled in online courses compared to those who take traditional face-to-face courses.

In 2020, the global coronavirus pandemic prompted many universities to hastily transition to online learning in lieu of holding classes in person.

ONLINE OPERATOR:

Given the improvements in delivery methods, online learning environments provide a greater degree of flexibility than traditional classroom settings. Online platforms can also offer more diverse representations of student populations as learners prepare for working in the twenty-first century. The diversity comes from interacting with students outside of one's geographical location, possibly offering a variety of perspectives on course content. The courses themselves can also incorporate a wider range of available learning technologies. Courses offered completely online are primarily delivered in an asynchronous learning or synchronous learning format.

Asynchronous learning environments are described as online spaces where work is supported through the use of digital platforms in such a way that participants are not required to be online at the same time. Threaded discussions, e-mail, and telephone calls are options of asynchronous delivery. This gives meaning to the anytime-anywhere appeal of online learning. A benefit of asynchronous learning is the learner having more time to generate content-related responses to the instructor and peer postings; they have time to find facts to back their written statements. The additional time provides an opportunity to increase the learner's ability to process information. The spelling and grammar within postings of an asynchronous environment are like that found in formal academic writing. On the other hand, one of the main limitations of this delivery method is the greater potential for a learner to feel removed from the learning environment. Asynchronous learning is viewed as less social in nature and can cause the learner to feel isolated. Providing the student a feeling of belonging to the university or institution will assist with feelings of isolation; this can be done through ensuring links to university support systems and the library are accessible and operable.

Synchronous learning environments most closely resemble face-to-face learning. Synchronous learning takes place through digital platforms where the learners are utilizing the online media at the same time. When compared to asynchronous learning, synchronous online environments provide a greater sense of feeling supported, as the exchange of text or voice is immediate and feels more like a conversation. If platforms such as web conferencing or video chat are used, learners are able to hear the tone of voice used by others which may allow for greater understanding of content. As in a traditional classroom environment, online learners may feel a need to keep the conversation going, so there is a potential for focusing on the quantity of responses over the quality of content within the response. However the synchronous environment, with real-time responses, can allow for students or instructors to provide clarity to what was said, or alleviate any possible misconceptions.

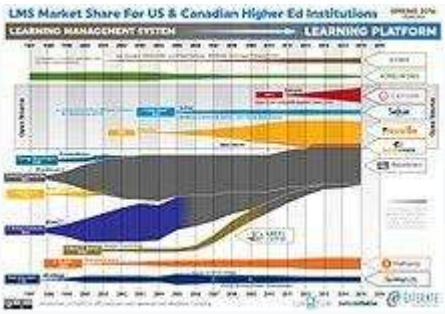
Along these lines and applying the two dimensions of “time distance” and “number of participants”, one can classify online distance courses into four distinct groups:

- MOOCs (massive open online courses): unlimited in the number of participants, enabling them to learn asynchronously at their own pace.
- SMOCs (synchronous massive online courses): unlimited in the number of participants, in which students participate synchronously and in real-time.
- SPOCs (small private online courses) number of students is limited, learning takes place in an asynchronous manner.
- SSOCs (synchronous small online courses) number of students is limited,require participants to follow the lessons in real time.

LEARNING MANAGEMENT SYSTEM :

Most online learning occurs through a college's or university's learning management system (LMS). A LMS is a software application for maintaining, delivering, and tracking educational resources. According to the Educause Center for Analysis and Research (ECAR) use of a LMS is nearly ubiquitous as 99% of colleges and universities report having one in place. Among faculty, 87% report using a LMS and find them useful for "enhancing teaching (74%) and student learning (71%)" p. 10). Similarly, 83% of students use an LMS for their learning, with the majority (56%) using them in most or all courses.

Most institutions utilize LMSs by external vendors (77%), Blackboard currently dominates the LMS environment with an adoption rate of 31.9%, followed by Moodle at 19.1%, and Canvas at 15.3%. However, in the last year Canvas, by Instructure, has gained an increasing amount of the market share (see graphic).



The graphic shows the market share of LMS across U.S. and Canadian higher education institutions

Reflecting these changes the ECAR reported that 15% of institutions are in the process of updating and/or replacing their LMS; the main reasons cited were the need to "upgrade functions (71%), replace legacy systems (44%), and reduce costs (18%)".

ECAR's survey of institutions found that generally, both faculty and students are satisfied with the LMS; with three-quarters satisfied with the LMS for posting content (faculty) and accessing content (students). In contrast, the lowest levels of satisfaction with the LMS reported by faculty were with features that allow for "meaningful" interaction between students and their instructor, students and other students, and for study groups or collaborating on projects .

Similarly, just under half of the students surveyed reported satisfaction of the LMS for "engaging in meaningful interactions with students".

While LMSs are largely being used as a repository for course materials (e.g. syllabus, learning content, etc.) and platforms for the assessment of learning, recent developments are making them more customizable through LTI standards. According to a report by the Educause Learning Initiative the Next Generation Digital Learning Environment will be more responsive to students' needs creating a more customizable experience. The functional characteristics of the next generation of digital learning environments include: "interoperability and integration; personalization; analytics, advising, and learning assessments; collaboration; and, accessibility and universal design"

PROS OF ONLINE LEARNING:

1. EFFICIENCY

Online learning offers teachers an efficient way to deliver lessons to the students. Online learning has a number of tools such as videos, pdfs, podcasts, and teachers can use all these tools as part of their lesson plans. By extending the lesson plan beyond traditional textbooks to include online resources, the teachers are able to become more efficient educators.

2. ACCESSIBILITY OF TIME AND PLACE

Another advantage of online education is that it allows students to attend classes from any location of their choice. It also allows the schools to reach out to a more extensive network of students, instead of staying restricted by the geographical boundaries. Additionally, online lectures can be recorded, archived, and shared for future reference. This allows the students to access the learning material at a time of their comfort. Thus, online learning offers the students accessibility of time and place in education.

3. AFFORDABILITY

Another advantage of online learning is reduced financial costs. Online education is far more affordable as compared to physical learning. This is because online learning eliminates the cost points of student transportation, student meals, and most importantly, real estate. Additionally, all the course or study material is all available online, thus creating a paperless learning environment which is more affordable, while also being beneficial to the environment.

4. IMPROVED STUDENT ATTENDANCE

With online classes, since the classes can be taken from home or location of choice, there are fewer chances of students missing out on lessons.

5. SUITS A VARIETY OF LEARNING STYLES

Every student has a different learning journey and a different learning style. Some students are visual learners, while some students prefer to learn through audio. Similarly, some students thrive in the classroom, and other students are solo learners who get distracted by large groups. The online learning system, with its range of options and resources, can be personalized in many ways. It is the best way to create a perfect learning environment suited to the needs of each student.

CONS OF ONLINE LEARNING:

1. INABILITY TO FOCUS ON SCREENS

For many students, one of the biggest challenges of online learning is the struggle with focusing on the screen for long periods of time. With online learning, there is also a greater chance for the students to get distracted easily with social media or other sites. Therefore, it is imperative for the teachers to keep their online classes crisp, engaging and interactive to help students stay focused on the lesson.

2. TECHNOLOGY ISSUES

Another key challenge of online classes is internet connectivity. While internet penetration has grown in leaps and bounds over the past few years, however in smaller cities and town, a consistent connection with a decent speed is a problem. Without a consistent internet connection for students or teachers there can be a lack of continuity in the learning for the child. This is detrimental to the education process.

3. SENSE OF ISOLATION

Students can learn a lot from being in the company of their peers. However, in an online class, there is minimal physical interactions that students and teachers. This often results in a sense of isolation for the students. In this situation, it is imperative that the school allow for other forms of communication between the students, peers and teachers. This can include online messages, emails and video conferencing that will allow for face-to-face interaction and reduce the sense of isolation.

4. TEACHER TRAINING

Online learning demands the teachers to be technology-friendly and have a basic understanding of using digital forms of learning. However, this is not the case always. Very often, the teachers have a very basic understanding of technology. Sometimes, they don’t even have the necessary resources and tools to conducts online classes. To combat this, it is important for schools to invest in training the teachers with the latest technology updates so that they can conduct their online classes seamlessly.

5. MANAGE SCREEN TIME

Many parents are concerned about the health hazards of having their children spend so many hours staring at a screen. This increase in screen time is one of the biggest concerns and disadvantages of online learning, Sometimes the students also develop a bad posture bad posture, and other physical

problems due to staying hunched in front of a screen. A good solution to this would be to give the student's plenty of breaks from the screen to refresh their mind and their body.

EDUCATIONAL SECTOR DURING COVID – 19 :

In response to significant demand, many online learning platforms are offering free access to their services, including platforms like BYJU'S, a Bangalore-based educational technology and online tutoring firm founded in 2011, which is now the world's most highly valued EdTech company.

Since announcing free live classes on its Think and Learn app, BYJU's has seen a 200% increase in the number of new students using its product, according to Mrinal Mohit, the company's Chief Operating Officer.

Tencent classroom, meanwhile, has been used extensively since mid-February after the Chinese government instructed a quarter of a billion full-time students to resume their studies through online platforms. This resulted in the largest "online movement" in the history of education with approximately 730,000, or 81% of K-12 students, attending classes via the Tencent K-12 Online School in Wuhan.

THE CHALLENGES OF ONLINE LEARNING:

There are, however, challenges to overcome. Some students without reliable internet access and/or technology struggle to participate in digital learning; this gap is seen across countries and between income brackets within countries. For example, whilst 95% of students in Switzerland, Norway, and Austria have a computer to use for their schoolwork, only 34% in Indonesia do, according to OECD data.

In the US, there is a significant gap between those from privileged and disadvantaged backgrounds: whilst virtually all 15-year-olds from a privileged background said they had a computer to work on, nearly 25% of those from disadvantaged backgrounds did not. While some schools and governments have been providing digital equipment to students in need, such as in New South Wales, Australia, many are still concerned that the pandemic will widen the digital divide.

EFFECTIVENESS OF ONLINE LEARNING:

For those who do have access to the right technology, there is evidence that learning online can be more effective in a number of ways. Some research shows that on average, students retain 25-60% more material when learning online compared to only 8-10% in a classroom. This is mostly due to the students being able to learn faster online; e-learning requires 40-60% less time to learn than in a traditional classroom setting because students can learn at their own pace, going back and re-reading, skipping, or accelerating through concepts as they choose.

Nevertheless, the effectiveness of online learning varies amongst age groups. The general consensus on children, especially younger ones, is that a structured environment is required, because kids are more easily distracted. To get the full benefit of online learning, there needs to be a concerted effort to provide this structure and go beyond replicating a physical class/lecture through video capabilities, instead,

using a range of collaboration tools and engagement methods that promote “inclusion, personalization and intelligence”, according to Dowson Tong, Senior Executive Vice President of Tencent and President of its Cloud and Smart Industries Group.

Since studies have shown that children extensively use their senses to learn, making learning fun and effective through use of technology is crucial, according to BYJU's Mrinal Mohit. “Over a period, we have observed that clever integration of games has demonstrated higher engagement and increased motivation towards learning especially among younger students, making them truly fall in love with learning”, he says.

1.STUDENTS PERFORMANCE LEVEL IN ONLINE LEARNING:

The demands of distance education on students are considerably different from the demands of face-to-face instruction. Distance learning requires students to be self-driven and less reliant on others in advancing their coursework . Successful students in distance learning contexts have the ability to study assigned material and to absorb the communicated information on their own.

This is a sharp contrast to courses in face-to-face formats where the constant engagement of the instructor with the students can inspire and drive student learning. Distance learning environments typically lack face-to-face interactions and require students to be effective communicators in a web-based learning environment and to be self-driven in their learning approach.

Furthermore, from an information processing perspective, while face-to-face instruction requires students to be active viewers, listeners and participants within the confines of classroom walls, online courses often require knowledge acquisition to take place through self-administered media such as digitized or print materials, multimedia streaming and the use of discussion boards. The reinforcing effects of face-to-face class discussions are therefore absent in online settings and are often relegated to chat room style non-synchronous online discussion boards. The ability of a student to engage and interact in this new instructional environment may therefore significantly affect his/her ability to absorb class instruction. Knowledge of the degree of fit between a student's learning preferences and the demands of the online learning environment is critical to achieving high performance levels and desired learning outcomes.

Below are some of the factors that influence this relationship and can be used as predictors of student performance:

a) SELF DISCIPLINE:

Research suggests that students who set their own goals, and are able to regulate their use of time efficiently perform better in self-guided educational environments, such as those provided in distance courses (Al-Harthi, 2010; Deture, 2004; Hodges, 2008; Jackson, 2002). The positive impact of self-discipline on performance has been noted by researchers in a variety of fields, including sports (Cockerill, Pyle & Read, 1996), personal development (Gundlach, Martinko & Douglas, 2003) and career planning

(Staples, Hulland & Higgins, 1999). In the absence of regular class meetings typical of traditional face-to-face classes, self-disciplined students who are able to maintain their own pace with the advancement of an online course's content are likely to benefit more from the course than those students who lack such discipline

b) SELF-EFFICACY IN LEARNING:

A student's natural abilities and experience level in self-instruction can significantly enhance the learning experience in distance education settings. Individuals are known to be different in how well they can absorb new knowledge on their own (Lefrancois, 2011). While some individuals rely on the instruction, lecturing, and guidance of tutors, instructors, and coaches, others thrive in independent learning environments. In an online course setting where distance between the instructor and the student exists, both in terms of geography and time, self-efficacy in learning is critical to student success.

c) NEED FOR INTERACTIVITY:

Students vary in the degree to which they rely on social interactions in their learning process. In-class interactivity has been shown to increase student alertness, create cognitive engagement and trigger a social process of learning (Simonson, Smaldino, Albright & Zvacek, 2009). However, while some students enjoy the interactions that exist among students and faculty in a class setting and learn though such interactions, other students may be less engaged and less interactive in such settings (Ueltschy, 2001).

Students who find their learning to be dependent on in-class interactions are likely to benefit more from traditional face-to-face instruction rather than distance education settings.

d) LANGUAGE SKILLS:

Students who are weak in the language of instruction used in a course or are deficient in their reading and writing skills may find their ability to study the required material challenged in an online environment (Al-Harthi,2010; Jackendoff, 1994; Wagner & Hugan, 2011). Since the contents of online courses are often communicated using written material, students with poor language skills may be at a disadvantage compared to students who are well-versed in the language of instruction used in an online course. Poor language skills not only slow down the learning process but they also limit a student's ability to effectively respond to assessment tasks. Language skills increase the speed by which students can study assigned material, improve the amount of learning that takes place, and help increase test scores during assessment, thereby positively influencing learning outcomes and student performance scores.

e) INTRINSIC GOAL SETTING:

Research in human motivation has shown that individuals who challenge themselves and do not shy away from difficult tasks often perform better than those who avoid such challenges (Fisher & Ford, 1998; Maslow,1998). This has been shown to be the case for individuals (and social groups) in a variety of contexts ranging from professional sports, politics and warfare (Deci & Flaste, 1996). Organizational behavior research indicates that intrinsic goals -- those set by the individual -- can orient the individual to achieve those goals at higher performance levels than if the goals were set by others as extrinsic goals (Deci & Flaste, 1996; Maslow, 1998; Thoms, 2009).The embracement of a challenge not only affects the amount of energy exerted but also has subconscious effects on tactical steps taken to achieve success. In a distance learning setting, a student' s degree of intrinsic goal-setting can have positive effects on learning outcomes. Aiming for specific goals such as performance scores and meeting assignment submission deadlines affects a student's ability to effectively engage with the class content. In contrast, an undisciplined approach can

lead to procrastination, missed deadlines, and reduced learning, thereby translating to lower course performance outcomes for the student. It is therefore expected that students with an intrinsic approach to goal setting will perform better in online courses than those who are not intrinsic goal-setters.

f) ACADEMIC FOUNDATION:

When examining student performance and the learning outcomes in any educational context -- online or face-to-face -- it is expected that the student's inherent learning abilities would contribute to learning outcomes. Research has shown that there is a halo effect in learning whereby a strong educational foundation can lead to better future learning outcomes (Artino, 2007; Gerlich, Mills & Sollosy, 2009). Therefore, students with superior academic skills at the onset of a course are likely to benefit more from the educational content provided than those students who lack the necessary foundations. This halo effect may become more pronounced in online settings where limited access to in-person resources for addressing base knowledge deficiencies exist. It is therefore expected that students with superior academic backgrounds would continue to outperform the rest of the students in an online course setting.

While some of the student characteristics discussed above are expected to influence learning outcomes, the degree by which they exert such influence is unknown. In the next section an empirical test of the predictive strength of the above relationships in determining student performance will be conducted.

The effects of the above factors as well as additional student characteristics will be explored and contrasted between two online business courses.

2. THE COURSES AVAILABLE FOR THE STUDENTS IN ONLINE LEARNING:

Online learning is education that takes place over the Internet. It is often referred to as "e- learning" among other terms. However, online learning is just one type of "distance learning" - the umbrella term for any learning that takes place across distance and not in a traditional classroom. Online classes are typically a mix of video recordings or live lectures supplemented with readings and assessments that students can complete on their own time.

An online course is a course that is focused on use of information and communication technology for learning. An online course is the delivery of a series of lessons on a web browser or mobile device, which can be accessed anytime and anyplace. It is designed as an online environment for convenient learning asynchronously.

A set of instructional experiences using the digital network for interaction, learning and dialogue. An online course does not require any face-to-face meetings in a physical location. Similar courses such as web-centric courses (also called hybrid or blended courses) are similar to online courses.

THERE ARE TWO TYPES OF COURSES :(MODE)

1.Free

2.For money: there is a specific way for pay money..

THERE ARE 15 FREE ONLINE LEARNING SITES :

1.Code Academy

2. Hub Spot Academy

3. Moz

4. Learn Vest

5. Niche consultant courses

6. edX

7. Khan Academy

8. MIT Open Courseware

9. Kutztown University of Pennsylvania

10. Coursera

11. Open Culture

12. YouTube

13. Alison

14. Saylor

15. Podcasts.

TYPES OF ONLINE COURSES:

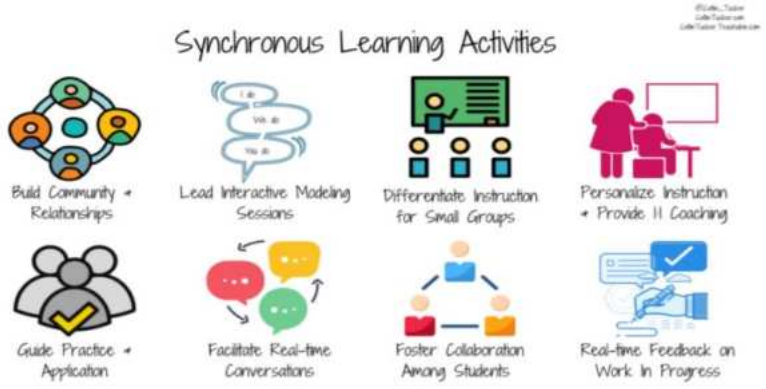
a) MASSIVE OPEN ONLINE COURSE:

A massive open online course is an online course aimed at unlimited participation and open access via the web. In addition to traditional course materials, such as filmed lectures, readings, and problem sets, many MOOCs provide interactive courses with user forums or social media discussions to support community interactions among students, professors, and teaching assistants, as well as immediate feedback to quick quizzes and assignments. MOOCs are a widely researched development in distance education, first introduced in 2008, that emerged as a popular mode of learning in 2012.

b) ASYNCHRONOUS ONLINE COURSES:

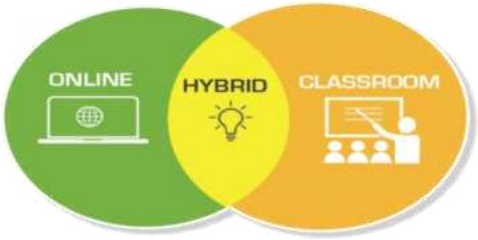
These types of course offerings do not take place in real–time. Students are provided with content and assignments and are given a time frame to complete course work and exams. Interaction usually takes place through discussion boards, blogs and wikis. As a result, there is no class meeting time. Asynchronous online learning environments are effective for students with time constraints or busy schedules.

c) SYNCHRONOUS ONLINE COURSES:



These types of course offerings require the instructor and all enrolled students to interact online simultaneously. Similar in some ways to a webinar, participants interact through text, video or audio chat. Synchronous learning environments enable students to participate in a course from a distance in real time.

d) HYBRID COURSES:



Hybrid courses, also known as blended courses, are learning environments that allow for both in–person and online interaction. Typically, hybrid courses meet in person several times during a semester and provide for computer–based communication in between those face to face sessions.

e) PROVIDING CONTINUITY:

Keeping in touch with students is vital during any changes to your class(es) because of a crisis impacting all or part of campus. You may want to let students know about changes in schedules, assignments, procedures, and

broader course expectations. Early and frequent communication can ease student anxiety, and save you from becoming overwhelmed with individual questions.

Interruptions of courses can occur for a variety of reasons. During an interruption of their classes, students may experience confusion and/or anxiety. It's best to have a plan in place to keep students informed about how the class will proceed.

In conclusion, access to education has become a fundamental aspect of human life . Online learning is a feasible, cheaper and convenient way through which individuals in need of higher education can attain their objectives.

An online learning environment is becoming essential for Institutions around the world attempting to meet the learning needs of their students. A Institutions culture and shared vision is vital to an organization's successful implementation of e-learning.

Online learning is beneficial to the students, tutors and the institution offering these courses. I would therefore recommend that online learning be implemented on all learning institutions and research on how to improve this learning process should be carried out.

Online learning is recognized and opposed in various parts of the world. This paper takes a stand on why online programs need to be supported across the world. Online (virtual) education is a convenient and flexible way of acquiring higher education.

3.REASON FOR LEARNING THROUGH ONLINE MODE:

The education system is the internet and technology have made the education system is not untouched by this development experiencing world so small that just a click makes everything possible. Even our unexplored realms. Over the years, technological advancements have placed online learning before students and made the world realize that it's a boon with end number of advantages. The e-education system has expanded so fast that the students of all ages are benefitted from its advantages.

Referring to the current scenario of COVID-19, no one would have foreseen that online learning could play an important role in imparting knowledge digitally to the students. While online learning has come to rescue students in completing their syllabus irrespective of the nationwide lockdown owing to the pandemic.

ONLINE LEARNING:

Online learning is an educational medium that allows students to participate in courses via the internet. They don't need to visit lecture halls or classrooms, and they can choose to learn whatever they want from the comfort of their own homes. Online learning is also a way for subject-matter experts to pass on their knowledge in a gratifying way. For some, online learning means getting a degree through a university or college's online curriculum offerings.

Counting advantage of digital learning, the students will not only be taught at a low cost but also they may have flexibility in choosing their schedules, availability of study materials, learning new technological tools and in-demand experts whenever needed.

ONLINE LEARNING BENEFITS :

The education system is changing rapidly with all schools preferring online learning platforms to improve the student learning experience. With the help of communication technology and increased internet improving individual connectivity, it has given rise to hope for students to learning experiences.

a) FUN AND EASY :

Nowadays students are more interested in learning with fun activities. They are able to learn more effectively with online classes which have more interesting features, videos, images, documentaries etc. Due to advanced technology, everyone is aware of the digital world and its applications. Whenever you want to study or refer to any study material, online learning can be more effective.

b) AVAILABILITY OF RESOURCES :

Online learning platforms have abundant study materials. You can watch multiple documentaries, videos, chapters and units for all the classes. You just need to type the content you are looking for in the search engine. You can extract information on any topic for learning. And also can approach your teachers for any doubts for the same.

These learning platforms h learn for their tests , practical, assignments, projects and exams. We cannot compare traditional and online learning as both are good at their own way. Instead you should focus on getting benefits from available learning sources.

c) GROUP COMMUNICATION :

Online learning is an important platform for discussion and interaction as well. You can have group discussions with your teachers and fellow classmates and enables you to clear any queries related to the subject. It offers a platform for you to connect with your teachers and friends via emails, chat rooms etc. Also, communicate and interact from different regions or countries.

d) ACCESSIBILITY :

To enhance your learning experience, accessibility is the most important factor in education. There are a lot of students who shy away from asking questions in the classroom. In such cases, online learning helps you to improve questioning skills. Since everything is online, accessing study materials and submitting tasks

is very convenient. Sometimes it happens when you are not able to take down notes for a particular chapter for learning. With the help of online resources, you can access unlimited study materials.

All the lectures and required reading materials are accessible so that you can easily access from the comfort of your home. You can review the course materials repeatedly.

e) FEEDBACK AND ASSESSMENT:

With the help of an online learning platform, students are able to get feedback for their performance. They can identify their mistakes and receive feedback based on their performance. It has feedback and assessment tools that can help you identify your weakness and strengths. Parents and teachers can track their progress.

With this platform teachers are able to create tests, quizzes, assignments and projects using pre-existing question banks.

It also helps to have an automated system for marking their tests and assignments which makes teachers' jobs easy. Online learning provides the most advanced real-time assessment tools for student progress.

f) IMPROVES RETENTION QUALITY:

Online learning enhances retention power among students. It explains concepts and theories in the form of videos, images, descriptions, documentaries, charts etc so that you can remember easily. It makes it easier for students with respect to equations, problem-solving, etc. Its ultimate goal is to retain information for a longer period of time.

When students have the right to choose their own content learning becomes easy and effective. Students can take as much as time required to study and gain ideas from it. With the experience, one can choose any tools that are comfortable and convenient in the learning process.

g) TECHNICAL SKILLS :

Online learning is providing a platform for students to learn new tools that can enhance their learning experience. With reporting tools and analytics, you can automate the marking system, digital tests and tracking the progress of your performance. With the help of such learning platforms there are no geographical barriers. One can find resources from any part of the world.

Learning online skills are very important not just in schools but also in accessing information, communication, interaction, collaboration, etc. It can help to develop new skills in computers and programs. For example, creating and sharing documents, using videos and audio materials for assignments or projects.

h) IMPROVES SELF DISCIPLINE :

Online learning enhances the learning abilities not only in academics but also in an overall improvement of individual personality. It enhances self-motivation, responsibility and time management skills along with learning. Parents give utmost support during the learning process. With this, one will be forced to learn self-discipline by managing the time and tasks. It not only helps us in self-discipline but often translates to other areas of the life such as fitness, ethics, lifestyle and relationships with parents, friends, school and society.

self-paced learning: Self-paced learning means that the students can start completing the targets at any time, and he can arrange a learning schedule that meets his individual needs.

A self-paced system enables them to make progress with rhythm that suits them. This type of system does not require attending live sessions; one can access the materials at any time that works. If we have to work or take care of our home and children during the day, we can study at night. That's an advantage the traditional educational system cannot beat.

l) BOOST THE OPPORTUNITIES:

Online college courses give us the chance to talk about classroom assignments using chat forums or live online discussion sites. We can still exchange ideas and dialog with other students without having to travel to a common meeting place that might not be convenient.

m) JOIN VIRTUAL STUDY GROUPS:

It's possible to form study groups online using free online software like Google Hangout or Join Me to study remotely with others. All we need is our computer, a headset to listen and talk in, and the time to join others virtually to swap ideas about classroom assignments, get questions answered about things that stuck on. We can share screens, present documents, use virtual whiteboards to brainstorm ideas and organize our study projects.

n) MORE CHOICE OF COURSE TOPICS:

Studying online at our own convenience allows us to no longer worry about class location when choosing what to learn next. By taking an online course, we can really focus on the subject we are interested in and choose from the variety of online courses and programs.

4.FUNCTIONAL HEALTH OF THE STUDENTS:

MENTAL HEALTH:

Mental health includes our emotional, psychological, and social well-being. It affects how we think, feel, and act. It also helps determine how we handle stress, relate to others, and make choices. Mental health is important at every stage of life, from childhood and adolescence through adulthood.

Over the course of our life, if we experience mental health problems, our thinking, mood, and behavior could be affected. Many factors contribute to mental health problems, including:

- Biological factors, such as genes or brain chemistry
- Life experiences, such as trauma or abuse
- Family history of mental health problems

Mental health is a dynamic state of internal equilibrium which enables individuals to use their abilities in harmony with universal values of society.

Basic cognitive and social skills; ability to recognize, express and modulate one's own emotions, as well as empathize with others; flexibility and ability to cope with adverse life events and function in social roles; and harmonious relationship between body and mind represent important components of mental health which contribute, to varying degrees, to the state of internal equilibrium.

DEFINITION:

According to the World Health Organization (WHO), mental health is “a state of well-being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community”

This definition, while representing a substantial progress with respect to moving away from the conceptualization of mental health as a state of absence of mental illness, raises several concerns and lends itself to potential misunderstandings when it identifies positive feelings and positive functioning as key factors for mental health.

In fact, regarding well-being as a key aspect of mental health is difficult to reconcile with the many challenging life situations in which well-being may even be unhealthy: most people would consider as mentally unhealthy an individual experiencing a state of well-being while killing several persons during a war action, and would regard as healthy a person feeling desperate after being fired from his/her job in a situation in which occupational opportunities are scarce.

People in good mental health are often sad, unwell, angry or unhappy, and this is part of a fully lived life for a human being. In spite of this, mental health has been often conceptualized as a purely positive affect, marked by feelings of happiness and sense of mastery over the environment .

CONCEPT OF MENTAL HEALTH:

Concepts used in several papers on mental health include both key aspects of the WHO definition, i.e. positive emotions and positive functioning. Keyes identifies three components of mental health: emotional well-being, psychological well-being and social well-being. Emotional well-being includes happiness, interest in life, and

satisfaction; psychological well-being includes liking most parts of one's own personality, being good at managing the responsibilities of daily life, having good relationships with others, and being satisfied with one's own life; social well-being refers to positive functioning and involves having something to contribute to society (social contribution), feeling part of a community (social integration), believing that society is becoming a better place for all people (social actualization), and that the way society works makes sense to them (social coherence).

However, such a perspective of mental health, influenced by hedonic and eudaimonic traditions, which champion positive emotions and excellence in functioning, respectively , risks excluding most adolescents, many of whom are somewhat shy, those who fight against perceived injustice and inequalities or are discouraged from doing so after years of useless efforts, as well as migrants and minorities experiencing rejection and discrimination.

The concept of positive functioning is also translated by several definitions and theories about mental health into the ability to work productively , and may lead to the wrong conclusion that an individual at an age or in a physical condition preventing her/him from working productively is not by definition in good mental health. Working productively and fruitfully is often not possible for contextual reasons (e.g., for migrants or for discriminated people), which may prevent people from contributing to their community.

Jahoda subdivided mental health into three domains: self-realization, in that individuals are able to fully exploit their potential; sense of mastery over the environment; and sense of autonomy, i.e. ability to identify, confront, and solve problems. Murphy argued that these ideas were laden with cultural values considered important by North Americans. However, even for a North American person, it is hard to imagine, for example, that a mentally healthy human being in the hands of terrorists, under the threat of beheading, can experience a sense of happiness and mastery over the environment.

The definition of mental health is clearly influenced by the culture that defines it. However, as also advocated by Vaillant , common sense should prevail and certain elements that have a universal importance for mental health might be identified. For example, in spite of cultural differences in eating habits, the acknowledgement of the importance of vitamins and the four basic food groups is universal.

Covid-19 pandemic has forced schools, colleges and educational institutions to shut down since March. At an age when the primary fulfilling factor is interaction with classmates and enjoying school-life, a school shutdown can wreak havoc in the daily life of students, and cause a number of mental health issues even if they are not easily traceable.

MENTAL HEALTH DURING COVID:

According to a survey carried out by the Indian Psychiatry Society, there was a 20% rise in the number of cases of mental illness at the end of March 2020. Since then, things have become much worse.

“Students are missing out on the crucial balance between studies and play. The emotional effects of being physically distant from their friends, combined with the impact of losing out on playtime could potentially induce stress in students,” says Pravin Prakash, Chief People’s Officer, BYJU’S.

The pandemic-induced normal is causing students to break from their habits and Prakash says that expectation management is very important at this time. Another aspect they should manage is balance creating a balance between work and play can help destress to a great extent.

In the face of the global COVID-19 pandemic, schools have confronted unprecedented challenges as they moved to quickly shift classes to an online format, provide equitable access for all students, support teachers' and students' educational needs, and make plans amidst great uncertainty.

The pandemic itself has caused much worry, stress, and grief. These stressors can cause mental health challenges for anyone and can cause acute symptoms to appear for people who may experience per existing mental health challenges.

Some of the typical indicators teachers may use to identify students experiencing mental health difficulties may not be available. Some teachers may not be meeting with students in person. Some teachers may not have the same student drop-ins. Some teachers may not be able to read students' masked faces. As such, teachers may wonder how students are doing or the degree to which they are struggling, particularly with respect to emotional problems.

MAIN MENTAL HEALTH ISSUES SEEN IN STUDENTS DURING COVID 19 :

Dr. Sanjeev Kanoria, Founder, Suasth Hospital, listed the following common mental health issues seen in students during Covid-19:

1. Irritability and mood swings.

2. Anxiety and low mood

3. Dependence on video games.

4. Emotional eating (excess eating to cope up with emotions such as frustrations, stress, boredom, and fear)

5. Increased social media use which aggravates negative feelings such as comparison, low self-esteem, body image issues etc.

6. Anger, outbursts, isolating self, and video fatigue.

7. Feeling numb and suffering from low motivation.

8. PTSD if exposed to intra-familial violence.

9. Experiments with high-risk behaviours, such as gambling, sexting, watching pornography etc.

There are a few mental health problems in students that are specifically increasing due to Covid-19 and the lockdown. Dr. Divyani Sharma, Co-Founder and Managing Director, The Catalyst Group, and a licensed clinical psychologist, noted the following:

1. Anxiety related to exam preparations and exam results this becomes worse due to the repeated postponement of exams and attending exams online or in ways not attempted before.

2. Depressive thoughts and recurrent suicidal thoughts because of social isolation.

3. Behavioral and emotional disorders due to spending long screen hours.

4. Feeling of distrust due to not being able to physically meet with friends and other peers.

The coronavirus pandemic has become a norm and in order to adapt, schools across the country have switched to remote learning. Children have been asked to stay on track with their syllabus through an online learning model at home. This transition from classroom-based to online learning can be quite stressful for children as it is a change from their normal structure and they are not accustomed to the new way of learning. At the moment, it is important for parents and teachers to acknowledge the anxiety that students might be feeling

Due to stress, parents might start noticing behavioural changes in their children such as excessive arguments, refusals, opposition, defiance, or withdrawal, and it is not unusual for some kids to fall further behind. During this phase, parental support and guidance is very crucial.

MENTAL AND PHYSICAL HEALTH:

We separate the consideration of mental health from physical health. These two are deeply interrelated. The mental and emotional pressures faculty and students may be experiencing can be expressed in deteriorated physical

health. Anxiety and stress can lower immunity, subjecting people to illness, and not just the common cold. People with high levels of self-reported distress are found to be 32 percent more likely to die of cancer; depression has been associated with heart disease. These are not trivial effects. They are life altering and destructive.

Most students are feeling the strain. For many, that strain begins with the eyes. Those unaccustomed to squinting at poorly adjusted computer screens in suboptimum ambient lighting are subjected to eyestrain that can have lasting effects. Ophthalmologists recommend taking breaks from screen reading every 20 minutes and adjusting room lighting to avoid glare and reflections.

Supporting the mental health needs of online students is a critical mission for each university. The radical change in lifestyle can feed loneliness, anxiety and even lead to depression. Faculty members are now at the front line of responsibility for identifying emotional and mental health issues. No one else is monitoring the students in most cases. On campus, those students may be observed by classmates, resident advisers and other campus staff who observe students informally every day. But, online, those students often are not seen by fellow students, advisers or others. They are living in unobserved anonymity. Faculty are often the primary direct contact with online students. A number of key indicators of possible concern are identified in this article by Jennifer Patterson Lorenzetti, which cites important research by Bonny Barr of Creighton University.

The COVID-19 crisis is taking a heavy toll, much of which has not been recorded. But, early on, it is clear that the stresses are disproportionately placed on the shoulders of women. The international aid organization CARE conducted a study of indirect impacts of the crisis among more than 10,000 men and women:

One of the biggest disparities they found in their research was that 27% of women had reported increases in challenges in relation to mental illness. This compared to 10% of men. They identified that due to the fact that unpaid labor in the house had increased exponentially in many cases this had led to stress, worries about food, work and health care. Women were also almost twice as likely to report that accessing quality healthcare services that they needed had been harder during the pandemic. more than half of the women studied had encountered some sort of income loss as had one-third of the men. The loss of income, added to the pressures of less contact with others and the need to adapt to digital exchanges makes for even more challenges.

So, those at the front line of engaging students have enhanced responsibilities in this COVID time. We need to be both vigilantly observant of possible symptoms of serious problems while at the same time, being gracefully supportive of our learners.

5.EXPECTATION AND SATISFACTION LEVEL:

As online learning is growing, institutions and instructors have become more interested in knowing what factors influence students' learning and satisfaction in online learning environments. This becomes more important for studies.

They are several factors that influence students' satisfaction with online learning,which can be categorized into three themes: course quality, interaction/communication, and learners' characteristics.

In this , course quality included measures of course/instructional design, teaching materials, well-organized content, assessment strategies, clear course objective and expectations, alignment of instructional content and assessment, perceived ease of use, and workload . Course design and course quality have a strong effect on satisfaction in online learning: students are more satisfied with well-designed online courses that have clear goals and are easy to navigate.

Another line focuses on the effect of human social interaction on students' satisfaction. Most concluded that students who have more opportunities to receive constructive and detailed feedback from, and interact with, instructors are more satisfied with their online learning experiences . In addition, students who have more opportunities to communicate and have discussions with their classmates report greater satisfaction with their online learning experiences found that audio feedback is more effective than text-based feedback. Some researchers who have examined the role of course design and interaction on student satisfaction have emphasized the crucial role of course design and the quality of learning materials in students' learning and satisfaction .

Another line has investigated the role of student characteristics that contribute to their satisfaction with online learning. Kauffman argues that online learning probably is not appropriate for every student and identifying characteristics of students that contribute to their success or failure in online learning environments are important in the design of online courses.

Berenson, Boyles and Weaver found that students with higher emotional intelligence are more successful in online learning while aggressive students and those with an external locus of control are less successful in online learning environments. Results of other studies indicated that self-efficacy, self-regulation, computer-related anxiety, need for affiliation, and learning orientations play important roles in students' satisfaction and success in online learning environments.

6.COMPARISON OF ONLINE AND OFFLINE:

ONLINE CLASS:

An online class is a course conducted over the Internet. They are generally conducted through a learning management system, in which students can view their course syllabus and academic progress, as well as communicate with fellow students and their course instructor. Online classes are generally self-paced, allowing for greater flexibility in completing coursework.

OFFLINE CLASS:

In Offline class is where a teacher moderates and regulates the flow of information and knowledge. Students are expected to continue developing their knowledge of a subject outside of school through homework exercises. Here, students' main resource is their instructor who only teaches them face-to-face.

A traditional classroom involves a standard curriculum delivered by a teacher in-person. Standardized tests are administered at regular intervals to test students' comprehension. This model is where students' time, place and pace of learning remain constant.

ONLINE CLASS VS. OFFLINE CLASS:

Many private and government schools have started online education due to the school being closed during the lockdown. In addition to completing the children's course, the doubts are also being cleared online.

Before these situations arrived it was always a big-time debate regarding which is better online classes or traditional classrooms and now that almost all schools and colleges are using online modes for teaching, there are many point of views regarding the same, positive as well as negative.

The main difference between online and offline learning is location. With offline learning, participants are required to travel to the training location, typically a lecture hall, college or classroom.

With online learning, on the other hand, the training can be conducted from practically anywhere in the world. Participants simply need to log on to the internet from their home, work or even their local coffee shop.

Another difference is the flexibility offered. Online learning usually has a more flexible timescale. As a trainer, one can offer the support via email or through an online chat system. With offline learning, it is typically carried out between office hours and doesn't offer as much flexibility to the learner or the trainer.

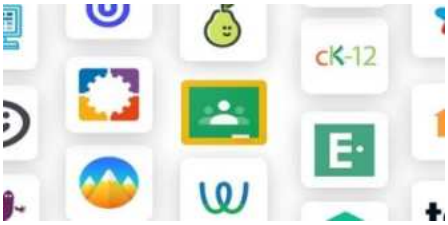
Besides these two differences, the benefits of learning online or offline are practically the same. Online qualifications are just as internationally recognised as offline ones and the standards of learning are also identical.

a) TIME MANAGEMENT:

In online classes one can finish the classes in about one-third of the time it takes on campus. Whereas in traditional classes every process has to be detailed which takes time.

b) TOOLS OF LEARNING :

Online learning provides many channels through which students and instructors interact with each other, including email, online chat, and video conferences. And there are many app for the online classes. For example, Google classroom, Google meet, teams etc. Whereas in classrooms there is only one way of teaching i.e. is one to all learning method.



c) FEEDBACK:

The quality of feedback or answer tends to be more detailed and focused in an online class than in the classroom setting, as a child gets comparatively more time to phrase an answer. Where the child has a fraction of seconds to answer a question where he is not able to deeply analyse the topic.

d) FLEXIBILITY:

Online classes offer a lot of flexibility regarding many things like time, recording lectures as well as personal space. In online classes the student has to be in strict discipline, to maintain which there are a lot of restrictions.

e) CONCENTRATION:

Group contact tends to be continually maintained in online classes and the main focus is always studies and no extra activities, whereas students in class always find a way to gossip and distract the class.

f) COLLABORATIVE LEARNING:

The classroom environment has always proved to be essential to promote and stimulate collaborative learning. Collaborative learning increases a student's self-awareness about how other students learn and enables them to learn more easily and effectively, transforming them into keen learners inside and beyond classroom.

g) SOCIAL INTERACTION :

In classrooms, it makes it possible for students to have direct engagements with instructors and students. With this mode of learning, students are capable of having detailed discussions, asking lots of questions and covering many concepts in one topic. That will, in the long run, improve student performance and competence in the field of specialization.

h) PRACTICAL LEARNING:

Practical learning apart from Computer science is only possible in traditional classes. For Example, all the science practical's, Art classes etc. are not possible in Online Classes.

i) NETWORKING CHALLENGES:

On campus, students are surrounded by people who are enthusiastic about your field. They can introduce yourself to and chat with professors (even if you're not in their class) and faculty, fellow students, guest lecturers and so on. And they can get involved in on-campus professional organizations that connect them with real-life professionals. Online students don't have the same opportunities to make connections.

j) TECHNICAL ISSUES:

In classrooms there is no fear of technical issues, the class goes on smoothly, on the other hand, new learners and students who have not studied online before face a lot of issues technically. But in online learning we have certain technical issues.

k) BETTER UNDERSTANDING:

The offline classes have developed more understanding methods compare to online classes. The combination of teachers and students are well connected which gives comfortability to understand the topics. Hence, the students are also getting the opportunity to learn broadly compare to online classes.

l) INFLEXIBLE TIMING:

The offline classes have an inflexible time zone compared to online classes. One need to get oneself present within the given time limit. Hence, it is not that comfortable in the case of teachers or students. Need to adjust to the given time table.

m) LACK OF ATTENTION:

In online classes there is lack of attention when compared to offline classes. During the online class the teacher unable to know whether the students are listing or not. In offline classes students are should pay the attention to the teachers.

n) AVAILABLE 24/7:

online classes will give you 24/7 knowledge. Even if the teachers are not available you can play the records to join their classes. Also, we will be provided various study material that can been access at anytime and anywhere. But in offline classes has certain time limit.

CHAPTER - 3

ANALYSIS AND INTERPRETATION

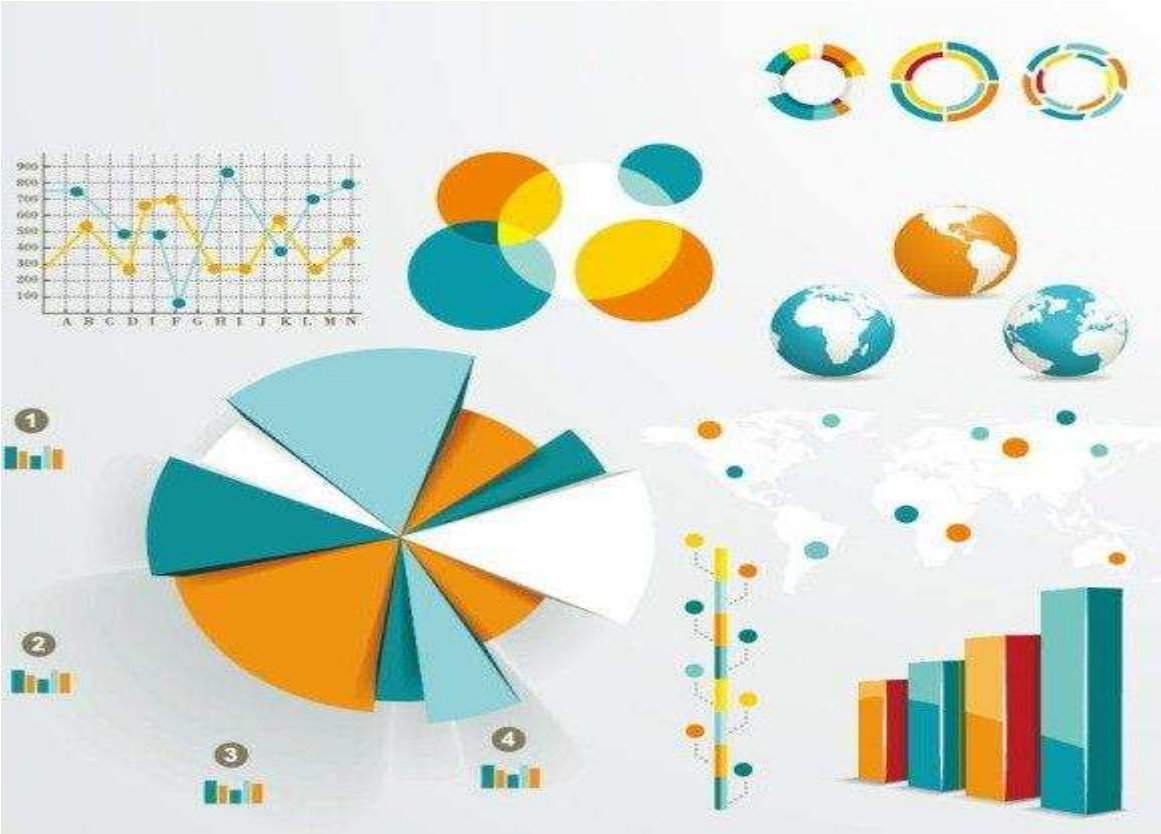
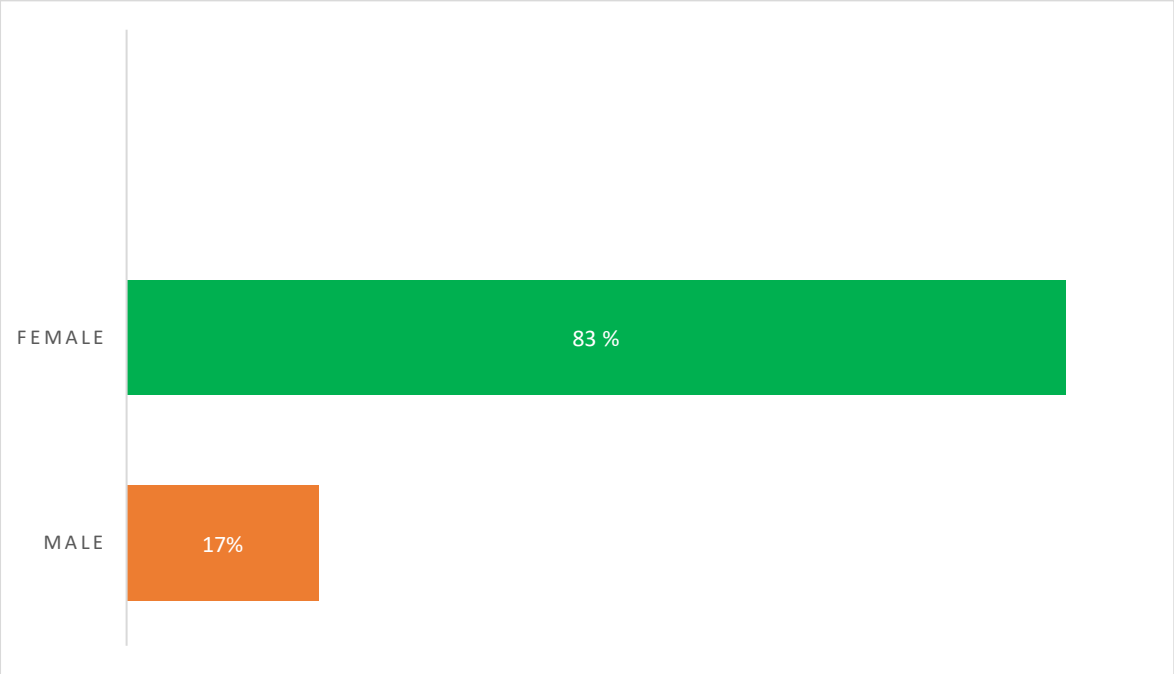


TABLE 3.1

GENDER:

Particulars	No. of Respondents	Percentage (%)
Male	17	17%
Female	83	83%
Total	100	100%

Source : Primary data



INFERENCE:

The above table 3.1 reveals that 17% of the respondents are male and 83% of the respondents are female.

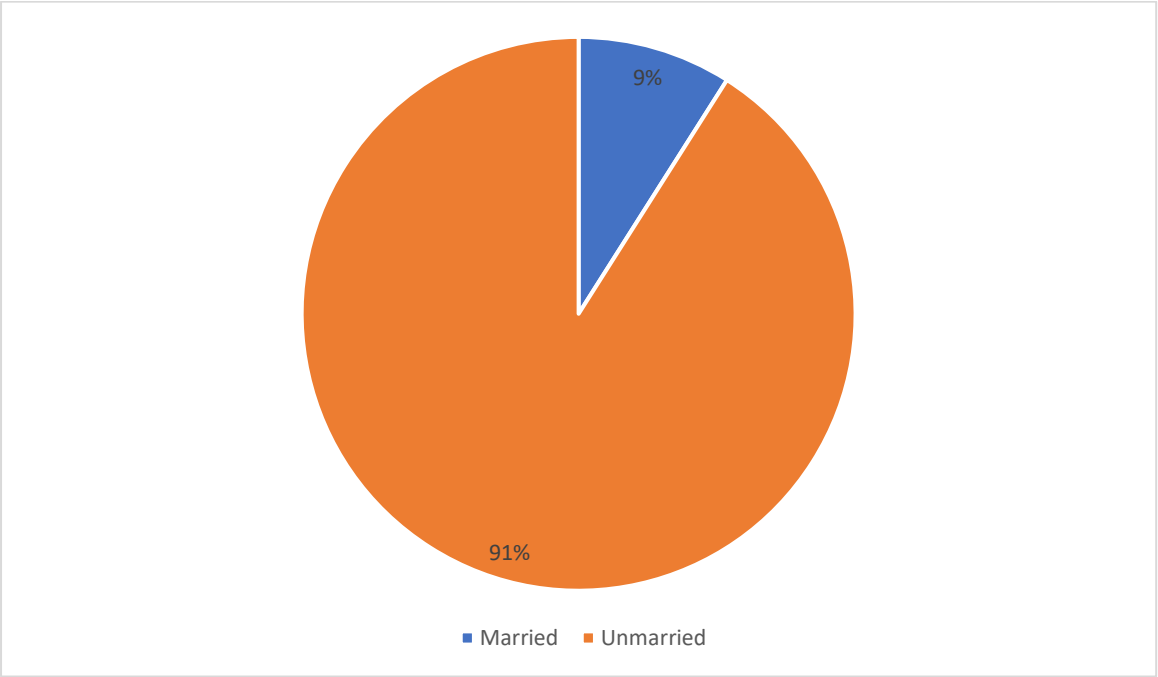
Hence, majority that is 83% of the respondents are female.

TABLE 3.2

MARITAL STATUS:

Particulars	No. of Respondents	Percentage
Married	9	9%
Unmarried	91	91%
Total	100	100%

Source : Primary data



INFERENCE:

The above table 3.2 reveals that 9% of the respondents are married and 91% of the respondents are unmarried.

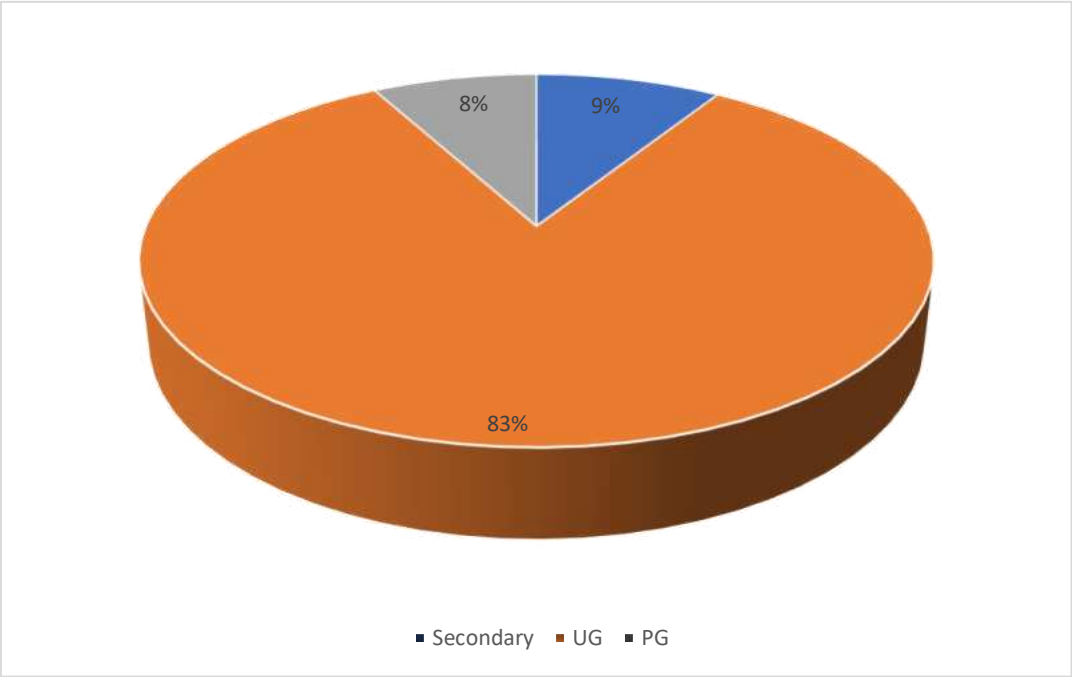
Hence, majority that is 91% of the respondents are unmarried.

TABLE 3.3

EDUCATION:

Particulars	No. of Respondents	Percentage
Secondary	9	9%
UG	83	83%
PG	8	8%
Total	100	100%

Source: Primary data



INFERENCE:

The above table 3.3 reveals that 9% of the respondents are studying secondary education, 83% of the respondents are studying UG and 8% of the respondents are studying PG.

Hence, majority that is 83% of the respondents are studying UG.

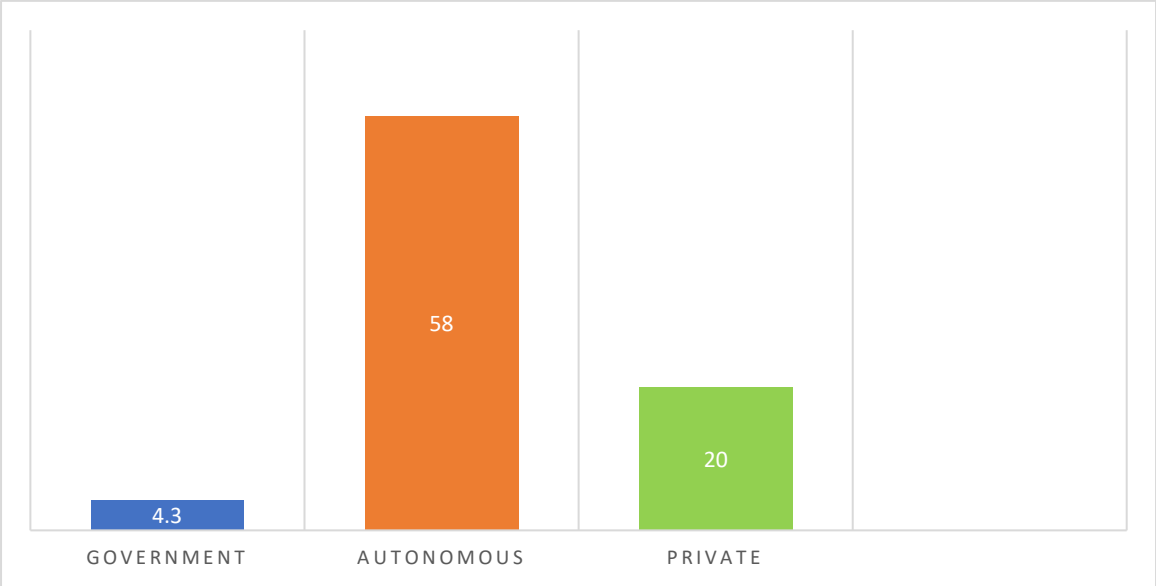
TABLE 3.4

TYPES OF INSTITUTION:

Particular	No. of Respondents	Percentage

Government	37	22%
Autonomous	32	58%
Private	31	20%
Total	100	100%

Source : Primary data



INFERENCE:

The above table 3.4 reveals that 37% of the respondents study under the institution of government, 32% of the respondents study under the institution of autonomous and 31% of the respondents study under the institution of private.

Hence, majority that is 37% of the respondents study under the institution of government.

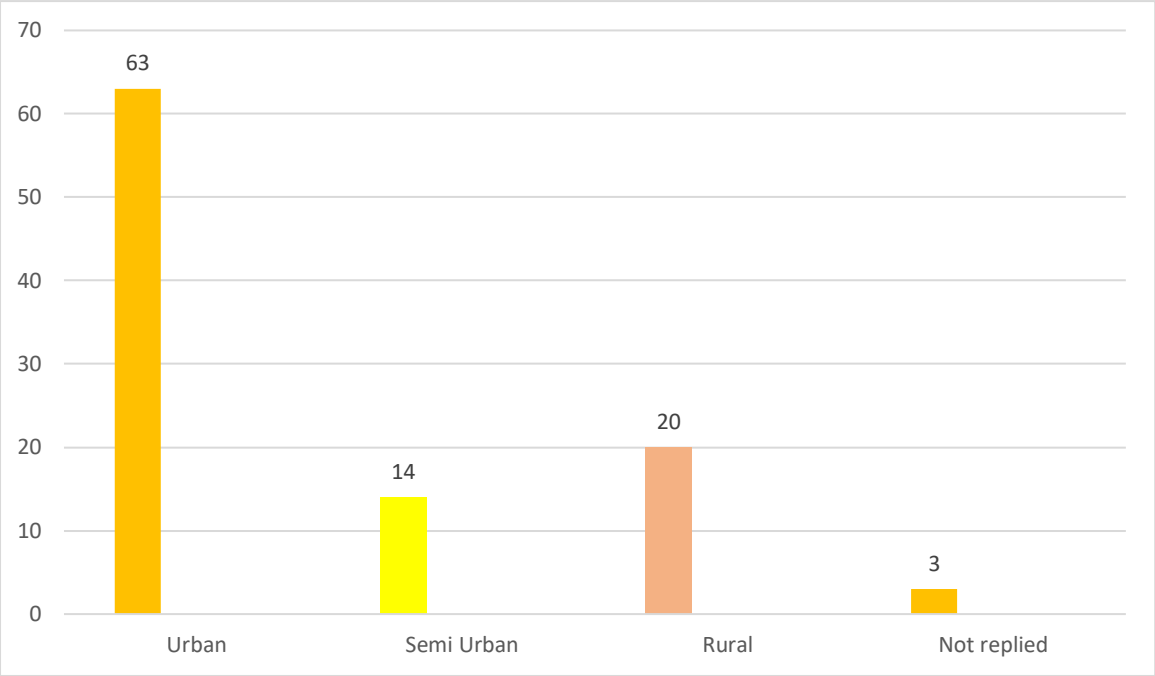
TABLE 3.5

LOCALITY:

Particular	No. of Respondents	Percentage

Urban	63	63%
Semi Urban	14	14%
Rural	20	20%
Not replied	3	3%
Total	100	100%

Source : Primary data



INFERENCE:

The above table 3.5 reveals that 63% of the respondents live in urban, 14% of the respondents live in semi urban, 20% of the respondents live in rural and 3% of the respondents have not replied.

Hence, majority that is 63% of the respondents live in urban.

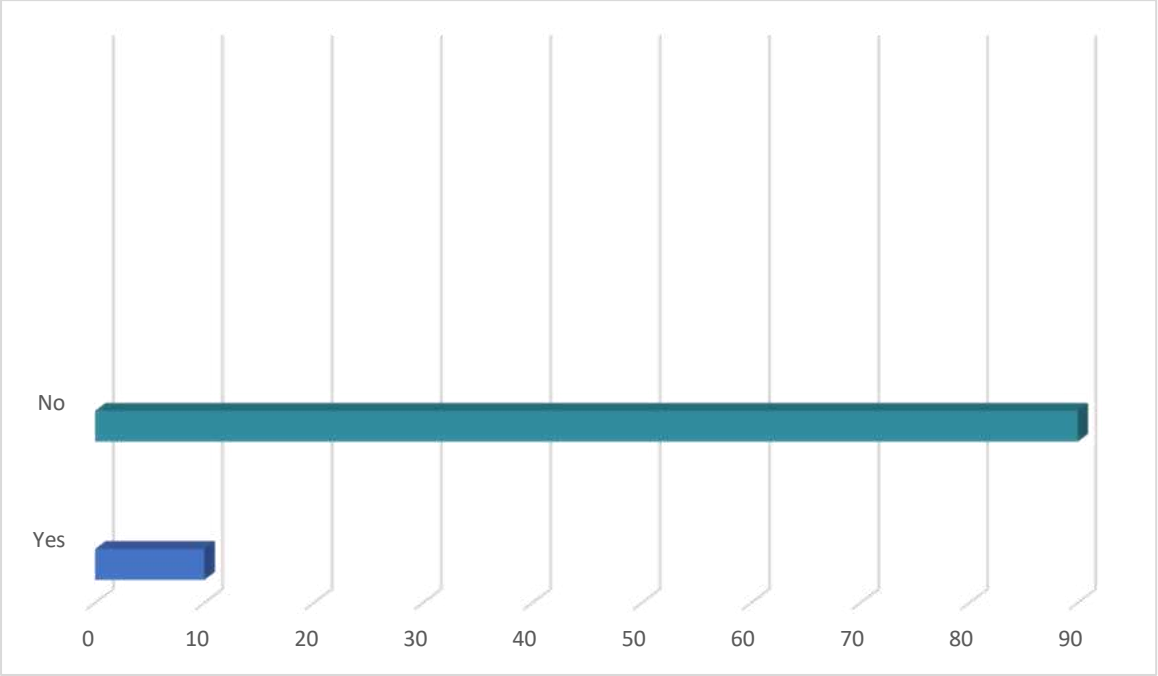
TABLE 3.6

PART TIME WORKING STATUS:

Particulars	No. of Respondents	Percentage

Yes	10	10%
No	90	90%
Total	100	100%

Source : Primary data



INFERENCE:

The above table 3.6 reveals that 10% of the respondents are part time workers and 90% of the respondents are not working.

Hence, majority that is 90% of the respondents are not working.

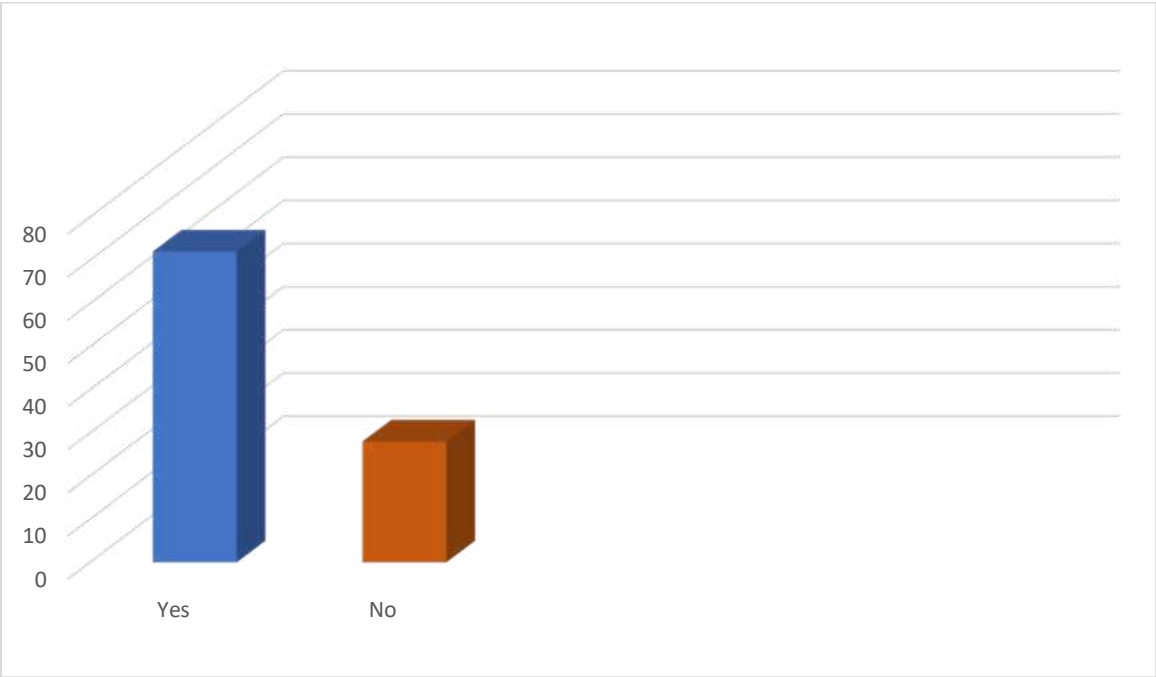
TABLE 3.7

LIKENESS OF ONLINE LEARNING:

Particulars	No. of Respondents	Percentage

Yes	72	72%
No	28	28%
Total	100	100%

Source : Primary data



INFERENCE:

The above table 3.7 reveals that 72% of the respondents like to use online learning and 28% of the respondents do not like to use online learning.

Hence, majority that is 72% of the respondents like to use online learning.

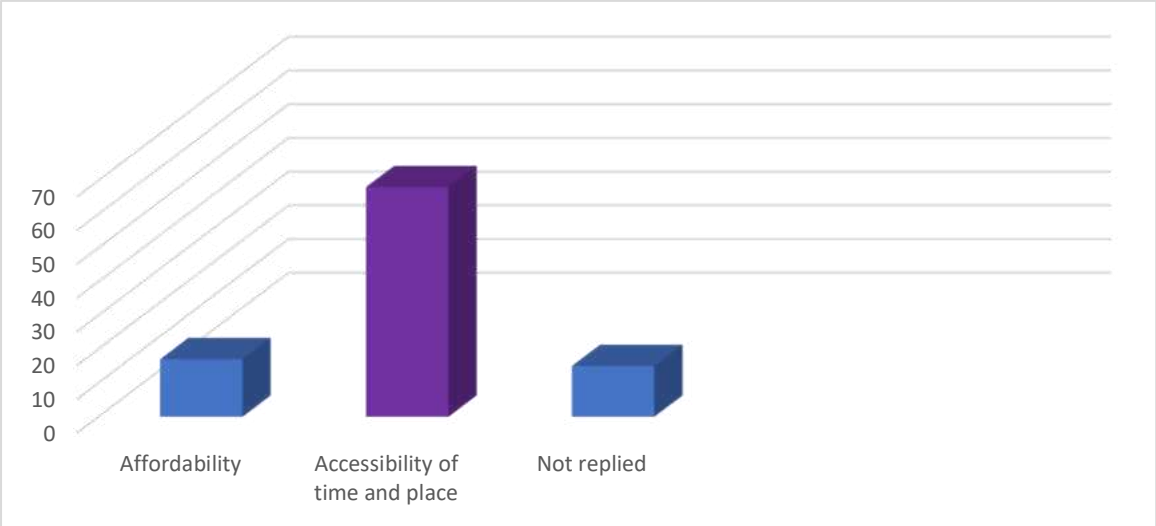
TABLE 3.8

REASON FOR LIKING:

Particulars	No. of Respondents	Percentage
Affordability	17	17%

Accessibility of time and place	68	68%
Not replied	15	15%
Total	100	100%

Source :Primary data



INFERENCE:

The above table 3.8 reveals that 17% of the respondents like online learning due to affordability and 68% of the respondents like online learning due to accessibility of time and place.

Hence, majority that is 68% of the respondents like online learning due to accessibility of time and place.

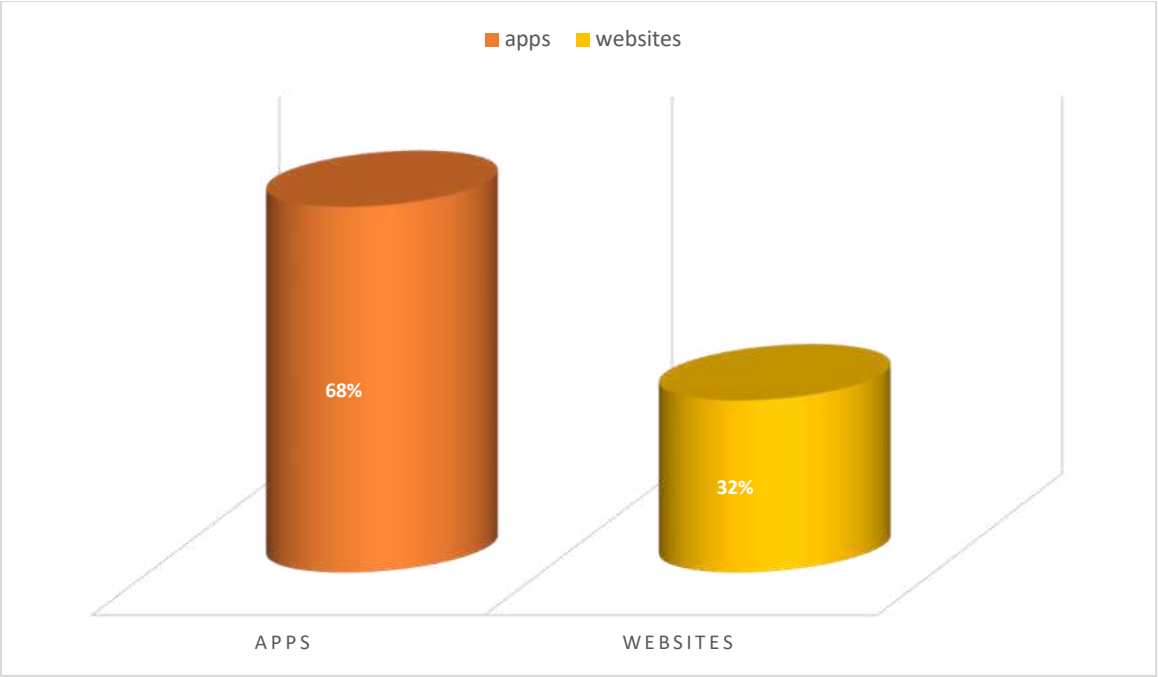
TABLE-3.9

PLATFORM FOR ONLINE LEARNING:

Particulars	No. of respondents	Percentage (%)
Apps	68	68%

Websites	32	32%
Total	100	100%

Source : Primary data



INFERENCE:

The above table 3.9 reveals that 68% of the respondents prefer apps for online learning and 32% of the respondents prefer websites for online learning.

Hence, majority that is 68% of the respondents prefer apps for online learning.

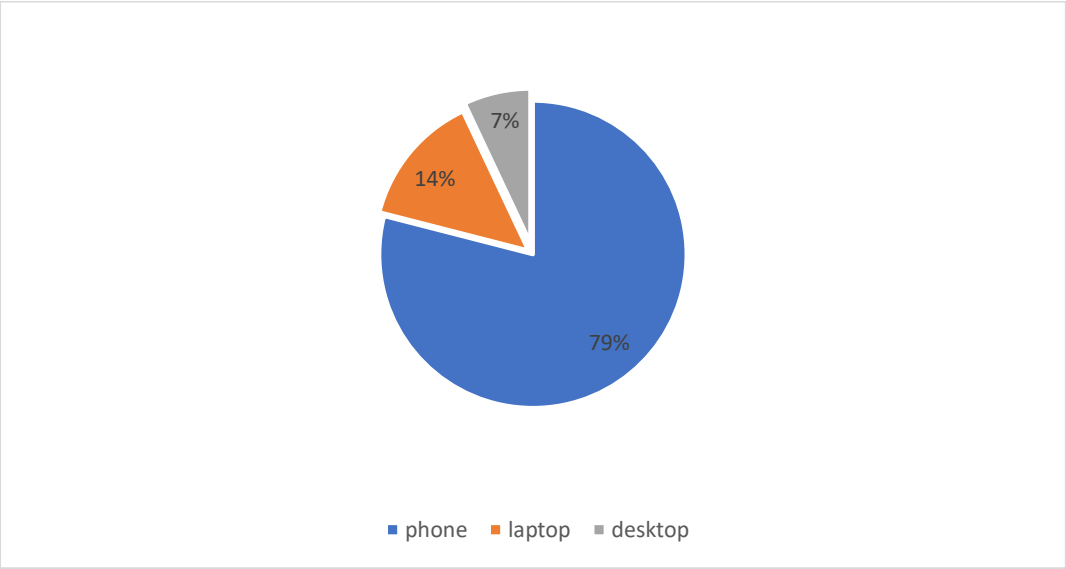
TABLE-3.10

GADGETS USEDE FOR ONLINE LEARNING:

Particulars	No. of respondents	Percentage (%)
Phone	79	79%

Laptop	14	14%
Desktop	7	7%
Total	100	100

Source : Primary data



INFERENCE:

The above table 3.10 reveals that 79% of the respondents use phone for online learning, 14% of the respondents use laptop for online learning and 7% of the respondents use desktop for online learning.

Hence, majority that is 79% of the respondents use phone for online learning.

TABLE-3.11

BEST APP:

Particulars	No. of respondents	Percentage (%)
MS team	22	22%
Google meet	42	42%

Zoom meet	28	28%
Others (Jio meet, GoToMeeting, etc…)	8	8%
Total	100	100

Source: Primary data

INFERENCE:

The above table 3.11 reveals that 22% of the respondents use MS team, 42% of the respondents use Google meet and 28% of the respondents use Zoom meet and 8% of the respondents use others.

Hence, majority that is 42% of the respondents use Google meet.

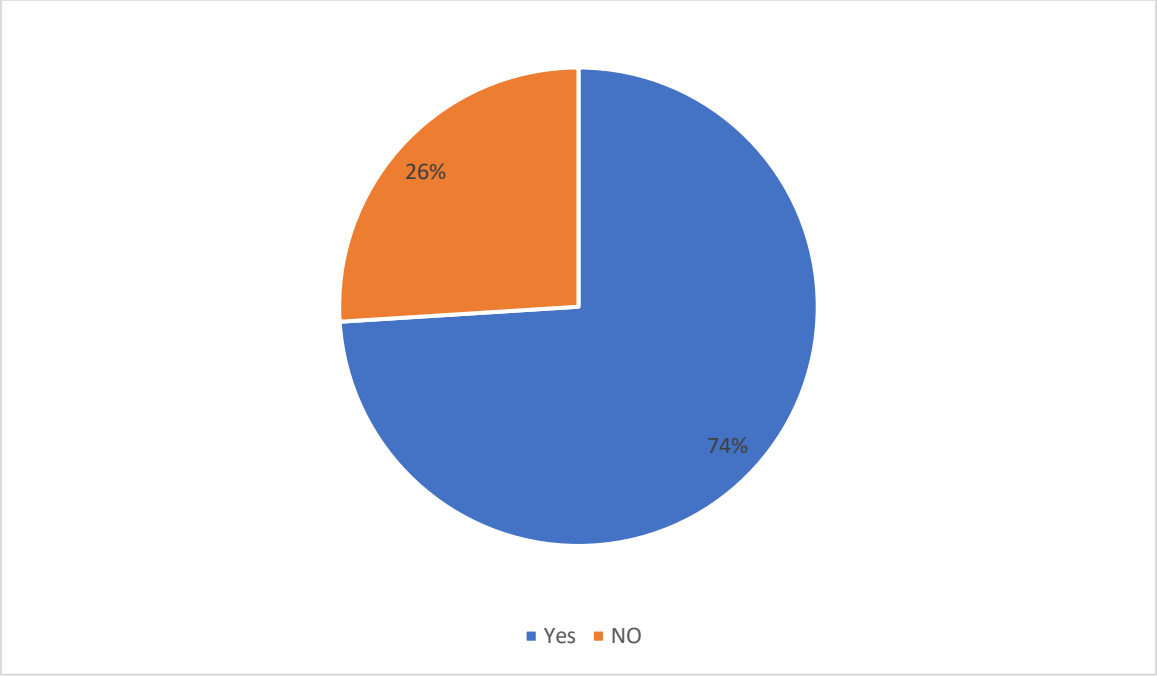
TABLE 3.12

ONLINE LEARNING – TIME CONSUMING:

Particulars	No of Respondents	Percentage (%)
Yes	74	74%
No	26	26%

Total	100	100%

Source : Primary data



INFERENCE:

The above table 3.12 reveals that 74% of the respondents feel that the online learning was consuming time, 26% of the respondents was not feel like that

Thus, majority that is 74% of respondents answered that online learning was time consuming.

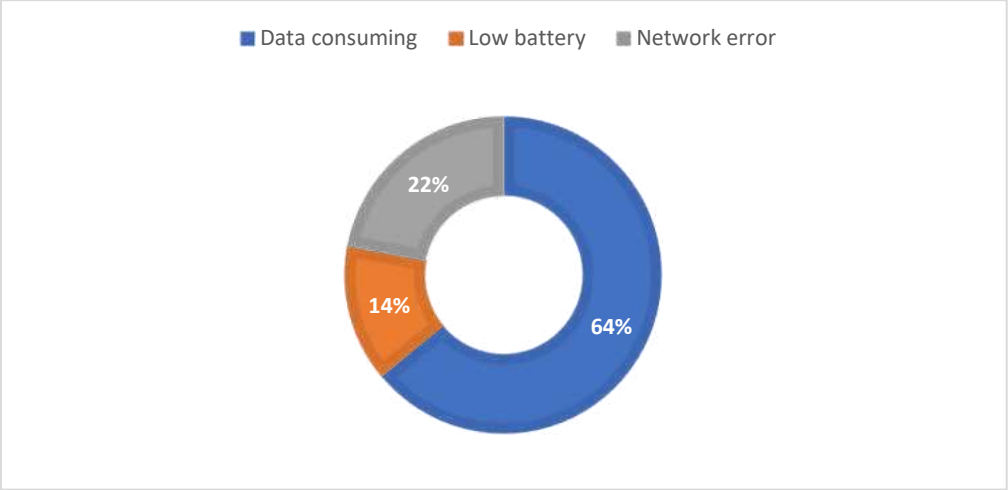
TABLE 3.13

ONLINE LEARNING ISSUE:

Particulars	No of Respondents	Percentage (%)
Data consuming	64	64%
Low battery	14	14%

Network error	22	22%
Total	100	100%

Source : Primary data



INFERENCE:

The above table 3.13 reveals that 64% of respondents have a issue of Data consuming, 14% have a issue of Low battery and 22% have a issue of Network error.

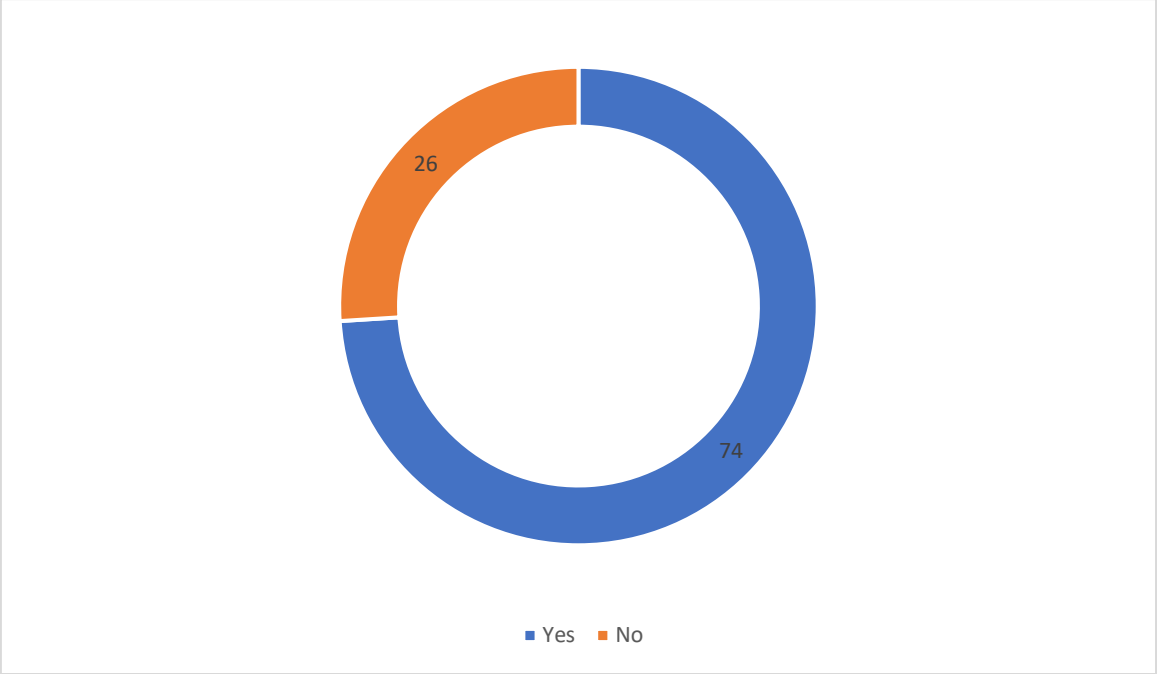
Thus, majority is that 64% of respondents have a issue of Data consuming.

TABLE 3.14

HEALTH ISSUE:

Particulars	No of Respondents	Percentage (%)
Yes	74	74%
No	26	26%
Total	100	100%

Source : Primary data



INFERENCE:

The above table 3.14 reveals that the 74% of respondent faced health issue and 26% of respondent doesn't face any health issue in online learning.

Thus, majority of 74% respondents faced health issues in online learning.

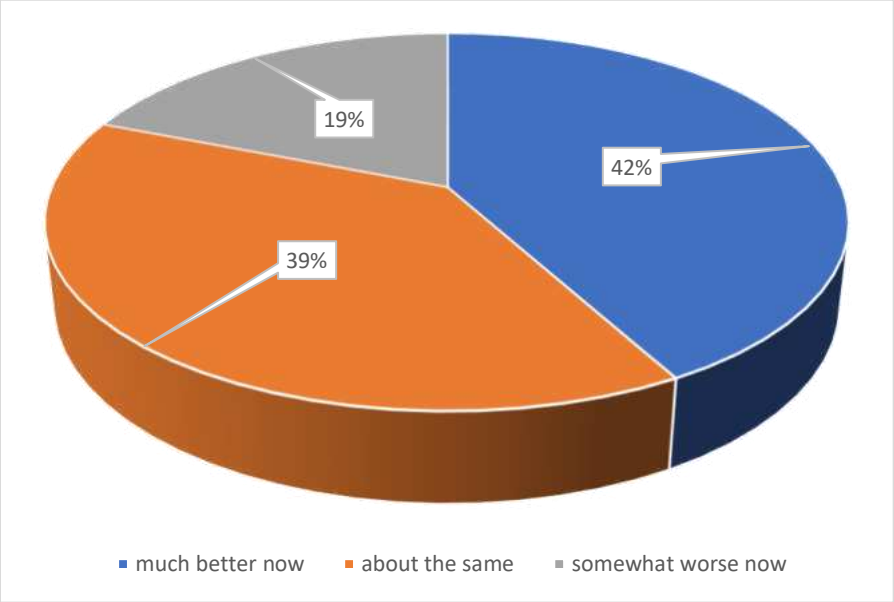
TABLE 3.15

RATE OF HEALTH BEFORE AND AFTER COVID:

Particulars	No. of Respondents	Percentage (%)
Much better now	12	12%
About the same	35	35%
Somewhat worse now	53	53%

Total	100	100%

Source: Primary data



INFERENCE:

The above table 3.15 reveals that 12% of the respondents health is much better now, 35% of the respondents health is about the same, and 53% of the respondents health is somewhat worse now.

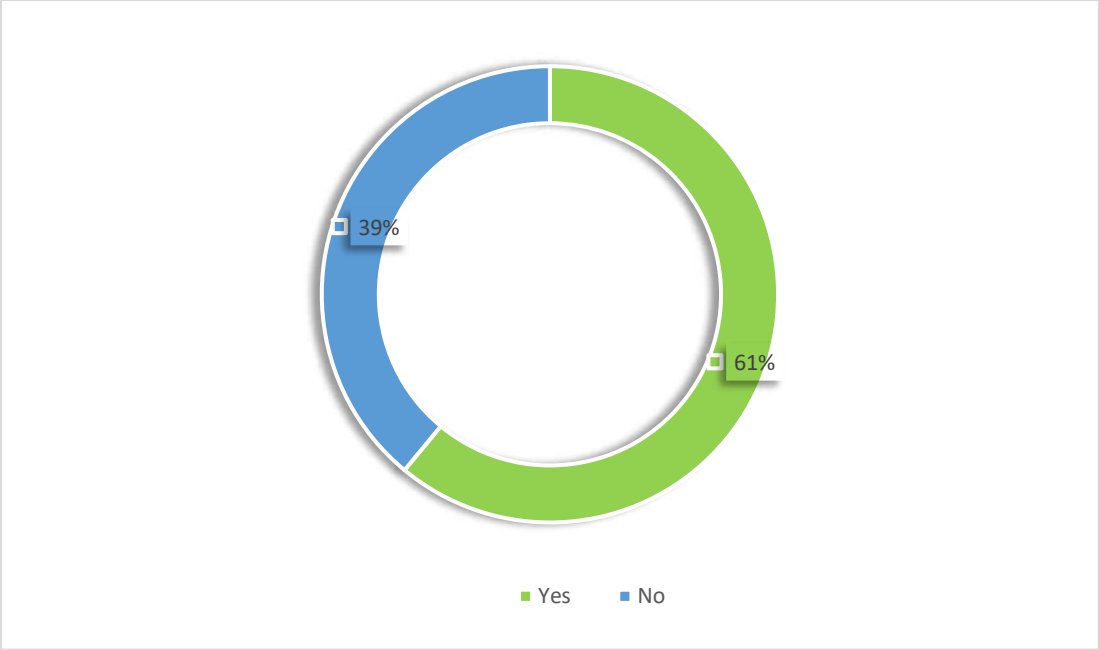
Thus, majority that is 53% of the respondents health is somewhat worse now.

TABLE 3.16

MENTAL ILLNESS:

Particulars	No. of Respondents	Percentage (%)
Yes	61	61%
No	39	39%
Total	100	100%

Source : Primary data



INFERENCE:

The above table 3.16 reveals that 61% of the respondents have mental illness, and 39% of the respondents do not have the mental illness.

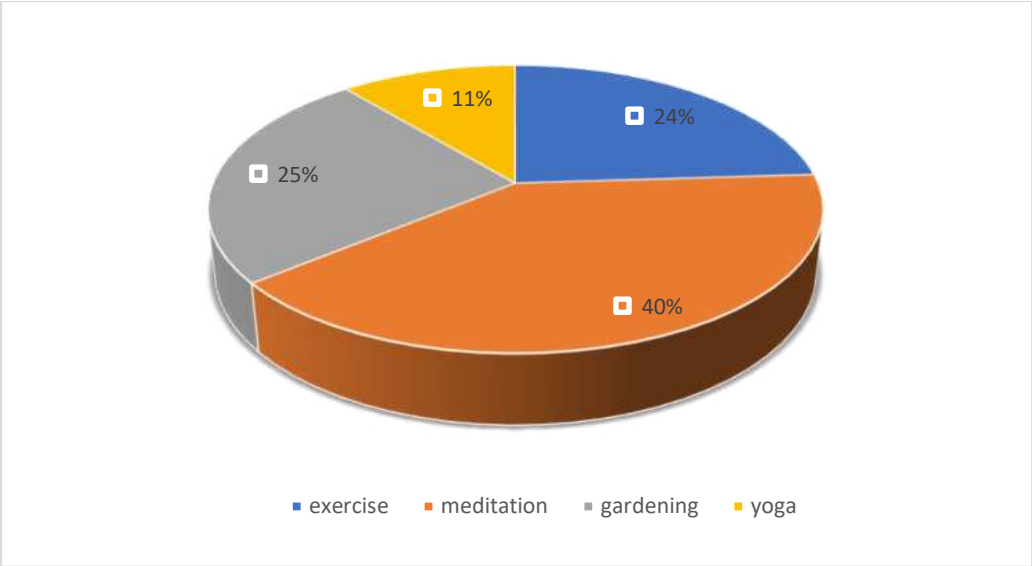
Thus, majority that is 61% of the respondents have mental illness.

TABLE 3.17

REMEDIES TO OVERCOME FROM THE MENTAL ILLNESS:

Particulars	No. of Respondents	Percentage (%)
Exercise	24	24%
Meditation	40	40%
Gardening	25	25%
Yoga	11	11%
Total	100	100%

Source : Primary data



INFERENCE:

The above table 3.17 reveals that 40% of the respondents prefer meditation, 25% of the respondents prefer gardening, 24% of the respondents prefer exercise, and 11% of the respondents prefer yoga.

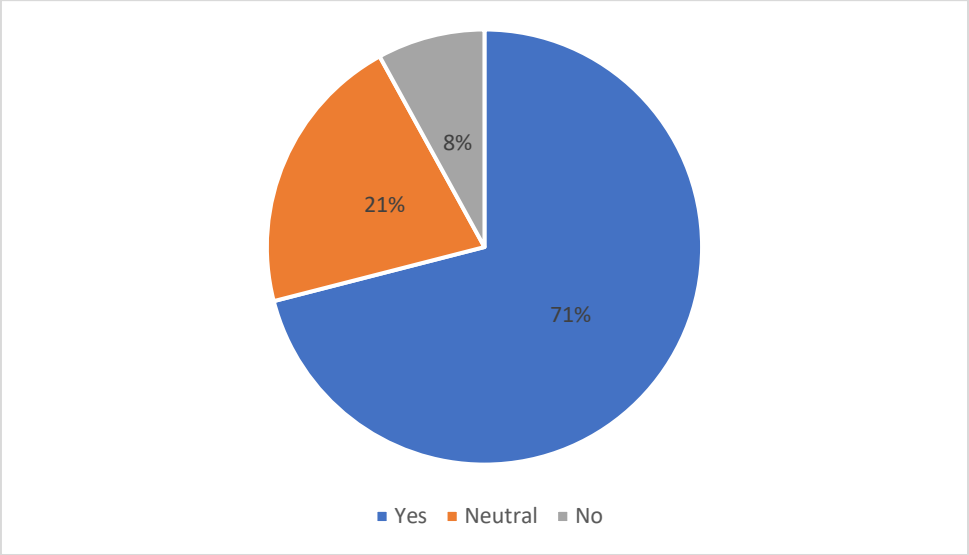
Thus, majority that is 40% of the respondents prefer meditation.

TABLE 3.18

NETWORK ISSUES:

Particulars	No. of Respondents	Percentage (%)
Yes	62	62%
Neutral	30	30%
No	8	8%
Total	100	100%

Source : Primary data



INFERENCE:

The above table 3.18 reveals that 62% of the respondents have network issues, 30% of the respondents have lowest network issues, and 8% of the respondents do not have network issues .

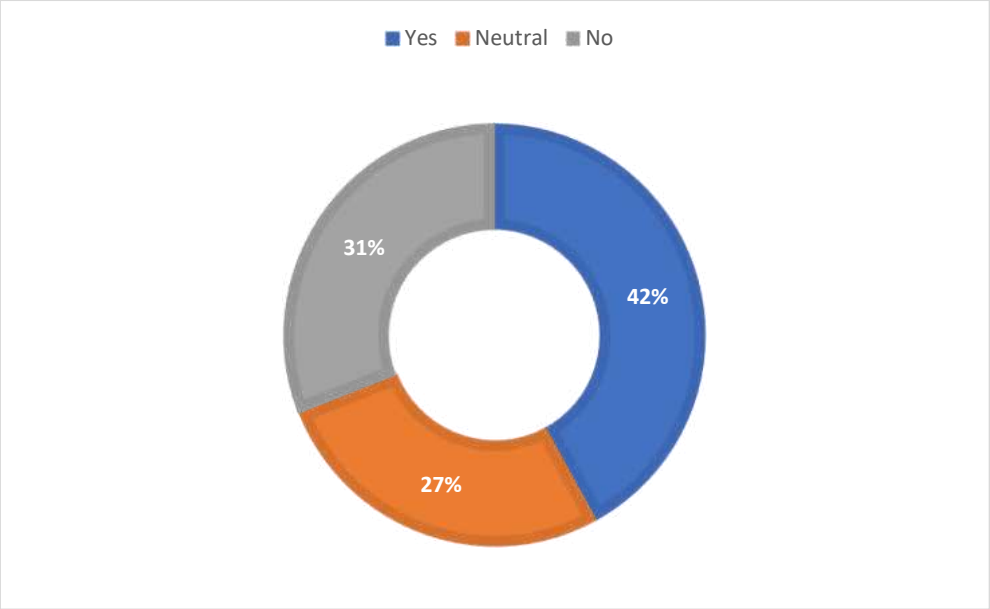
Thus, majority that is 62% of the respondents have network issues.

TABLE 3.19

ENTRY OF VIRUS WHILE INSTALLING APPS:

Particulars	No. of Respondents	Percentage (%)
Yes	42	42%
Neutral	27	27%
No	31	31%
Total	100	100%

Source : Primary data



INFERENCE:

The above table 3.19 reveals that 42% of the respondents have virus problem while installing apps, 31% of the respondents have no virus problem while installing apps, and 27% of the respondents have lowest virus problem while installing apps.

Thus, majority that is 42% of the respondents have virus problem while installing apps.

TABLE – 3.20

FEATURES AFFECTED DUE TO FUNCTIONAL HEALTH :

FACTOR	YES	NETURAL	NO	TOTAL	AVERAGE	RANK
Eye pain	213	40	9	262	12.27166	2
Headache	216	40	8	264	12.36534	1
Back pain	174	40	22	236	11.05386	5
Stress overload	177	60	11	248	11.61593	3
Ear pain	171	42	22	235	11.00703	6

Lack of concentration	111	88	19	218	10.21077	8
Neck pain	177	38	22	237	11.1007	4
Depression level	138	70	19	227	10.63232	7
Anxiety level	84	104	20	208	9.742389	9

Source : Primary data

INFERENCES:

The above table 3.20 reveals that the respondents give first rank for headache followed by eye pain, stress overload, neck pain, back pain, ear pain, depression level, lack of concentration, and anxiety level as second, third, fourth, fifth, sixth, seventh, eighth, and ninth respectively.

Thus, majority of the respondents are affected by headache.

CHAPTER – 4

FINDINGS AND SUGGESTIONS

FINDINGS:

- From the survey we find out that 83% of the respondents are female.
- From the survey we find out that 91% of the respondents are unmarried.
- From the survey we found that 83% of the respondents are studying UG.
- From the survey we find out that 58% of the respondents study under the institution of Autonomous.
- From that survey we find that 63% of the respondents live in urban.
- From this survey we found that 90% of the respondents are not part workers.
- From this study we understood that 72% of the respondents like to use online learning.
- From the study we understood that 64% of the respondents have difficulties in collecting material in online learning.
- From the survey we find that 64% of the respondents are able to improve their skills in online mode at home.
- From the study we found that 79% of the respondents use phone for online learning.
- From the survey we clearly understood that 68% of the respondents prefer apps for online learning.
- From the survey we find that 42% of the respondents use google meet.
- From this survey we find that 74% of the respondents feel that the online learning was consuming time.
- From the survey we understood that 64% of the respondents have a issue of data consuming.
- From the survey we found that 74% of the respondents faced health issue in online learning.
- From the study we clearly find that 53% of the respondents health is somewhat worse now compare to before Covid-19.
- From the study we find out that 61% of the respondents have metal illness.
- From the study we understood that 40% of the respondents prefer meditation.
- From the survey we found that 62% of the respondents have network issues.
- From the survey we found that 42% of the respondents have virus problems while installing apps.
- From the survey we found out that 95% of the respondents have eye pain.
- From the survey we find that 72% of the respondents have headache.
- From the survey we clearly find out that 58% of the respondents have back pain.
- From the survey we understood that 59% of the respondents have stress overload.
- From the survey we find that 57% of the respondents have ear pain.
- From the survey we found that 44% of the respondents have lack of concentration.
- From the survey we clearly understood that 59% of the respondents have neck pain.
- From the survey we find out that 46% of the respondents have depression level.
- From the survey we understood that 52% of the respondents have anxiety level.

SUGGESTIONS:

- The educational institution must provide material to students before online classes.so that they can concentrate the class without any doubt and distraction.

- Instead of continues class through online, provides some relaxing time to students. They can feel better and concentrate more.

- Ask students to introduce themselves to the class and use fun ice-breakers to encourage team work and build trust.

- Both students and professors need interaction to build trust and create meaningful discussions.

- The institution arranges some yoga, meditation class for both students as well as teachers to decreases the stress level.

- Teachers should understand the situation undergone by the students like network error.

- The continuous class taking may affect the mentality of the students. so, give a breaktime for the students to get relax.

- Motivate the student to increase their communication skills by giving an assignment like to present PPT, it will enhance the ability as well as boldness of the students.

CHAPTER – 5

CONCLUSION

CONCLUSION:

The study is an attempt to analyse the function health of the students on online class. Online education shows a new platform for students to widen their knowledge. It provides a plenty of options and course for the students to step up. Online education can bring a positive impact in the lives of students and working professionals. The quality of education can be improved by online courses.

On students view online learning was much interesting in the same way a lot of pressure and discomfort arise. In the point of professional person, COVID -19 provides a new path of learning. Students in rural area also get a knowledge of learning through online.

Online learning affects the students' and teachers' mental health. The primary objective of the study is to know the performance level of the students. It is found that majority of respondents have performed well in their online classes.

The result of the study also shows that online learning has a strong correlation to functional health. It is found that most of the respondents are affected by both physically and mentally during online learning.

The study also aimed to compare the online and offline class. The result is based on the students ability and their environmental background.

As technology becomes more widely available, an increasing number of students will gain access to the kind of knowledge that can vastly improve their career prospects, and maybe even the world. Online learning will enable students in developing countries to study subjects like coding, computing programming etc thus driving innovation all over the globe.

ANNEXURE I

QUESTIONNAIRE

QUESTIONNAIRE

ONLINE LEARNING AND EFFECT ON FUNCTIONAL HEALTH

1)Name:

2) Age:

3) Gender:

a) Male b) Female

4) Marital Status:

a) Married b) Unmarried

5) Education:

a) Secondary (8-12) b) UG c) PG

6) Type of institution:

a) Government b) Autonomous c) Private

7) Locality:

a) Urban b) Semi urban c) Rural

8) No. of family members:

a) 0-4 b) 4 above

9) Are you working?

a) Yes b) No

10) Do you like online learning?

a) Yes b) No

11) If yes, what may be the reason?

a) Affordability b) Accessibility of time and place

12) Compare to offline do you prefer online?

a) Yes b) No

13) Is the instructor interactive with you in online learning?

a) Yes b) No

14) In online learning is there any difficulties in collecting learning material?

a) Yes b) No

15) Are you able to do project through online learning?

a) Yes b) No

16) Are you able to improve your skills at home through online mode?

a) Yes b) No

17) Which way do you chose for online learning?

a) Apps b) Websites

18) Is the evaluation pattern in online is effective?

a) Yes b) No

19) What are the gadgets used for online learning?

a) Phone b) Laptop c) Desktop

20) Which is the best app for online learning?

a) MS team b) Google meet c) Zoom meet d) Others

21) Is there any need for training to implement the online learning app?

a) Yes b) No

22) Is there any interruption during online class?

a) Yes b) No

23) Is online learning, time consuming?

a) Yes b) No

24) Have you faced in difficulties in online learning?

a) Yes b) No

25) What type of issues you face in online learning?

a) Data consuming b) Low battery c) Network error

26) Are you loyal to yourselves in online learning?

a) Yes b) No

27) How long you are using internet?

a) 1-year b) 1-2 years c) 3-5 years d) Above 5 years

28) What type of interaction do you like in online learning?

a) Group interaction b) Individual interaction

29) Whether the online learning reduction the team work?

a) Yes b) No

30) Do you prefer taking online course over face-to-face course?

a) Online b) Offline

31) Is online learning fun and easy?

a) Yes b) No

32) Do you face any health issues due to online learning?

a) Yes b) No

33) Compare to before and after covid, how would you rate your health?

a) Much better now b) About the same c) Somewhat worse now

34) Do you face mental illness in online learning?

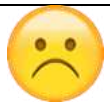
a) Yes b) No

35) What are the remedies do you prefer to overcome from mental illness?

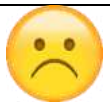
a) Exercise b) Yoga c) Meditation d) Gardening

RATE THE FOLLOWING:

a)Difficulties faced related to online learning:

			
36) Network issues when you are doing an important work .			
37) Hanging occurs when surfing.			
38) Whether advertisement is time consuming.			
39) Entry of virus while installing app.			
40) Is your information is misused by the hackers while logging into unauthorised website.			
41) Frauds in maybe in way of wrong information.			

b)**Functional health issues:**

			
42) Eye ache due to continuous watching.			
43) Headache due to searching material.			
44) Sitting for long time which results in back pain.			
45) Work overload leads to stress.			
46) Ear pain while using headphone.			
47) Lack of concentration.			
48) neck pain due to continuous watching.			
49) Depression level during online learning.			
50) Anxiety level.			

ANNEXURE II

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BIBLIOGRAPHY

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Building Online Learning Communities – Rena M. Palloff & Keith Pratt

A STUDY ON CONSUMERS' BUYING BEHAVIOUR TOWARDS HAIER PRODUCT IN THOOTHUKUDI

A project report submitted to

ST.MARYS COLLEGE (AUTONOMUS), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

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

BACHELOR OF COMMERCE

Submitted by

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PG AND RESEARCH DEPARTMENT OF COMMERCE

ST.MARYS COLLEGE (AUTONOMOUS)

(Re-accredited with "A+" Grade by NAAC)

Thoothukudi-628001

APRIL- 2021

DECLARATION

We hereby state that the project entitled **"A STUDY ON CONSUMERS' BUYING BEHAVIOUR TOWARDS HAIER PRODUCT IN THOOTHUKUDI "** is submitted to **St. Marys college (Autonomous) Thoothukudi,** affiliated to **Manomaniam Sundaranar University, Tirunelveli,** for the award of the degree of **BACHELOR OF COMMERCE** is an original work and that no part of this project has been submitted for the award of any other degree, diploma, fellowship or other similar titles and it represent entirely an independent work on the part of us.

Place : Thoothukudi

Date : 10.04.2021

The group

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Thoothukudi-628001.

CERTIFICATE

This is to certify that the project entitled " **A STUDY ON CONSUMERS' BUYING BEHAVIOUR TOWARDS HAIER PRODUCT IN THOOTHUKUDI** " is submitted by the candidates,V.Deepika,M.Muthu Mari,I.Nazikha Marzuka, A.S.Sara, A.Silveris Lovisha., in partial fulfilment of the requirement for the degree of **Bachelor of Commerce to St. Marys college (Autonomous) Thoothukudi,** affiliated to **Manomaniam Sundaranar University, Tirunelveli,** is the original work done by them during the period of their study under my guidance and supervision.

Place: Thoothukudi

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ACKNOWLEDGEMENT

We acknowledge the abundant blessings and Grace of **Almighty God** who has always been our source of energy and acknowledge.

We also extend our special thanks and gratitude to our Principal **Dr.Sr.A.S.J.Lucia Rose M.Sc..,B.Ed..,PGDCA,M,Phil Ph.D,** for the constant encouragement and blessings for doing this work successfully.

It is our real pleasure to extend our thanks to **Dr.G.Stella Beatrice Nirmala M.Com.,M.Phil,Ph.D MBA. DFA.,PGDIT,DGT** the Head of the Department and Associate professor of Commerce,and all respected professors of the Department of Commerce for their valuable suggestions and encouragement in completing the work.

I express the deepest sense of gratitude to our guide **Dr.P.Banumathi M.Com., M.Phil.Ph.D.,** Associate Professor of Commerce ,St.Mary's College (Autonomous), Thoothukudi, for her excellent guidance and continuous effort taken to complete our project work successfully .

Finally, we record our sincere thanks to our parents and friends for their encouragement and support during our work. With deep sense of gratitude, we thank all who have responded whole heartedly to complete our project.

CONTENTS

CHAPTER	TITLE	PAGE NO
I	**Introduction and Design of the study**	
	1.1 Introduction	1-4
	1.2 Statement of problem	4
	1.3 Review of literature	5
	1.4 Objective of the study	5
	1.5 Scope of the study	6
	1.6 Area of the study	6
	1.7 Period of the study	6
	1.8 Methodology	6
	1.9 Construction of tools	7
	1.10 Sample design	7
	1.11 Frame work of analysis	7
	1.12 Limitations of the study	8
II	**Profile of the study**	9-39
III	**Analysis and Interpretation of Data**	40-59
IV	**Findings and Suggestion**	60-61
V	**Conclusion**	62
	Annexure	
	Annexure -I Bibliography	63
	Annexure - II Questionnaire	64-68

LIST OFTABLES

S.NO	TITLE	PAGE.NO
3.1	Age wise classification	41
3.2	The Gender wise classification	42
3.3	Educational qualification wise classification	43
3.4	Occupation wise classification	44
3.5	Monthly income wise classification	45
3.6	Preference towards Haier products	46
3.7	Possession towards Haier products	47
3.8	Duration of time fir using Haier products	48
3.9	Factors influencing purchase towards Haier product	49
3.10	Awareness towards Haier products	50
3.11	Opinion towards price of Haier products	51
3.12	Opinion towards durability of Haier products	52
3.13	Satisfactory towards the quality of Haier products	53
3.14	Power saving quide in Haier products	54
3.15	Guarantee period of Haier products	55
3.16	Popularity among people	56
3.17	Company image of Haier product	57
3.18	Reason for increasing demand for Haier products	58
3.19	Ranking towards features of Haier products	59

CHAPTER -1

INTRODUCTION AND DESIGN OF STUDY

1.1INTRODUCTION:

HAIER:

Headquarters in Qingdao, Shandong, china.

Haier Group Corporation is a Chinese Multinational Home appliances and Consumer electronics company headquartered in Qingdao, Shandong, china. It designs, develops, manufactures and sells products including Refrigerators, Air conditioners, Washing machine, Microwave oven, Mobile phone, Computers and Television. The home appliances business, namely Haier Smart Home, has seven global brands – Haier, Casarte, Leader GE Appliances, Fisher & Paykel Aqua and Candy.

According to data released by Euro monitor Haier is the number one brand globally in major appliances for 10 consecutive years from 2009 to 2018.The Haier brand was also recognized by Brands in 2019 as the most valuable IOT ecosystem brand in the world with a brand value of $16.3 billion.

In 2019, Haier Smart Home ranked 448 on Fortune's Global 500 list with a revenue of $27.7 billion. Haier Group also consisted of two listed subsidiaries in three exchanges Haier Smart Home; Haier Electronics Group Co., Ltd. and "D-share" listing of Haier Smart Home in China Europe International Exchange of Frankfurt.

Customer's satisfaction:

In a competitive market business compete for customer's satisfaction. Customers satisfaction seen as a key differentiator and increasingly has become a key element of business strategy. Customer satisfaction is an abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product / service to product / service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and interest rate. The level of satisfaction can also vary depending on other factors such as other products against which the customer can compare the organizations product and recognition of success through a third party registration scheme.

CUSTOMER ARE THE KING:

The mantra that "The customer is king" is the premise that any product design, production, distribution and marketing should have one central focus at the core of all decision making the customer. The customers are very important and play a crucial role in any process of marketing. Today customers are the kings of the market because the customer's loyalty and customer preference are built by the products and the service offered to the customers and they seek for more benefits and money's worth for the amount they speed. A customer also called client buyers or purchaser is usually used to refer to a current or potential buyer or user of the products of an individual or organization, called supplier, seller or vendor. This is typically through purchasing or renting goods or service.

MEANING OF CUSTOMER'S SATISFACTION:

A responsive organization is one that makes every effort to sense, serve and satisfy the need and wants of its local clients and publics each organization must determine how responsive it wants to be and the appropriate system for measuring and improving its satisfaction creating ability. Since, responsive organization aim to create satisfaction. It is necessary to define the term "satisfaction". Satisfaction is state felt by a person who has experienced a performance or outcome that has fulfilled his or her expectations.

Thus, satisfaction is a function of the relative's levels of expectation and perceived performance. A person will experience one of the three states of expectation.

1.If the performance exceeds the person's expectations, the person is highly satisfied.

2.If the performance matches the expectations, the person is satisfied.

3.If the performance falls short of the expectation the person is dissatisfied.

CUSTOMER PREFERENCE:

The idea that the customer prefers one's product or one services over customer is not new. The ability to identify and measure the elements of such preference decision with any accuracy and reliability has only recently become available. Preference defined on the power or the ability to choose one thing over another with the anticipation that the choice will result in greater satisfaction, greater capability or improved performance has demonstrated the ability to be effectively measured and to provide meaningful might into the choices consumers make when selecting one product over another and determining whether to continue a relationship in future. Customer's preference involves indicate inter-depending on factors such as product attribute.

The concept of customer preference and customer behaviour comes because the customer makes marketers to rethink about designing the product and services. They have to think about the market segmentation market strategies, consumer behaviour customer's taste and customer's life style also. Many marketers are smart enough to understand customer's needs wants and demands and perform beyond their expectations i.e. they delight them. It provides them growth profitability and creativity with lot of inventions.

CUSTOMER BUYING BEHAVIOR:

"consumer buying behaviour refers to the buying behaviour of final consumers, Individuals and households who buy goods and services for personal consumption"

- Kotter and amstrong

Consumer behaviour is defined as the behaviour that consumer display in searching for purchasing using, evaluating and disposing of products and service that they expect will satisfy their needs. Consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items.

The consumer buying process is a complex matter as may internal and external factors have an impact on the buying decisions of the consumer. Consumer behaviour is affected by uncontrollable factors such as friends, culture, Upbringing, the media, a role model or influences from certain groups and social status.

CUSTOMER RETENTION:

It is the activity that the selling organization undertaken in order reduce customer defections. Successful customer retention starts with the first contact an organization has with a customer throughout the entire lifetime of a relationship. A company's ability to attract and retain customers is not only related to its product or services but also on its exciting customers and the reputation it creates with them and across the market places.

CUSTOMER LOYALTY:

The term customer loyalty is the behaviour of repeated customer as well as those that offer ratings, reviews or testimonials. Some customer does to a particular company, a great service by offering favourable word of mouth, publicity regarding a product telling friends and family thus adding them to the number of loyal customers.

CONCEPT OF A PRODUCT:

Product is the key element of the marketing programmer. Before making decisions about pricing, promotion and distribution, a firm has to determine what product it will present in the market, any firm that markets products or services has two aims to achieve:

1.Consumer satisfaction

2.Profit maximization.

1.2 Statement of problem:

Today in this global market there are various brands are available for home appliance. This study is to know about a particular product that is Haier and the customer satisfaction towards that product in Thoothukudi. The impact of reinforcing fresh guidelines will depend upon mass awareness and change of mind set towards Haier product. Haier is a brand that deserves to get noticed. According to the research Haier is the global market leader in the white goods (major home appliances) segment with its market share in double digits. This is an astonishing feat considering Haier was once debt-ridden refrigerator manufacturer. Haier has manifested a remarkable turnaround in the last three decades. Now its growth rate is such that it adds 100+ customers every minute! This is one of the few Chinese brands that has earned respect and good brand value amongst the global consumers. As per the statistics, more than 80% of Chinese export of consumer durables comes from Haier.

1.3 Review of Literature :

1. Porter (1990) theorizes that "four attributes promote the creation of national competitive advantage. He speaks of these four attributes as constituting the diamond." Haier moved abroad to make its product more responsive to particular consumers in foreign markets. In connection with the other components of the Porter "diamond" Haier encountered high local rivalry and support industries made huge investments which indicate Haier's intention to go abroad.

2. Dupuis and Prime(1996) state that "there is a gap between these two environments, particularly in relation to consumer behaviour. The source of competitive advantage in the domestic market may not be the same as in the foreign market. The target market needs to be understood before taking a strategic decision.

3. .Bartlett's(2003) finds that "there are countries which are symbols of high quality and this is the reason why companies form peripheral countries find it difficult to compete against global giants from Europe, Japan and United states." Some companies, as Haier, have entered the global competition too late and this statement confirms how difficult was for them to compete against existing competitors.

4.Hill (2007) states that" firms can use six different modes to enter foreign markets." Haier used different approaches to succeed in their global expansion. They used "exporting entry mode" and got benefits for economies of scale. In other market where it was difficult to penetrate they used "joint ventures entry mode" and accessed to the local partner's knowledge

1.4 OBJECTIVES OF THE STUDY:

1.To study the socio-economic profile of Haier product's respondents.

2.To know the factors influencing to buy Haier products.

3.To examine the consumer's buying behavior towards usage of Haier product.

4.To identify the customer's satisfaction towards Haier product.

5.To study the findings, suggestion and conclusion of Haier product.

1.5 SCOPE OF THE STUDY

The research study is useful to understand perception and satisfaction of customers of Haier products in Thoothukudi by taking a sample size of 72 respondents. The respondent's perspectives towards Haier product can be applied to the whole population concerned. A business exists only because of its customers. Organization may have different category of customers for monitoring them the firm should have constant eye with their customers and revise the promotional activity to keep a good relationship with the respondents. The study will help the organization to gain valuable opinion for the better future. It will also help to focus on area where more attention is given than the present.

1.6 AREA OF THE STUDY

A study on consumer's perception towards buying Haier products was conducted in area of Thoothukudi city.

1.7 PERIOD OF STUDY

The study on the customer's perception towards buying Haier products in Thoothukudi was conducted 3 months from January – March 2021.

1.8 METHODOLOGY:

The collected data analysed by using the following statistical tools namely percentage analysis and ranking method.

1.8.1 Primary Data:

Primary data was collected from 72 customers. Diversified Haier product in Thoothukudi. The primary data have been collected through google form from the respondents by sharing questionnaire link among them. The data collected are original in nature.

1.8.2 Secondary data:

The Secondary data have been collected through books , journal and Haier's official website.

1.9 Construction of tools:

The researcher had a discussion with a group of customers of Haier products. Based on the discussion questionnaires were constructed to elicit the required information from the respondents. The questionnaire was prepared in google form and link is shared among the respondents. A copy of the questionnaire appended.

1.10 SAMPLE DESIGN:

As the population was not known accurately, the respondents were selected by using convenience sampling method and the questionnaire was collected among users of diversified Haier products in Thoothukudi.

1.11 Frame work of analysis:

The following frame work has been used in the analysis to represent the different view of the analysis.

- Percentage analysis
- Garrett's ranking analysis.

11.1 Percentage Analysis:

Percentage Analysis is the method to represent raw streams of data as a percentage (a part in 100%) for better understanding of collected data. Percentage analysis was applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

11.2 Garrett's ranking technique:

Garrett's ranking technique was use to rank the preference indicated by the respondents on different factors. As per this method, the respondents have been asking to assign the rank for all factors and the outcomes of such ranking have been converting into score value with the help of the following formula.

Present position=100(Rij-0.5)/ N j

Where,

Rij=Rank given for the i variable by j respondents

Nj=Number of n variables ranked by j respondent

With the help of GARRETTS ranking table, the present position estimated as converted into scores. Then for each factor, the scores of each individual have added and then total value of scores and mean values of score is calculated. The factors having the highest mean value is considering the most important factor.

1.12 LIMITATIONS OF THE STUDY:

Some of the limitations in our study were as follows:

1. Only limited tools are used in the study due to time constraint.
2. The researcher is able to cover only consumer's perception in diversified Haier products.
3. All the information for doing the project is collected from consumers of specified region. Thus finding is limited to the satisfaction of customers of Thoothukudi only.
4. The sample size is only 72 which may not reveal the true picture of the population.
5. As the data were gathered through google form questionnaire, we cannot expect that it is 100% factual.
6. Some respondents were very uncommunicative and would not voluntarily supply certain information.
7. Due to time constraints, only the most important information has been taken for the study.

CHAPTERISATION:

Chapter I - Introduction and design of the study

Chapter II - Profile of the study

Chapter III - Data analysis and interpretation

Chapter IV - Findings and suggestions

Chapter V - Conclusion

ANNEXURE:

- Bibliography
- Questionnaire

CHAPTER -2

PROFILE OF THE STUDY.

History:

The origins of Haier date back long before the actual founding of the company. In the 1920s, a refrigerator factory was built in Qingdao to supply the Chinese market.

After the 1949 establishment of the People's Republic of China, the factory was then taken over and turned into a state owned enterprise.

By the 1980s, the factory had a debt of over CN YEN 1.4 million and suffered from dilapidated infrastructure, poor management, and lack of quality controls, resulting from the planned economic system and relevant policies.

Production had slowed, rarely surpassing 80 refrigerators a month, and the factory was close to bankruptcy.

The Qingdao government hired a young assistant city-manager, Zhang Ruimi, responsible for a number of city-owned appliance companies. Zhang was appointed the managing director of the factory in 1984.

Founding:

Haier had been founded as **Qingdao Refrigerator Co.** in 1984. With China opening up to world markets, foreign corporations began searching for partnerships in China. One of these, Germany's refrigerator company Liebherr, entered into a joint venture contract with Qingdao Refrigerator Co. offering technology and equipment to its Chinese counterpart. Refrigerators were to be manufactured under the name of Qindao-Liebherr.

The current brand "**Haier**" came from the last two syllables of the Chinese Transliteration of Liebherr. The installation of Liebherr's equipment and technology was accompanied by new quality control and management processes.

By 1986, Qingdao Refrigerator had returned to profitability and grew in sales at an average of 83 percent annually. Between 1984 and 2000 sales grew from CN YEN 3.5 million to 40.5 billion.

In 1988, the municipal government asked Haier to take over some of the city's other ailing appliance manufacturers. The company assumed control of Qingdao Electroplating Company (microwaves).

In 1991, the company changed its name to "**Qingdao Haier Group**" and acquired Qingdao Air Conditioner Plant and Qingdao Freezer. The company's name was simplified to its current name "Haier" in 1992.

In 1995, the company took over Qingdao Red Star Electronics Co., a washing machine manufacturer, along with five of its subsidiaries. Haier acquired seven companies between 1995 and 1997, and began exporting to foreign markets.

International expansion:

In Southeast Asia, Haier opened production facilities in Indonesia in 1996 and the Philippines in 1997 and failed in an attempt to enter the Thailand market due to the presence of local competitors.

Haier entered the US market in 1999. In the US it focused upon two niche markets in compact refrigerators and electric wine cellars.

Haier began to manufacture full-sized refrigerators for North American market. This would bring it into direct competition with established American companies GE, Whirlpool, Frigidaire and Maytag. As part of its strategy, Haier built a production facility in the United States at Camden, South Carolina, opened in 2000.

By 2002, US revenues reached USD $200 million, still small compared to its overall revenue of $7 billion. Also in 2002, Haier moved into a building in Mid-town Manhattan. Formerly the headquarters for the Greenwich savings bank, the 52,000-square-foot (4,800 m^2) building was built in 1924 in the neo classical style. Production facilities were constructed in Pakistan in 2002 and Jordan in 2003.

In Africa, Haier has plants in five countries Tunisia, Nigeria, Egypt, Algeria and South Africa. The company also purchased a Meneghetti's factory in Italy and began placing its products in European retail chains, either under its own brand or under OEM agreements with foreign partners. Currently Haier has entered into a joint venture agreement with the government of Venezuela.

Haier Appliances P. Ltd initiated its commercial operations in January 2004. Its headquarters is in New Delhi, and in 2015 it had 33 operations, including those in Mumbai, Bangalore, Chennai, and Kolkata. It was listed among the top 20 most trusted brands in India by The Brand Trust Report, a study conducted by Trust Research Advisory.

In June 2005, Haier made a bid to acquire Maytag corporation, backed by private equity funds Blackstone group and Bain capital. The bid was for US$1.28 billion, or $16 per share, topping a previous offer of $14.26 per share made by Ripple Wood Holdings.

In the end, however, Maytag was bought by Michigan based Whirlpool corporation which offered $1.7 billion in cash and stock, or $21 per share, plus assumed debt.

In 2009, Haier surpassed Whirlpool to become the fourth largest refrigerator producer in terms of sales with a global market share of 6.3%. In 2012, Haier Group acquired the appliance business from New Zealand-based fisher and paykel.

In June 2016 Haier Group acquired general electric's appliance division for $5.4 billion. GE Appliances is headquartered in Louisville, KY. On 28th September 2018, it was announced that Haier acquired Italy based Candy group.

Patents Worldwide:

Up to now, Haier has applied for more than 38,000 patents in 25 countries and regions, including 23,000 invention patents. These patents have been obtained either through independent R&D or from overseas M&A

Vision:

"To Enable Happiness and Wellbeing in Every Home"

Mission:

"Built on Purpose"

Values:

- ✓ Be Determined
- ✓ Come Together
- ✓ Create Possibilities
- ✓ Make a Difference

Logo:

Haier

Awards:

Haier has won a total of five gold medals in past China Patent Awards, the highest number in the industry. It is also the only household appliances enterprise to have won three Chinese Patent Gold Awards in 29 years, and has set the record of highest number of gold medals won in one ceremony to three.

Eight types of Haier products were awarded with "2015 if Design Award"

product
design
award

FACTORS INFLUENCING CONSUMER BEHAVIOUR

Cultural factor:

Culture is a very complex belief of human behavior it includes the human society, the roles that the society plays the behavior of the society its values customs and traditions. Culture needs to be examined as it is a very important factor that influences consumer behavior.

Social class:

Society possesses social class; in fact, every society possesses one. It is important to know what social class is being targeted as normally the buying behavior of a social class is quite similar. Remember not just the income but even other factors describe social class of group of consumers.

Social factors

(a) Reference groups:

Under social factors reference groups have a great potential of influencing consumer behavior. Of course its impact varies across products and brands. This group often includes an opinion leader.

(b)Family:

The behaviour of a consumer is not only influenced by their motivations and personalities but also their families and family members who can two or more people living together either because of blood relationship or marriage.

(c)Role and status:

People who belong to different organizations, groups or club members, families play roles and have a status to maintain. These roles and status that they have to maintain also influence consumer behavior as they decide as they decide to spend accordingly.

Personal factor

A number of personal factors also influence the consumer behavior. In fact, this is one factor that influences consumer behavior. The sub factors under personal factor are listed below.

(a)Age and life cycle stage:

Age of a consumer and his life cycle are two most important sub factors under personal factors. With the age and the life cycle the consumer purchase options and the motive of purchase changes, with this decision of buying products change. Hence this stage does affect consumer behavior.

(b)Life style

People originating from different cultures, sub cultures, occupations and even social class have different styles of living. Life style can confirm the interest opinions and activities of people. Different life styles affect the purchase pattern of consumers.

Self-concept and personality:

Every individual is different and have different and distinct personalities and distinct physiology effects their buying decisions. Hence purchase of products and service defers from person to person.

Psychological factors:

Motivation is activating the internal needs and requirements of the consumer. It can also be described as goals and needs of the consumer. Motivation arouses and directs the consumers towards certain goals. These needs can be psychological needs, needs of security, social needs, esteem needs and also self-actualizing needs.

Perception:

Perception is sensing the world and the situations around and then taking a decision accordingly. Every individual look as the world and the situation differently. The judging ability and capacity of every individual is different and hence the look at the world differently. This is what separates the decision taking abilities.

Attitude and beliefs:

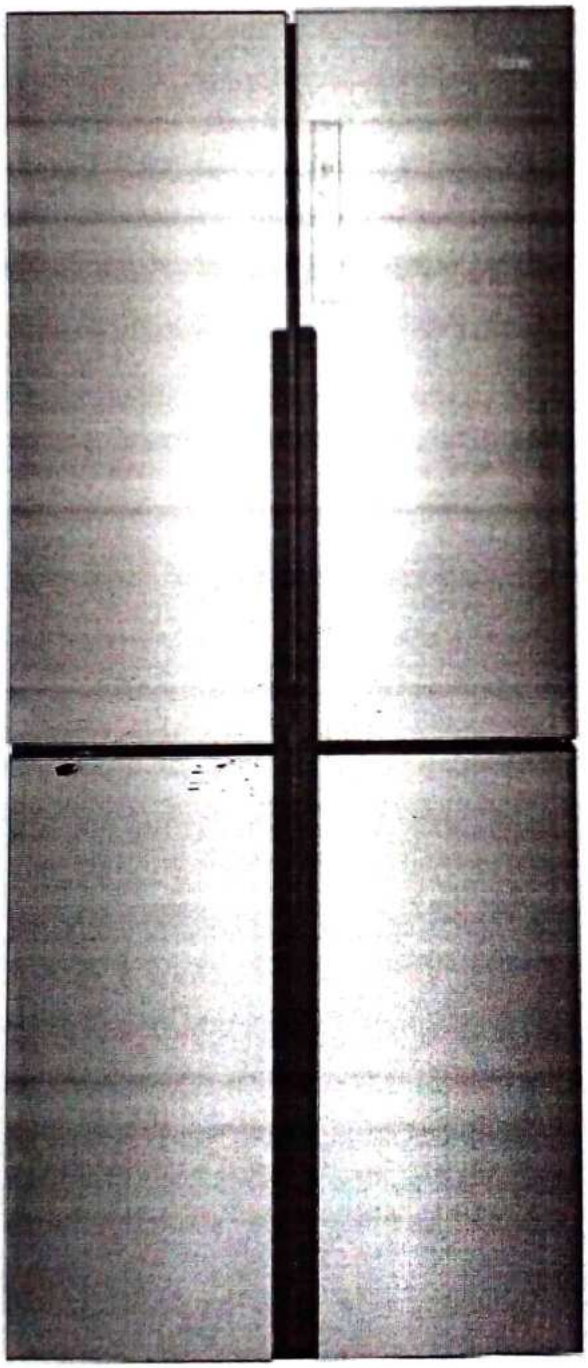
Attitude is a consumer's favorable and unfavorable emotional conditions or emotional feeling also its tendency of reaction to certain actions and behaviors. Beliefs of people that are the belief that people assume the products to be as make the specifications of the products. Hence attitude and beliefs are also important and need to be taken into consideration while studying human behavior.

KINDS OF PRODUCT:

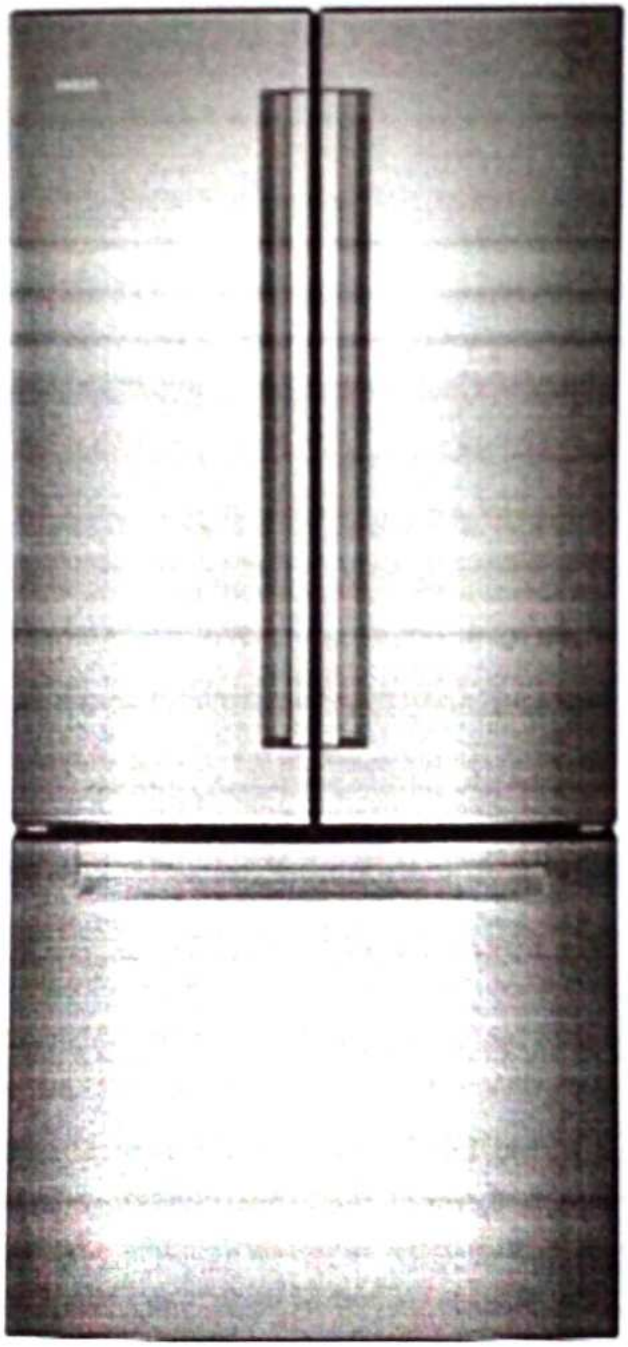
- Haier Refrigerators.
- Haier Washing machine.
- Haier Fan.
- Haier Air conditioner.
- Haier Dish washer .and
- Haier Television.

Haier refrigerators:

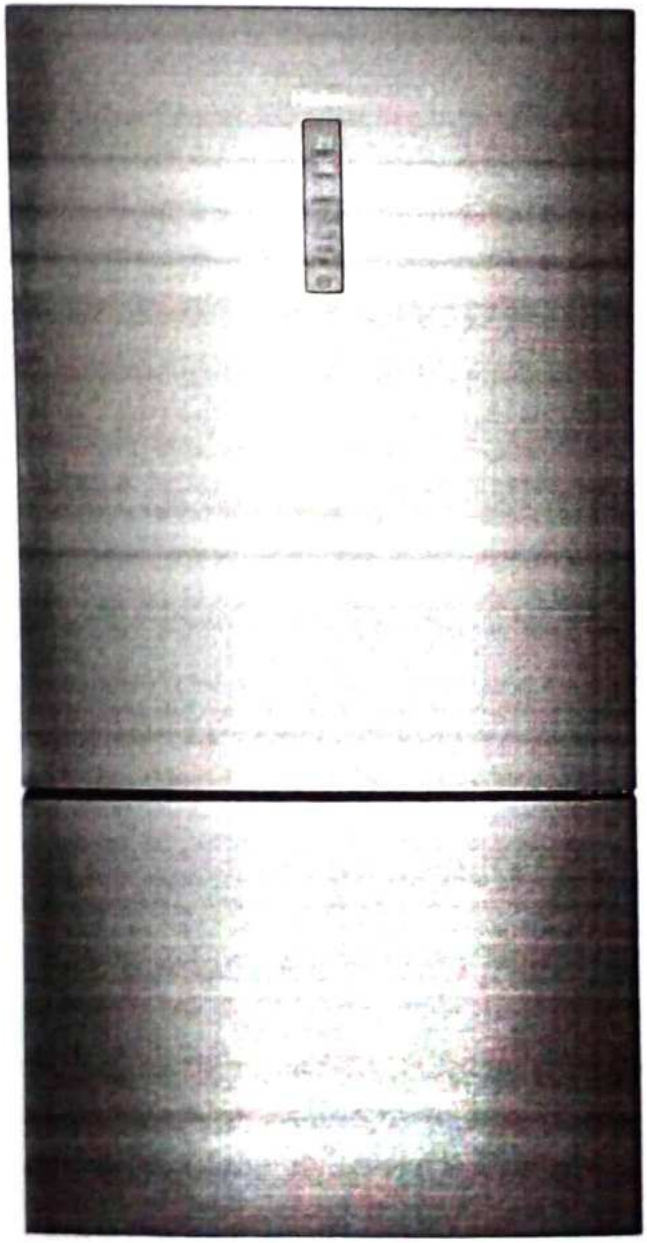
Quad Door Refrigerators



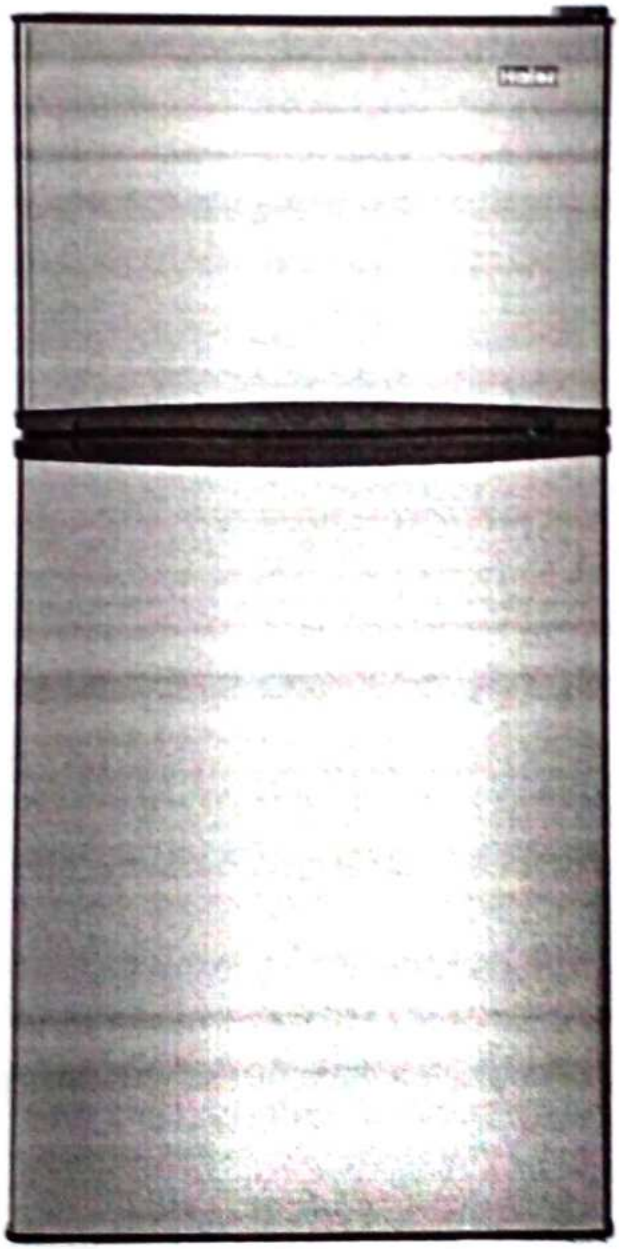
French Door Refrigerators



Bottom Freezer Refrigerators



Top Freeszer Refrigerator

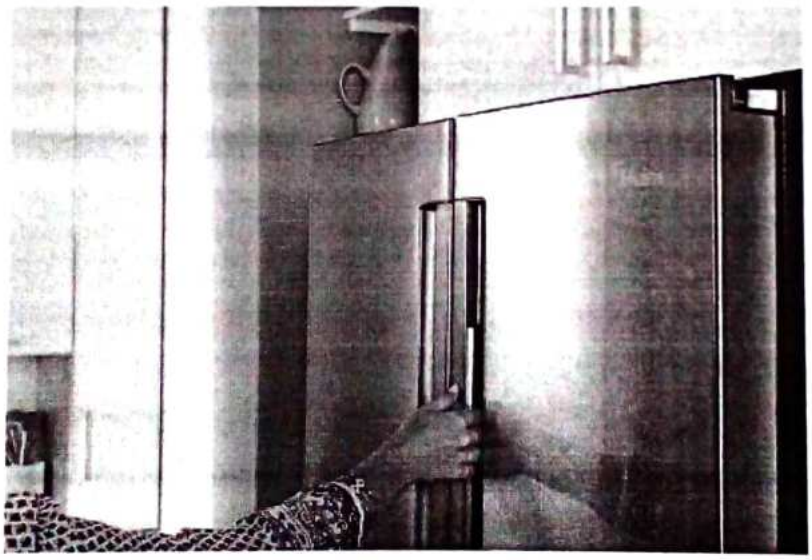


Features:

From small space to full size, find a refrigerator just right for kitchen. With integrated handles, sleek design, innovative interiors and LED lighting, these refrigerators offer style and features. small space refrigerators take up only the space they need.

Price ranges from Rs. 10,190 – Rs. 109,900

Integrated Handles :

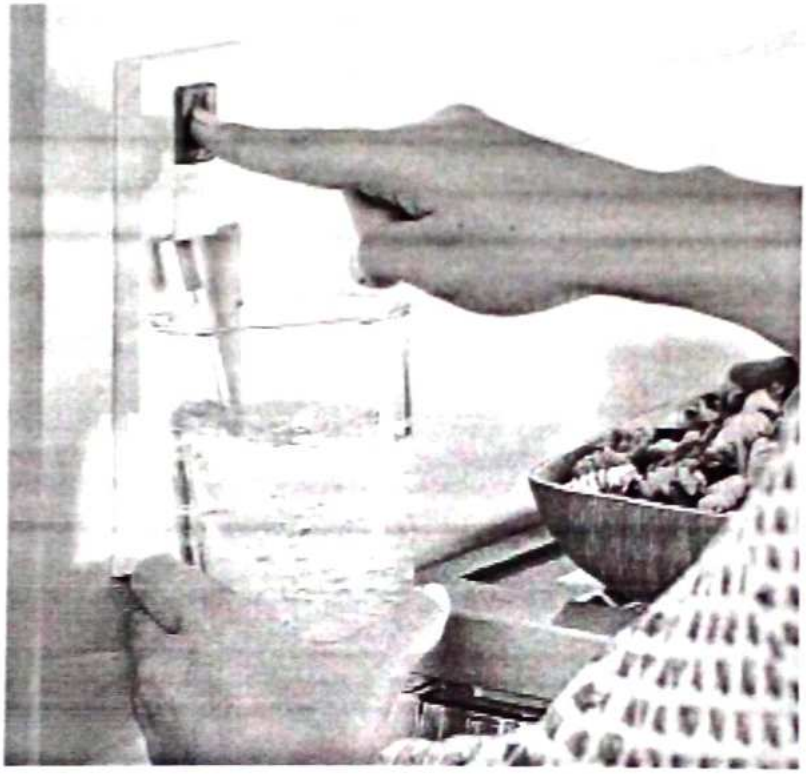


Enjoy a sleek appearance with nothing extra to get hung up on. No handles mean more space so installation is a piece of cake and kitchen feels more spacious.

Glass Shelving & LED Lighting:

Modern, adjustable glass shelves offer flexible storage solutions, and long-lasting, bright LED bulbs provide energy-efficient lighting, making it easy to see and organize foods. Paired with an unexpected blue and gray accented interior.

Keep It Cool with Internal Water & Ice:



Newest French door refrigerator comes with a space-saving and convenient internal water dispenser for cool, filtered water with one simple touch. Plus, a factory-installed icemaker gives ice without the hassle.

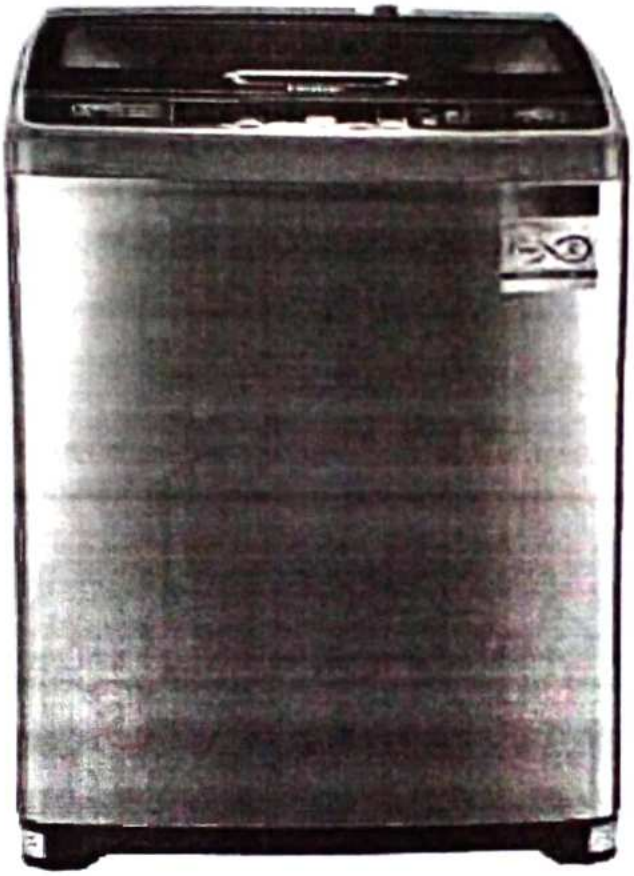
Haier washing machine:

Semi Automatic Top loading Haier washing machine

Features:

Semi Automatic Top Loading washing machine with agitator washing method,have separate washing and drying portion, rust-free body, wash quality, energy, higher the spin lower the drying time.

Fully Automatic Top loading washing machine



Features

Fully automatic Top Loading washing machine with best wash quality, energy,water efficient, higher the spin speed ,faster the drying time,magic drum, two bionic magic filter. near zero pressure,deep plate pulsutor, rust-free body, soft fall technology,jet water flow ,8 washing programs,Anti bacterial technology,PCM CABINET,and LED display.

Fully automatic front loading washing machine

Features :

Fully automatic front loading washing machine,muscular drum,inverter motot, NZP technology, digital display,magic touhened glass door, rust-free body, higher the spin speed, faster the drying time,rinse cycle.

Price of Haier washing machine ranges from Rs.8839 –Rs.36290

Haier Fans:

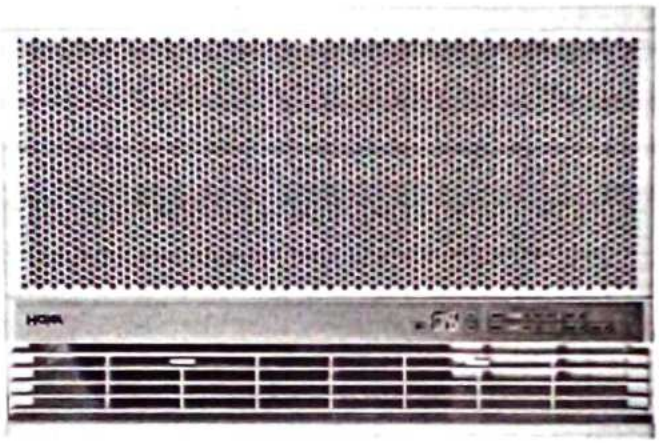
Haier 16" table fan

Features:

power consumption-40w,3speedsettings,featuresLike:Oscillating,Quiet mode , blades, width 17,75" Depth 10.25" Height 22.5", compact design, Motor with Thermofuse . price Rs.3400

Haier Air conditioner :

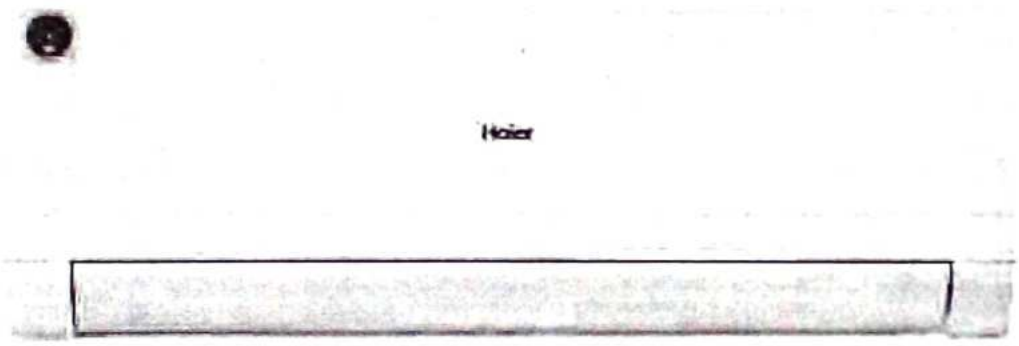
Window Air Conditioner



Features:

Quietest window AC , Digital Time and Temperature display,3 Cooling fan speed plus auto cool,24 hour on/off Timer plus sleep mode, Energy saver mode,Dehumidify mode,Clesn filter reminder, 4-way air direction, Remote control.

Room Air Conditioner



Features:

1 indoor unit,1 outdoor unit,remote control,star rating,anti bacteria filter,dust filter,auto restart,Energy efficient,turbo mode,self diagnosis and moisture remove system.

Portable Air conditioner

Features:

Movable air conditioner,3 in 1 portable air conditioner(air conditioner,fan modes and dehumidifying capability for flexible and optimal home comfort),auto evaporates technology,digital thermostat,24 hours timer,remote control.

Price of Haier Air conditioner ranges from Rs.21990 - Rs.62340

Haier dish washer :

Haier 18" stainless steel interior Dishwasher

Features:

Haier 18" stainless steel interior Dishwasher with sanitize option,low profile installation,Autosense cycle,hard food disposer with removable filter,3 level wash,wifi capable,quite package i.e dramatically reduce the sound of washing the dishes. Price value Rs.58,805.

Haier 24" stainless steel interior dishwasher

Features:

Wifi capable, status bar, nightlight,wash zone, extra dry option,three level wash,finger print resistant stainless,more wireless connection available,silver rack,water filteration system. Price value Rs.55,125

Haier Television :

Haier 43" LED 4K TV

Features:

43",4K,3840 x 2160 pixels,178 degrees,colour control ,HDR,Wifi Capable, bluethooth,smart TV,Apps,FB and social media integration,games,voice recognition,network file sharing screen,disply mirroring ,remote control,etc.price Rs.32,989.

Haier 32"LED HD-Ready TV

Features:

32",HDReady,1366x768pixels,178degrees,MHLEnable,Displaymirroring, Screencasting,Smartshare,Smartview,wifidirect,Android,Futureready,remote control,etc.

Price Rs.14,000

Haier 50" LED 4K TV

Features:

50",4K,3840 x 2160 pixels,178 degrees,colour control ,HDR,Wifi Capable, bluethooth,smart TV,Apps,FB and social media integration,games,voice recognition,network file sharing screen,disply mirroring ,remote control,etc.Price Rs.41,918.

Competitive advantage in the Marketing strategy of Haier:

1. Extensive presence:

One of the most critical factors in the consumer goods is making the products available globally and Haier harnessed the opportunity by being available across all the emerging & developed nations.

2. Integrated supply chain:

The Company has in-house logistics vertical which supports the business and ensures timely distribution of the products and effective & efficient marketing of the products of the company.

BCG Matrix in the Marketing strategy of Haier-

The company operates in the business segments such as white goods which deals with home appliances and other electronic items and Logistics vertical which helps the company with services such as "front-end first-mile" pick-up, installation, repair, transportation, truck-loading, warehousing, and "last mile" interaction. Both operating segments of the company are starring in the BCG matrix.

Distribution strategy in the Marketing strategy of Haier–

The Company distributes its offerings with the help of more than 60000 employees and distributors across the globe.

The Company have 5 R&D centers, 21 industrial parks, and 66 trading companies worldwide to support the mainstream business.

The company makes its products available in the market with the help of mix channel of distribution wherein it uses retailers, distributors/ wholesalers, e-commerce websites, and resellers.

Brand equity in the Marketing strategy of Haier–

The brand has been ranked 730 in Forbes magazine list of global 2000 Companies and 352 in Forbes list of World's Best Employers. The brand has been valued at $ 10.6 billion as of May 2017 (market capitalization value method) generating revenue of $ 16.99 billion.

It has been top-ranked by number of Companies, ranked number one in the list of Global brand share published by Euro monitor, also US World Brand Lab has ranked it 50 in the list of top 500 brands.

Competitive analysis in the Marketing strategy of Haier:

Most of the companies operating in the consumer goods and home appliances market competes based on product portfolio, availability in the market, price, design, innovative and technologically advanced products, easy to use, safe and good aesthetic look.

Some of the competitors of the brand Haier are LG, Philips, Panasonic, Videocon, Hitachi, Daikin, Samsung etc.

Market analysis in the Marketing strategy of Haier:

Increase in alternatives, increase in bargaining power of customers, Customers perception of cheap Chinese brand, Supply-side dominance, changing the lifestyle of people, the low lifecycle of technological products, automation in the industry, increasing purchasing power parity, decreasing margins are some of the factors affecting the companies operating in the industry. Due to saturation in the developed nation's companies are looking for market expansion through emerging economies by introducing innovative products.

Customer analysis in the Marketing strategy of Haier–

Customers of Haier are distributors, corporate companies, resellers, and government organizations across various industries. In the retail segment, the customers of the brand are in the age group of 20-40 years majority of which in the mid-age or are newly married and wants to have white goods in their home.

Haier Marketing Mix (4Ps) Strategy:

Marketing Mix of Haier analyses the brand/company which covers 4Ps (Product, Price, Place, Promotion) and explains the Haier marketing strategy. There are several marketing strategies like product/service innovation, marketing investment, customer experience etc. which have helped the brand grow.

Marketing strategy helps companies achieve business goals & objectives, and marketing mix (4Ps) is the widely used framework to define the strategies. This article elaborates the product, pricing, advertising & distribution strategies used by Haier.

Haier Product Strategy:

Haier is one of the leading consumer electronics companies in the world. Haier has a wide product range in its marketing mix and the brand is popular with millions of customers globally. Haier product categories include products from:

- Refrigerators, air conditioners, washing machines
- Televisions, home theatre systems
- mobile phones
- computers
- intelligent integrated home furniture, networked home appliance, medical products

Haier try to customize the products according to the requirements of the market it is targeting. For example, it designed a small refrigerator with a study table for the student community needs. This is the way they tried to differentiate themselves from the other competitors in the market. Haier has production facilities in many countries including USA, Pakistan, Tunisia and South Africa.

Haier Price/Pricing Strategy:

Haier is a huge global brand and hence the price of its products align with the local competition in which the brand is present. Haier pricing strategy in its marketing mix differs from market to market. It tried to place itself as a niche player in India due to Indian consumers having a negative perception about Chinese brands in India. Haier used the same strategy in Europe as they faced the same problem. Even in countries like USA it tried not to compete on price but to compete at the same level as the other competitors in the market like Whirlpool and GE by using competitor oriented pricing method. It tries to concentrate on product quality than on price. Haier tries to customize its products according to the requirements of the market it is targeting.

Haier Place & Distribution Strategy:

Haier mainly sells its product through major retail chains like Chroma, E-zone, Walmart, Home store and various other retail chains. It is also available online on major ecommerce sites and in their dedicated online stores (available only in certain countries). Haier has a strong distribution network all over the world. Haier has production facilities in many countries including USA, Pakistan, Tunisia and South Africa. Haier uses the distribution channel to distribute its industrial products like industrial air conditioner. For example, it chose Kotler marketing company to distribute in USA. Kotler company is overall in charge of selling Haier refrigerator in the US market and look after choosing distributers.

Haier is one of the most reputed consumer electronic brands and available widely across the world due to its extension distribution network.

Haier Promotion & Advertising Strategy:

Haier promotes its products through outdoor advertisement- airports and magazines mainly. They also conduct heavy advertising in trade publications or on the internet. Haier also promotes its products through sponsoring of sports event like Beijing Olympics and Global strategic cooperation agreement with NBA. Triathlon for kids and blockbuster giveaways are the other methods used by Haier to promote its product. Other promotional offers by Haier are Valentine month offers where products are sold at discounted price for a month. It also promotes itself as world's number 1 brand in the last 8 years. It has online presence in Facebook, Twitter, Pinterest and YouTube with pages and handles for each country of operation. Hence, this covers the 4Ps in the marketing mix of Haier.

Availability of Haier products in Thoothukudi:

1.Sathya Agencies Pvt. Ltd

Address: No 370, Palayamkottai Road, Tuticorin-628001.

2.Vasanth & co.

Address: Pearl Plaza 48D, Balavinayagar Koil Road, Tuticorin-628002.

3.Viveks-The Unlimited shop.

Address: 27,1, Melur Bungalow St, Dhamodhara Nagar, Tuticorin-628002

4.Gangarathnam furniture.

Address: No 403,408, WGC Road, Tuticorin-628002

5.Shiv Traders.

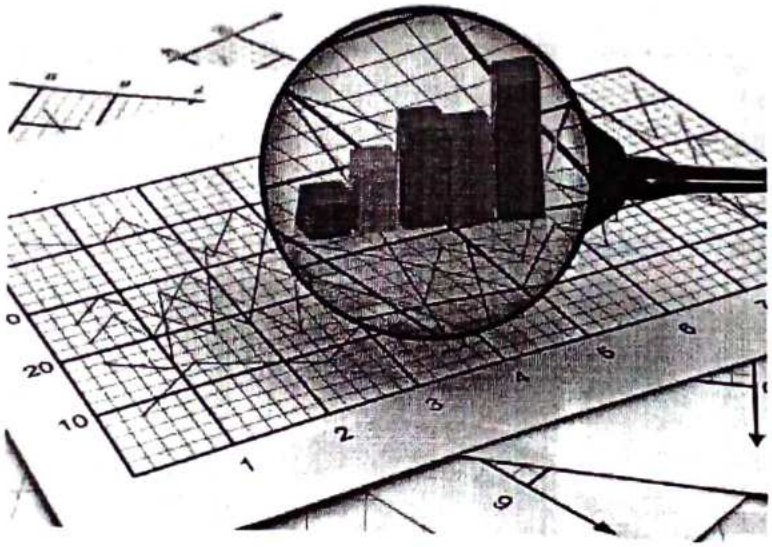
Address: 39A Velavan Hyper Market, GIN Factory Road, Tuticorin Central Bus Stand-628002

6.Benit co.

Address: DSF Grand Plaza,379, Ve Road, Tuticorin-628002

CHAPTER -3

ANALYSIS AND INTERPRETATION OF DATA



ANALYSIS AND INTERPRETATION OF THE DATA

INTRODUCTION

Analysis is necessary for any research to derive conclusion. Analysis of data plays a predominant role in detecting the results on the economic status of the employees. The data are tabulated and interpreted by the researcher and are presented in the form of bar diagram and pie chart

Data analysis considered important step and heart of the research in research work. After collection of data with the help of relevant tools and techniques, the next logical step, is to analyse and interpret data with view to arriving at empirical solution to the problem. The data analysis for the present research was done in quantitatively with the help of both descriptive statistics and inferential statistics

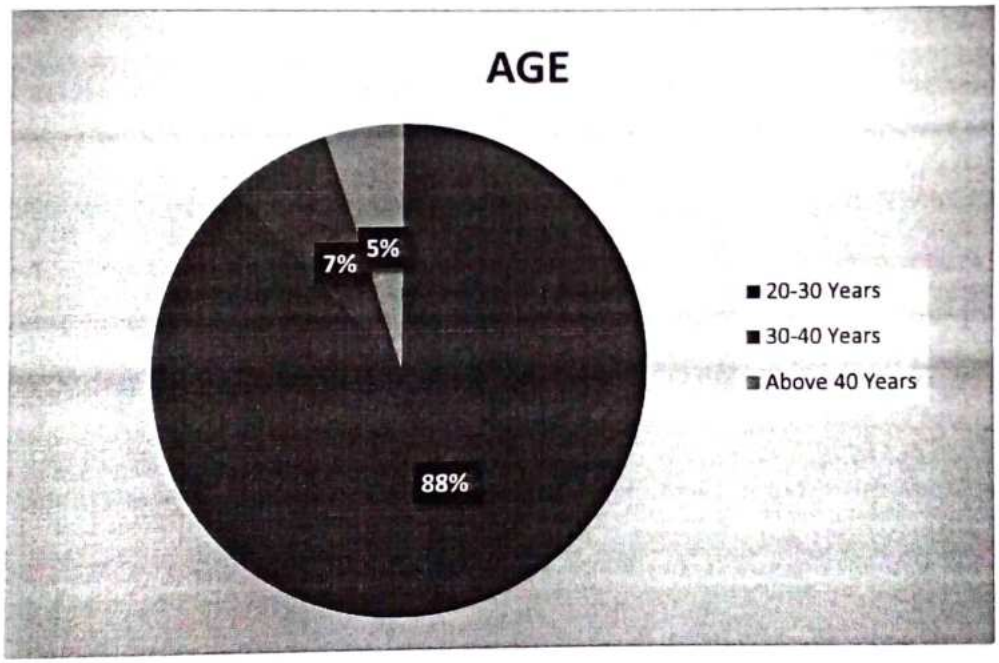
Evaluation does not end with just data collection and analysis to find out mean value or degree of satisfaction. Based on those results of analysis, some value judgements should be according to the evaluation criteria. At the same time, in order to make useful recommendations and lessons learned, influential factors that have affected the results should fully analyse. This is call "interpretation "

TABLE 3.1

AGE WISE CLASSIFICATION

AGE	NO OF RESPONDENTS	PERCENTAGE (%)
20-30 Years	63	88
30-40 Years	5	7
Above 40 Years	4	5
TOTAL	**72**	**100**

Source: primary data



INFERENCE:

The table 3.1 reveals that 88 percent of the respondents are age group between 20-30 years,7 percent of them are between 30-40 years and 5 percent of them are above 40 years.

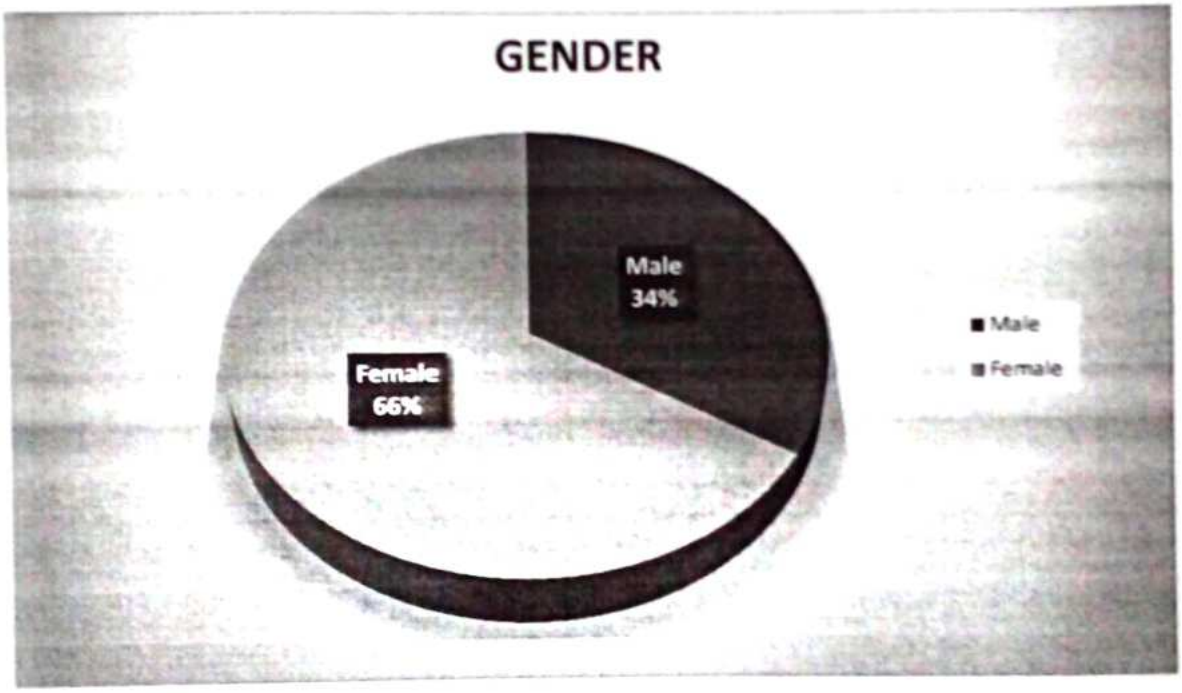
Thus, majority that is 88 percent of the respondents are between 20-30 years.

TABLE 3.2

THE GENDER WISE CLASSIFICATION

GENDER	NO OF RESPONDENTS	PERCENTAGE (%)
Male	25	34
Female	47	66
TOTAL	**72**	**100**

Source: primary data



INFERENCE:

The table 3.2 reveals that 34 percent of the respondents are male and 66 percent are female.

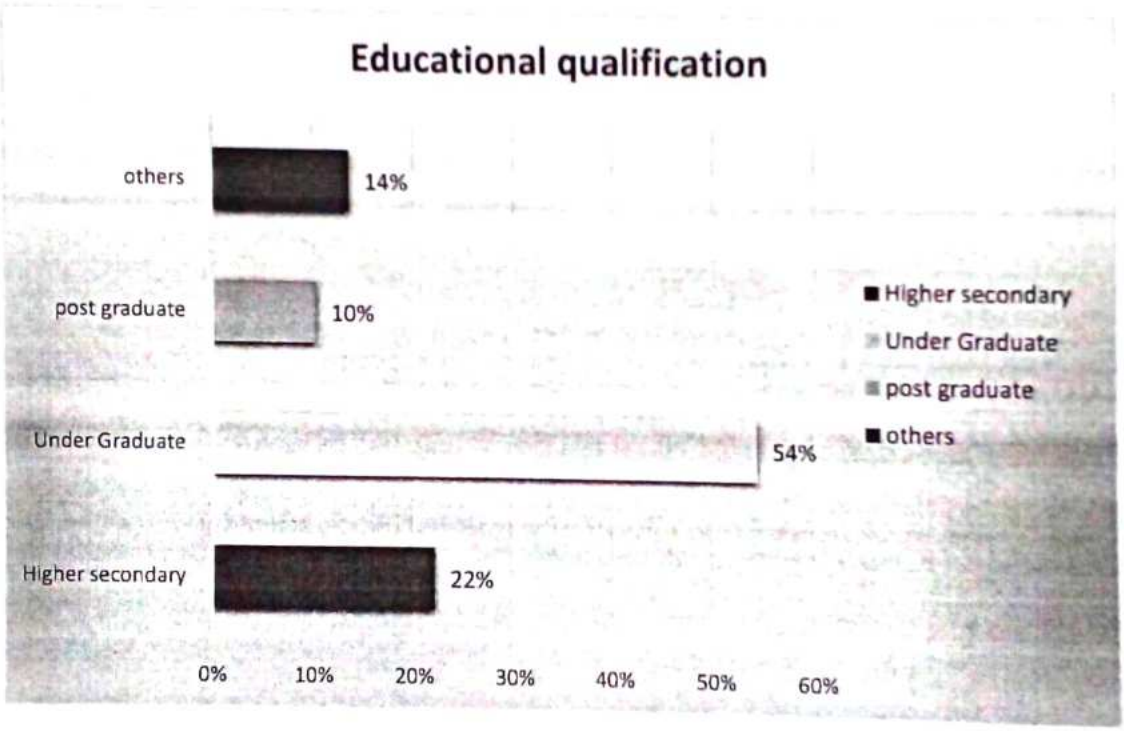
Thus, majority that is 66 percent of the respondents are Female.

TABLE 3.3

EDUCATIONAL QUALIFICATION WISE CLASSIFICATION

EDUCATION STATUS	NO OF RESPONDENTS	PERCENTAGE (%)
Higher secondary	16	22
Under graduate	39	54
Post graduate	7	10
Others	10	14
TOTAL	**72**	**100**

Source: primary data



INFERENCE:

The table 3.3 reveals that 22 percent of the respondents are higher secondary ,54 percent of them are under graduate ,10 percent of them are post graduate and 14 percent of them are others.

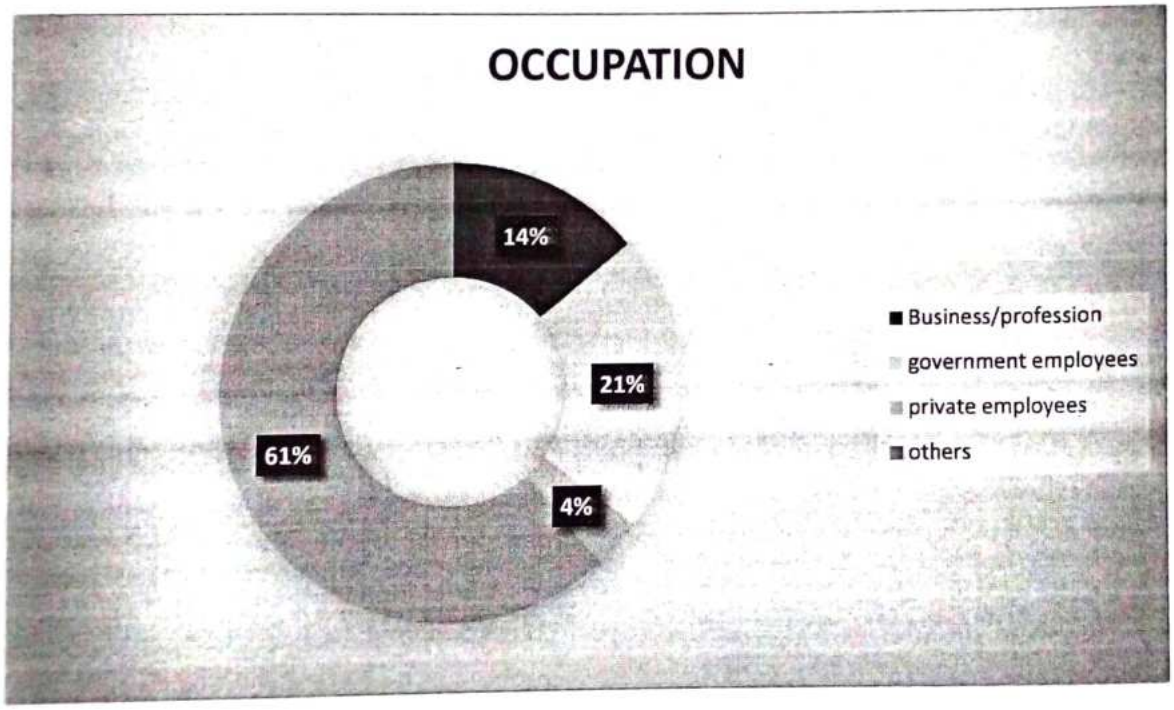
Thus, majority that is 54 percent of the respondents are under graduates.

Table 3.4

OCCUPATION WISE CLASSIFICATION

OCCUPATION	NO OF RESPONDENTS	PERCENTAGE (%)
Business/profession	10	14
Government employees	15	21
Private employees	3	4
Others	44	61
TOTAL	**72**	**100**

Source: primary data



INFERENCE:

The table 3.4 reveals that 14 percent of the respondents are business/profession, 21 percent of them are government employees, 4 percent of them are private employees and 61 percent of them are others.

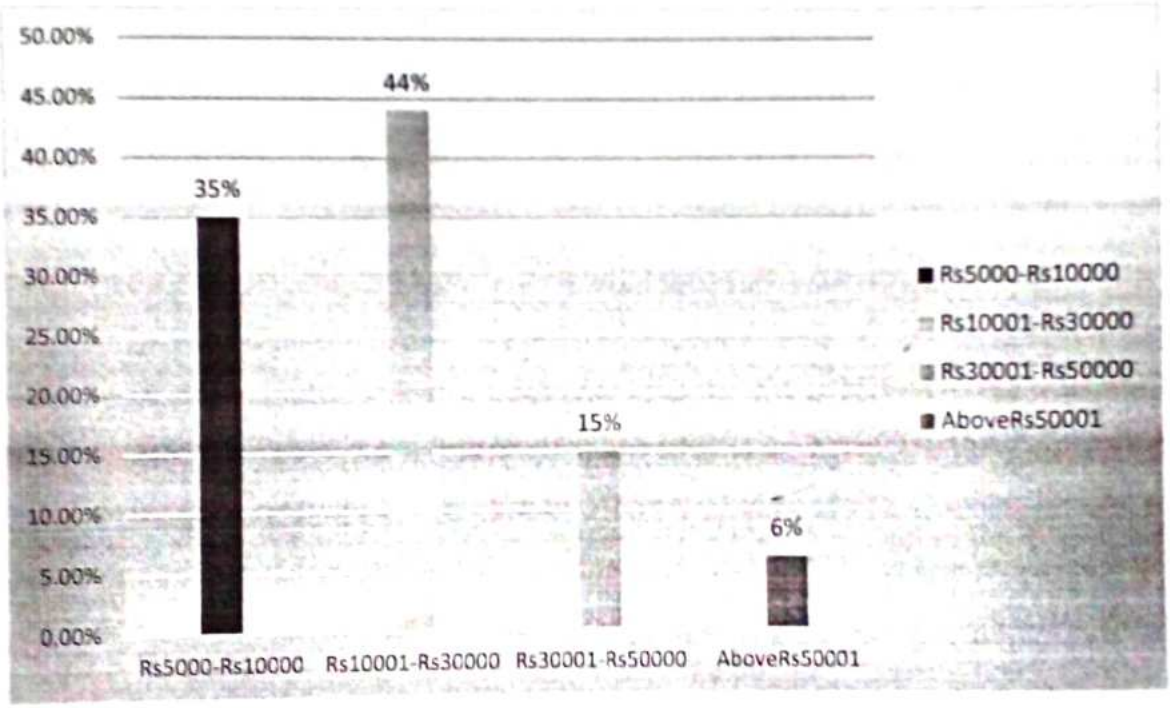
Thus, the majority that is 61 percent of the respondents are others.

TABLE 3.5

MONTHLY INCOME WISE CLASSIFICATION

MONTHLY INCOME	NO OF RESPONDENTS	PERCENTAGE (%)
Rs.5000-Rs10000	25	35
Rs.10001-Rs30000	32	44
Rs.30001-Rs50000	11	15
Above Rs.50001	4	6
TOTAL	**72**	**100**

Source: primary data



INFERENCE:

The table 3.5 reveals that 35 percent of the respondents have earned between Rs.5000-Rs.10000, 44 percent of them between Rs.10001-Rs.30000 ,15 percent of them between Rs.30001-Rs.50000, and 6 percent of them Above Rs.50001.

Thus,majority that is 44 percent of the respondents have earned between Rs.10001-Rs.30000.

TABLE 3.6

PREFERENCE TOWARDS HAIER PRODUCTS

Source: primary data

CLASSIFICATION	NO OF RESPONDENTS	PERCENTAGE (%)
Necessity	32	44
Comfort	39	54
Status	1	2
TOTAL	**72**	**100**

INFERENCE:

The table 3.6 reveals that 44 percent of the respondents have preferred Haier product for necessity, 54 percent of them for comfort and 2 percent of them for status.

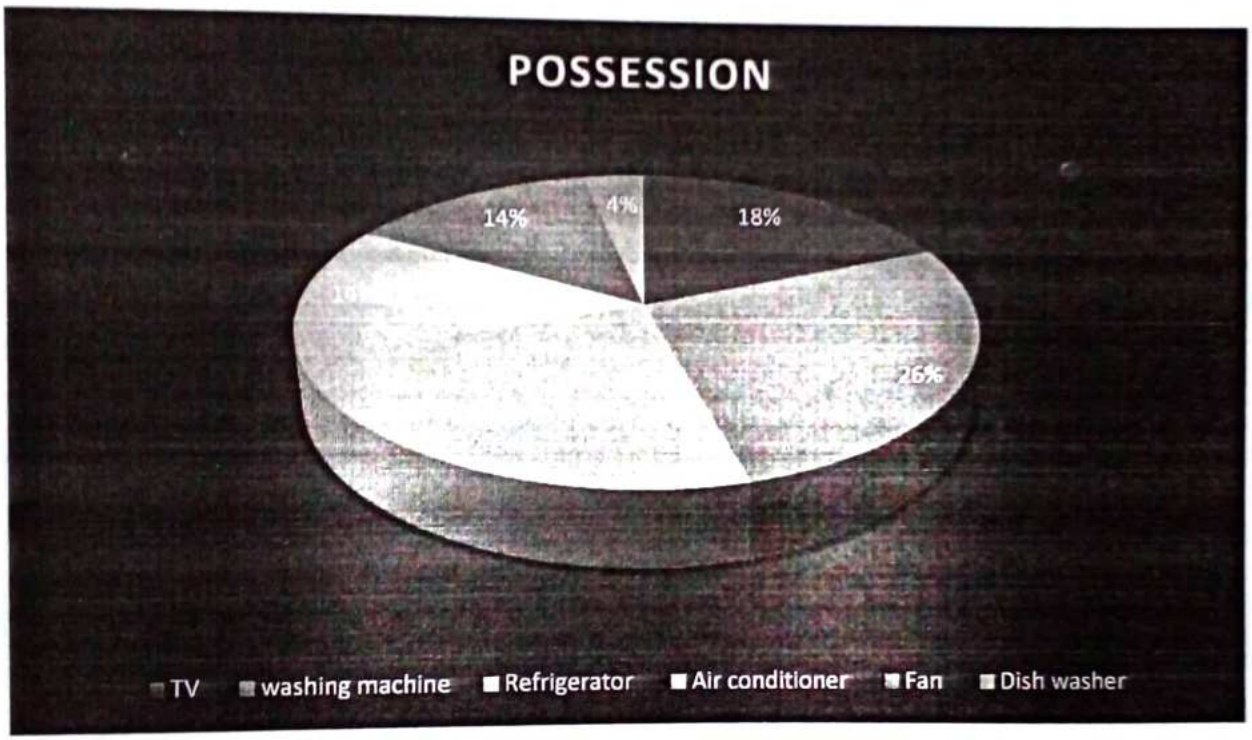
Thus ,majority that is 54 percent of the respondents have preferred for comfort.

TABLE 3.7

POSSESSION TOWARDS HAIER PRODUCTS

PRODUCTS	NO OF RESPONDENTS	PERCENTAGE (%)
TV	13	18
Washing machine	19	26
Refrigerator	17	24
Air conditioner	10	14
Fan	10	14
Dish washer	3	4
TOTAL	**72**	**100**

Source: primary data



INFERENCE:

The table 3.7 reveals that 18 percent of the respondents have possessed TV, 26 percent of them washing machine, 24 percent of them refrigerator, 14 percent of them air conditioner and fan and 4 percent of them dish washer.

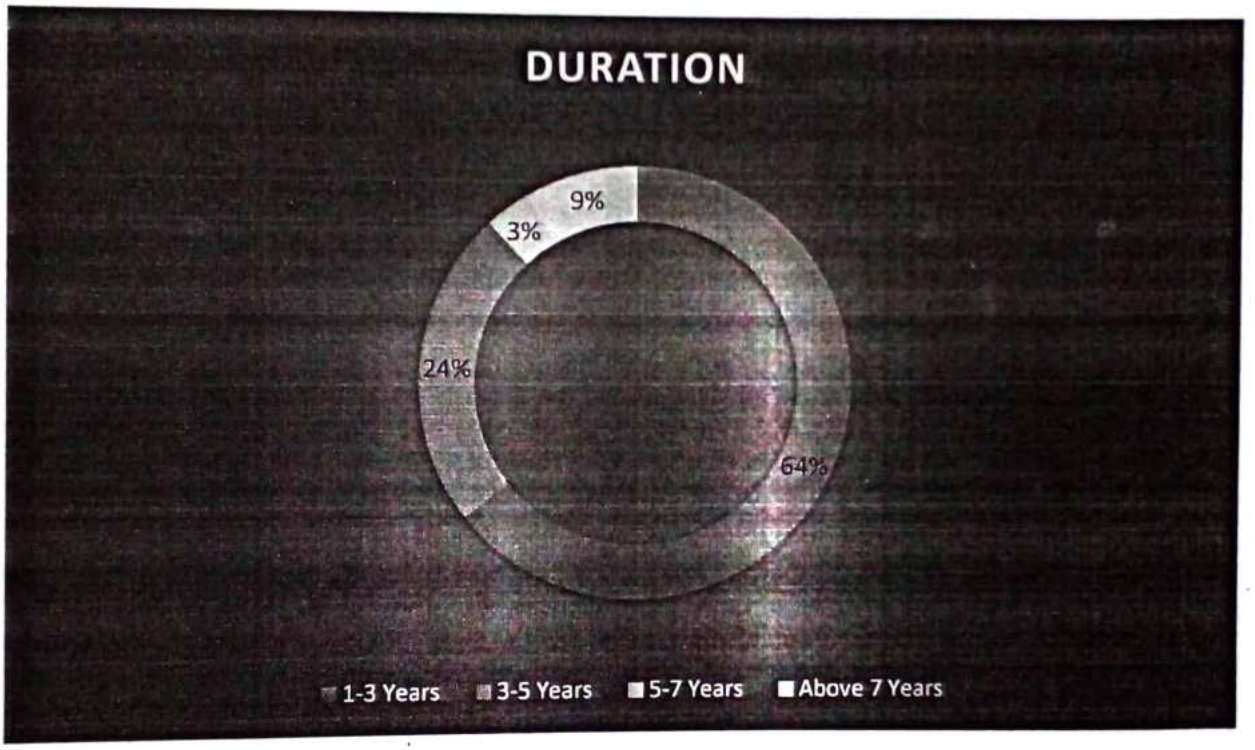
Thus, majority that is 26 percent of the respondents have possessed washing machine.

TABLE 3.8

DURATION OF TIME FOR USING HAIER PRODUCTS

YEARS	NO OF RESPONDENTS	PERCENTAGE (%)
1-3Years	46	64
3-5Years	17	24
5-7Years	2	3
Above 7Years	7	9
TOTAL	**72**	**100**

Source: primary data



INFERENCE:

The table 3.8 reveals that 64 percent of the respondents are using Haier product between 1-3 years, 24 percent of them are between 3-5 years, 3 percent of them are between 5-7 years and 9 percent of them are above 7years.

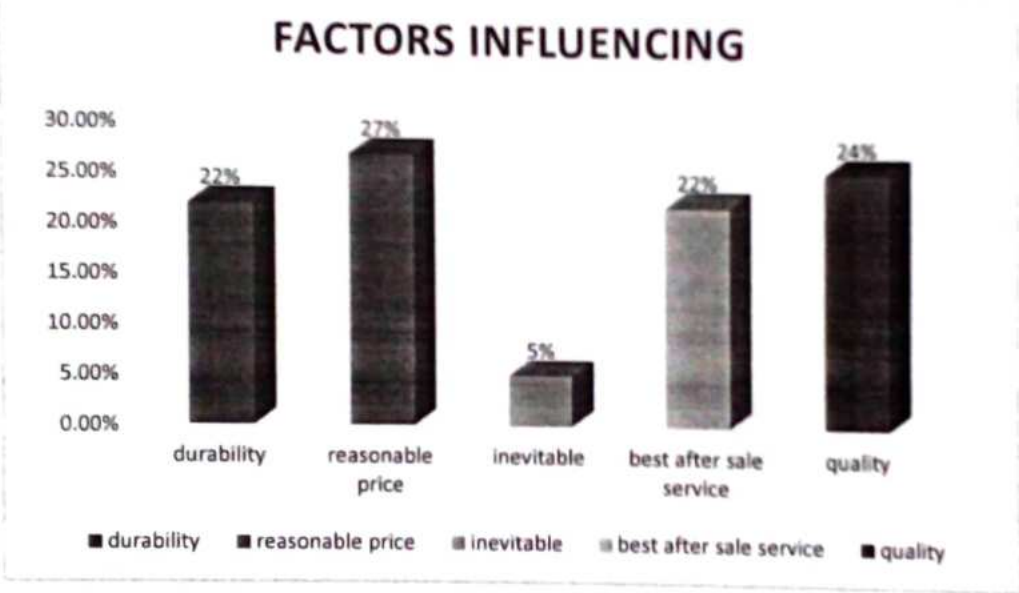
Thus, majority that is 64 percent of the respondents are using Haier product between 1-3 years.

TABLE 3.9

FACTORS INFLUENCING PURCHASE TOWARDS THE HAIER PRODUCTS

Source: primary data

FACTORS	NO OF RESPONDENTS	PERCENTAGE (%)
Durability	16	22
Reasonable price	19	27
Inevitable	4	5
Best after sale service	16	22
Quality	17	24
TOTAL	**72**	**100**



INFERENCE:

The table 3.9 reveals that 22 percent of the respondents are influenced to buy Haier product due to durability and best after sale service, 27 percent of them are due to reasonable price, 5 percent of them are due to inevitable and 24 percent of them are due to quality.

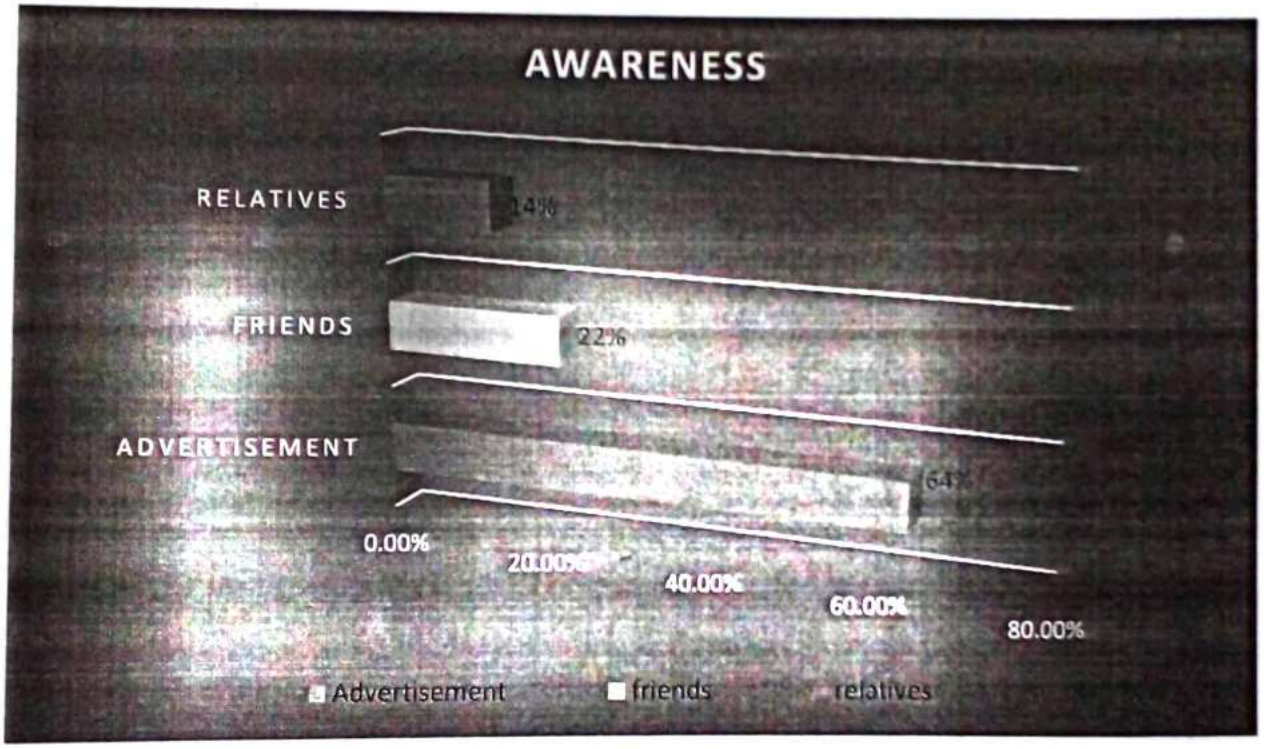
Thus, majority that is 27 percent of the respondents are influenced to buy Haier product due to reasonable price.

TABLE 3.10

AWARENESS TOWARDS THE HAIER PRODUCTS

FACTORS	NO OF RESPONDENTS	PERCENTAGE(%)
Advertisement	46	64
Friends	16	22
Relatives	10	14
TOTAL	**72**	**100**

Source: primary data



INFERENCE:

The table 3.10 reveals that 64 percent of the respondents are getting awareness through advertisement, 22 percent of them are through friends and 14 percent of them are through relatives.

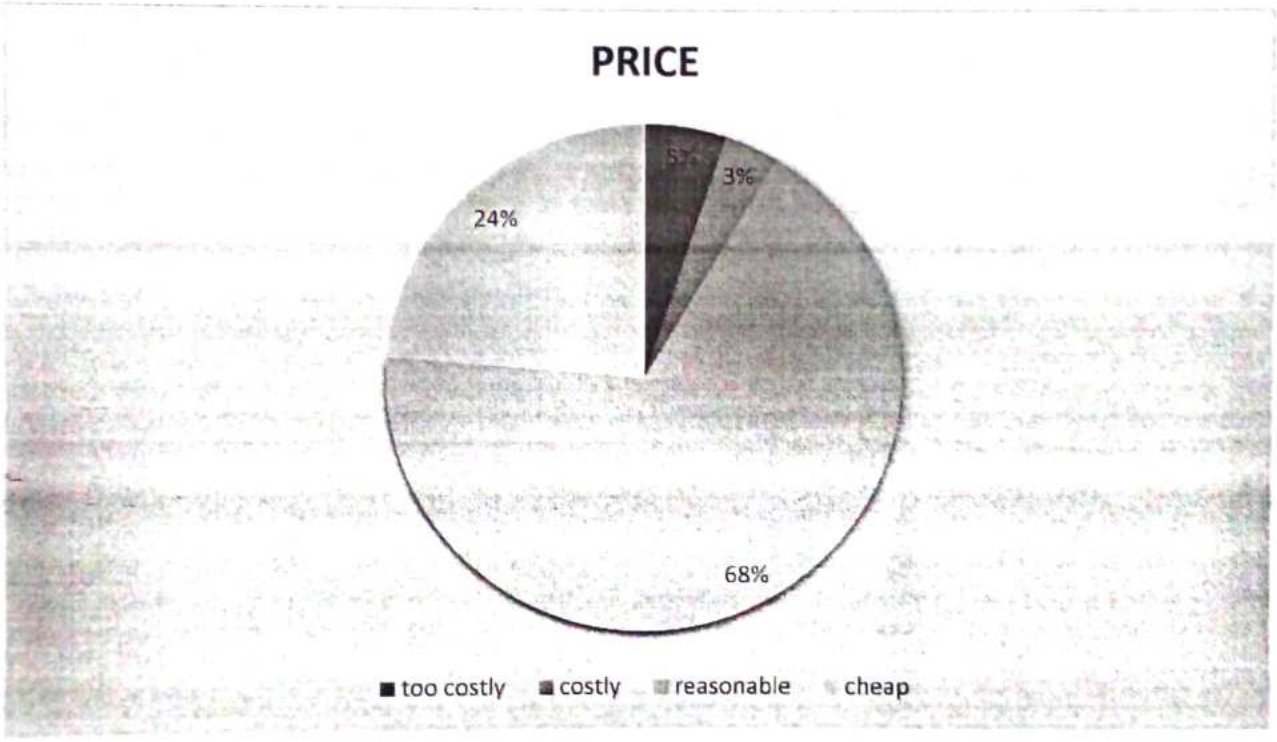
Thus , majority that is 64 percent of the respondents are getting awareness through advertisement.

TABLE 3.11

OPINION TOWARDS PRICE OF THE HAIER PRODUCTS

PRICE	NO OF RESPONDENTS	PERCENTAGE (%)
Too costly	4	5
Costly	17	24
Reasonable	49	68
Cheap	2	3
TOTAL	**72**	**100**

Source: primary data



INFERENCE:

The table 3.11 reveals that 5 percent of the respondents are opined that the price of Haier product too costly, 24 percent of them are costly, 68 percent of them are reasonable and 3 percent of them are cheap.

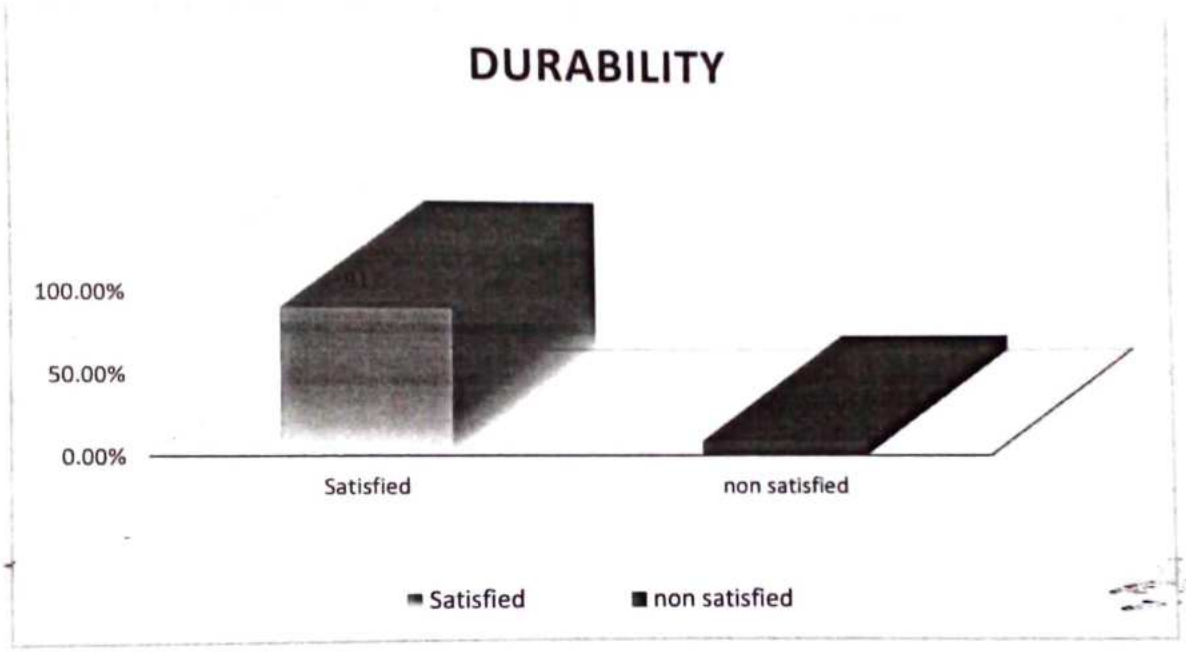
Thus, majority that is 68 percent of the respondents are opined that the price of Haier product is reasonable.

TABLE 3.12

OPINION TOWARDS DURABILITY OF HAIER PRODUCTS

OPINION	NO OF RESPONDENTS	PERCENTAGE (%)
Satisfied	65	91
Non satisfied	7	9
TOTAL	**72**	**100**

Source: primary data



INFERENCE:

The table 3.12 reveals that 91 percent of the respondents are satisfied with durability of Haier product and 9 percent of them are not satisfied.

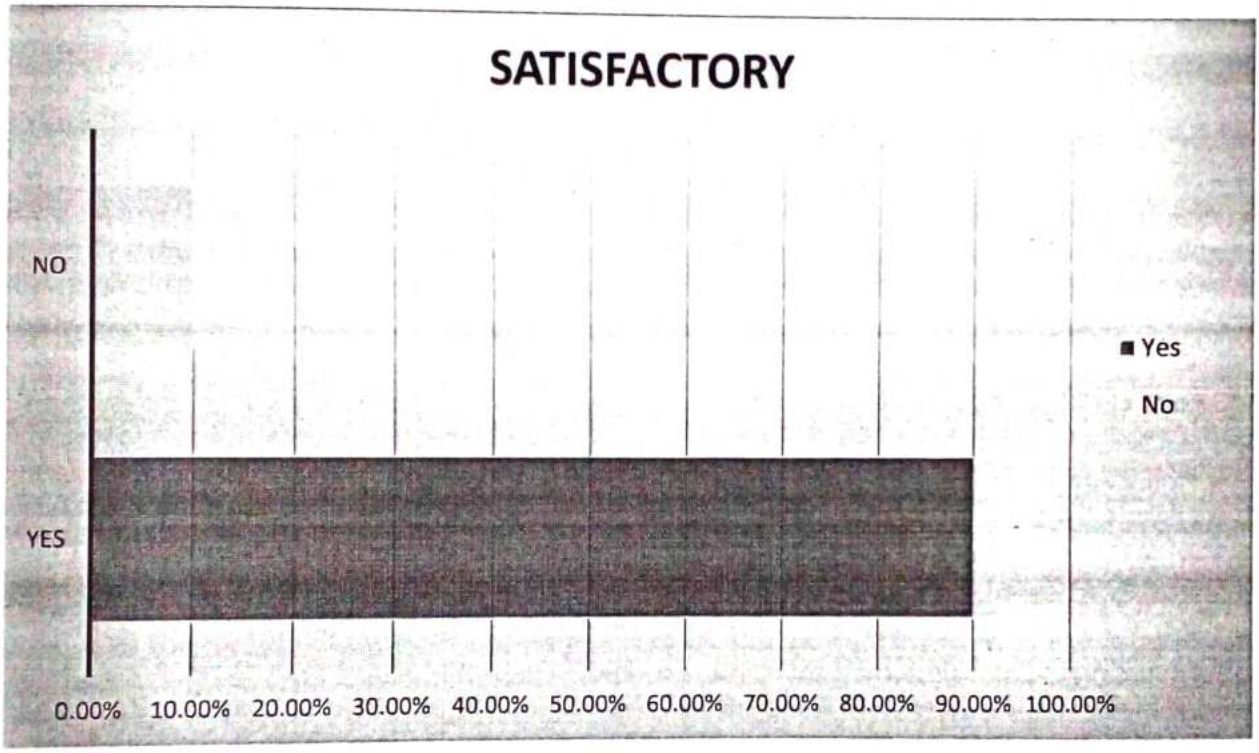
Thus, majority that is 91 percent of the respondents are satisfied with durability of Haier product.

TABLE 3.13

SATISFACTORY TOWARDS THE QUALITY OF HAIER PRODUCTS

SATISFACTORY	NO OF RESPONDENTS	PERCENTAGE(%)
Yes	65	90
No	7	10
TOTAL	**72**	**100**

Source: primary data



INFERENCE:

The table 3.13 reveals that 90 percent of the respondents are satisfied with the quality of Haier products and 10 percent of them are not satisfied.

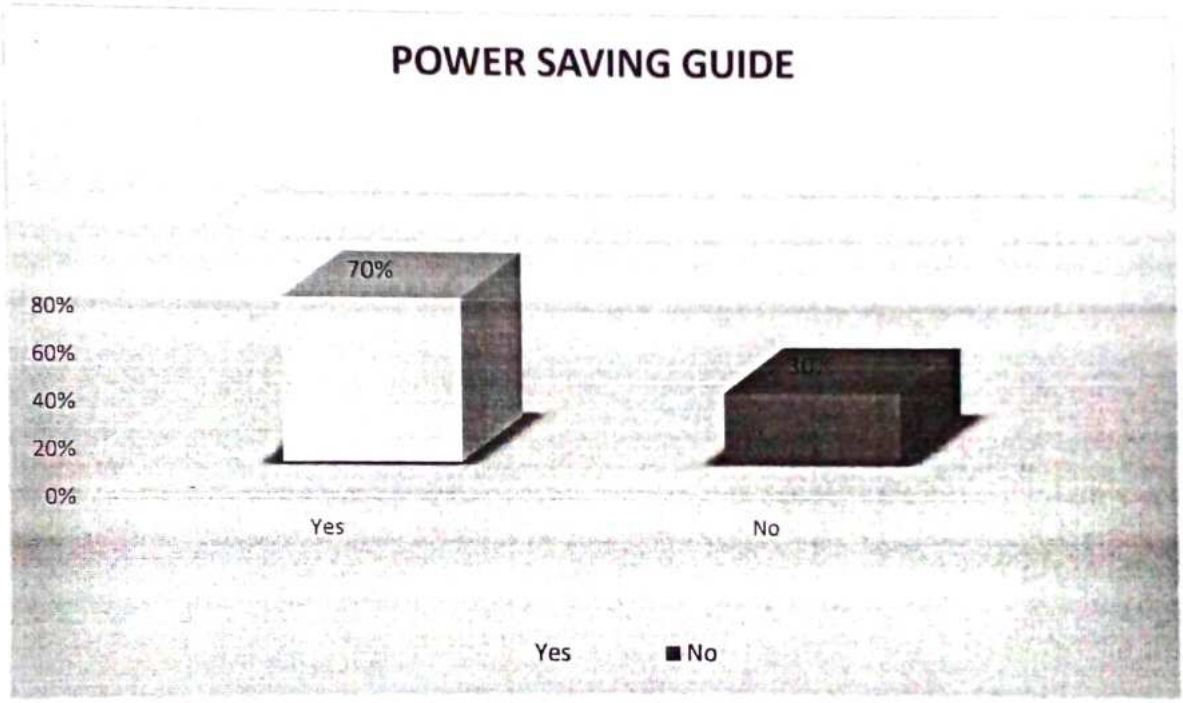
Thus, majority that is 90 percent of them are satisfied with the quality of Haier products.

TABLE 3.14

POWER SAVING GUIDE IN HAIER PRODUCTS

POWER SAVING GUIDE	NO OF RESPONDENTS	PERCENTAGE(%)
Yes	50	70
No	22	30
TOTAL	**72**	**100**

Source: primary data



INFERENCE:

The table 3.14 reveals that 70 percent of the respondents are using power saving guide in Haier product and 30 percent of them are not using power saving guide.

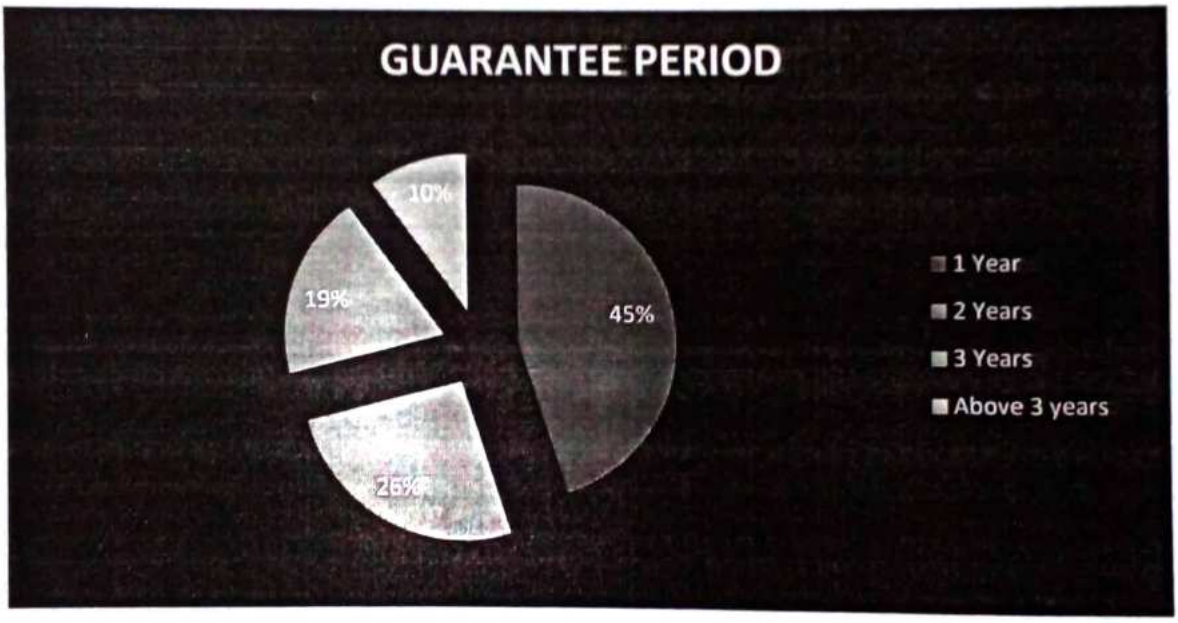
Thus, majority that is 70 percent of the respondents are using power saving guide in Haier product.

TABLE 3.15

GUARANTEE PERIOD OF HAIER PRODUCTS

YEARS	NO OF RESPONDENTS	PERCENTAGE(%)
1 Years	32	45
2 Years	19	26
3 Years	14	19
Above 3 Years	7	10
TOTAL	**72**	**100**

Source: primary data



INFERENCE:

The table 3.15 reveals that 45 percent of the respondents have obtained 1-year warranty, 26 percent of them 2 years' warranty, 19 percent of them 3 years' warranty and 10 percent of them above 3 years' warranty.

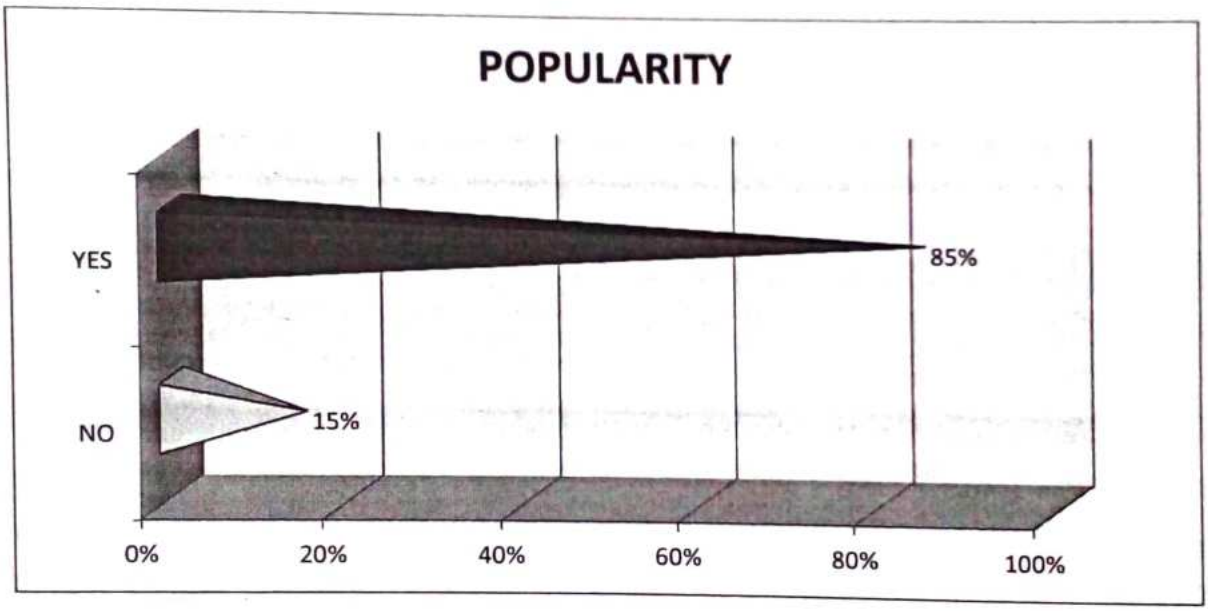
Thus, the majority that is 45 percent of the respondents have obtained 1-year warranty.

TABLE 3.16

POPULARITY AMONG PEOPLE.

CLASSIFICATION	NO OF RESPONDENTS	PERCENTAGE(%)
Yes	61	85
No	11	15
TOTAL	**72**	**100**

Source: primary data



INFERENCE:

The table 3.16 reveals that 85 percent of the respondents said that Haier products is popular among people and 15 percent of them said that not popular.

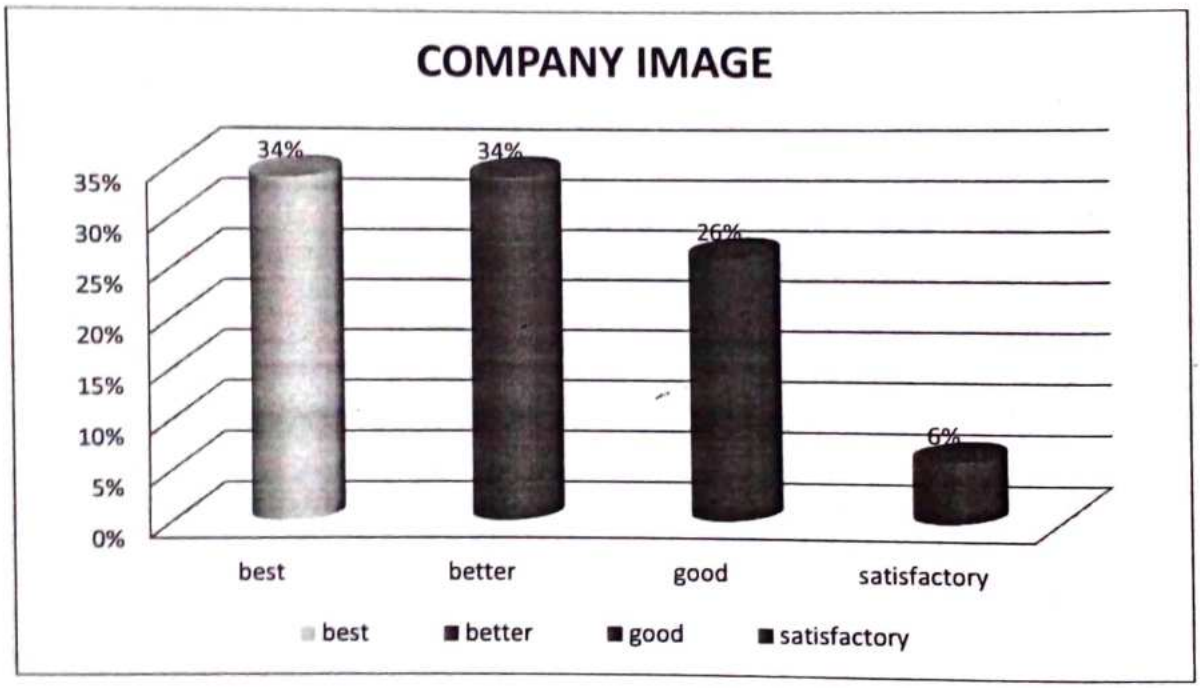
Thus, the majority that is 85 percent of the respondents said that Haier product is popular among people.

TABLE 3.17

COMPANY IMAGE OF THE HAIER

FACTOR	NO OF RESPONDENTS	PERCENTAGE(%)
Best	24	34
Better	24	34
Good	19	26
Satisfactory	5	6
TOTAL	**72**	**100**

Source: primary data



INFERENCE:

The table 3.17 reveals that 34 percent of the respondents agreed that the company image of Haier products is best and better, 26 percent of them is good and 6 percent of them is satisfactory.

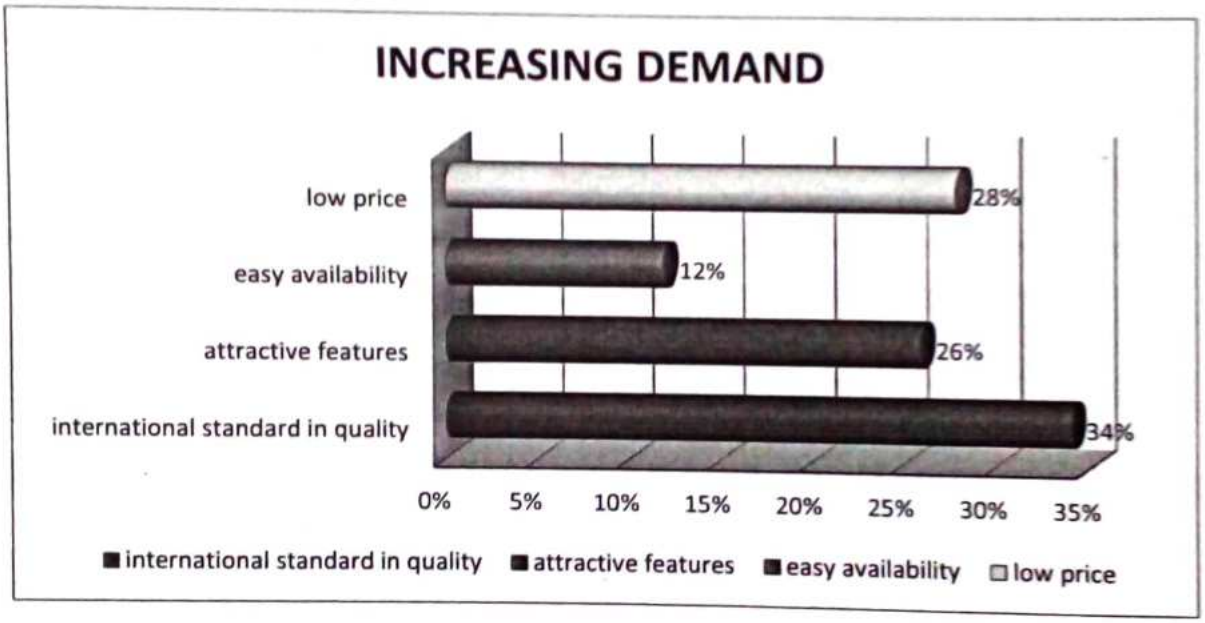
Thus, the majority that is 34 percent of the respondents agreed that the company image of Haier products is best and better.

TABLE 3.18

REASON FOR INCREASING DEMAND FOR HAIER PRODUCTS

FACTOR	NO OF RESPONDENTS	PERCENTAGE(%)
International standard in quality	24	34
Attractive features	19	26
Easy availability	9	12
Low price	20	28
TOTAL	**72**	**100**

Source: primary data



INFERENCE:

The table 3.18 reveals that 34 percent of the respondents said that the reason for increasing demand for Haier product is due to international standard in quality, 26 percent of them are due to attractive features, 12 percent of them are due to easy availability and 28 percent of them are due to low price.

Thus, the majority that is 34 percent of the respondents said that the reason for increasing demand for Haier products is due to international standard in quality.

TABLE 3.19

RANKING TOWARDS FEATURES OF HAIER PRODUCTS

ITEMS	1 HIGHLY SATISFIED	2 SATISFIED	3 NEUTRAL	4 DIS-SATISFIED	5 HIGHLY DIS-SATISFIED	TOTAL SCORE	AVERAGE SCORE	RANK
PRICE	15 (75)	38 (152)	19 (57)	–	–	284	28.2	1
QUALITY	21 (105)	40 (160)	11 (33)	–	–	244	24.2	3
COLOUR	14 (70)	23 (92)	23 (69)	7 (14)	5 (5)	250	24.8	2
SHARPNESS	25 (125)	20 (80)	5 (15)	12 (24)	10 (10)	230	22.8	4
TOTAL						1008		

INFERENCE:

The table 3.19 reveals that the price of Haier product is ranked as first, followed by colour, quality and sharpness are ranked as second, third and fourth respectively.

CHAPTER-4

FINDING AND SUGGESTION.

Findings and suggestions:

This chapter brings out of the findings of the study and conclusion based on the analysis made with the help of the data obtained through the Questionnaire. Certain suggestion is made on the basis of these findings.

- The study reveals the most of the respondent's (88 %) are the age group between 20-30 years.
- Most of the respondents (66%) are Female.
- 54 %of the respondents are under graduates.
- 61 % of the respondents are others.
- 44 % of the respondents have earned between Rs.10001-Rs.30000.
- 54 %of the respondents have preferred for comfort.
- It is found that 26% of the respondents have possessed washing machine.
- 64 % of the respondents are using Haier product between 1-3 years.
- Majority that is 27% of the respondents are influenced to buy Haier product due to reasonable price.
- Majority that is 64% of the respondents are getting awareness through advertisement.
- Majority that is 68 % of the respondents are opined that the price of Haier product is reasonable.
- Large number (91%) of the respondents are satisfied with durability of Haier product.
- Most of the respondents (90%) are satisfied with the quality of Haier products.
- Majority that is 70% of the respondents are using power saving guide in Haier product.
- Majority that is 45%of the respondents have obtained 1-year warranty.
- 85% of the respondents said that Haier product is popular among people.
- 34%of the respondents agreed that the company image of Haier products is best and better.
- This study reveals that majority (34%) of the respondents said that the reason for increasing demand for Haier products is due to international standard in quality.

SUGGESTIONS:

- The markets of Haier products should formulate effective marketing strategies for enhancing customer's knowledge and awareness of Haier product.
- Entrepreneurs or producers should identify that the target market by psychographic segmentation and taking right strategy ban implementing those at right time. Producers should focus environmental compliance as well as charge lower price for diversified products.
- Government could help to entrepreneurs to make a linkage with potential customers of future.
- Entrepreneur can practice online shopping through website, social media etc..
- To advertise the Haier product equal to other product.
- An aggressive advertisement must be carried out in order to inform the customers about the new services.
- Customer awareness programmes are necessary. Practical demonstrations on how to use the product.
- In case of Haier products, quality must be improved, as it is considered to be the problem faced by the customers
- Use more online promotions to enhance the brand value and boost the sales volume.
- Use more new technologies in supply chain aspect.
- Cultural difference in India while comparing to other countries has a great impact on sales in India due to its designs which are more influenced by other countries.

CHAPTER-5

CONCLUSION

Conclusion:

The present study reveals that majority of the customers purchase Haier products. The customers are using Haier products for a longer period of time because they are more durable and comfortable. Customer's satisfaction has an important part in every industry. Now a day every company is struggling to exist in market. Haier products have a good place in the minds of customers. The company provides full value products and services different from another and its market segmentation can be explained by the principles of demographic segmentation. It should maintain its value proposition to offering affordable product. Every company in the industry is looking for a better opportunity to outshine other companies in the same industry. So, entrepreneur or marketers should efficient in supply chain system has also enabled the company to increase in its flexibility in availing the product to buyers quicker than its competitors. consider the customers perception or attitude whole producing and marketing , it will create completive advantage and win-win situation for the entrepreneurs and customers. From the study researcher concludes that Haier company is having good brand image for its order to make the goods become excellent, the company needs to work on some product attributes such as wide range of choices, quality, price reduction, wide range of promotional activities, etc. Haier company is one of the leading manufactures in India, to become a product leader, the company has to formulate a sound strategy to overcome the competition.

ANNEXURE- I

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BIBLIOGRAPHY

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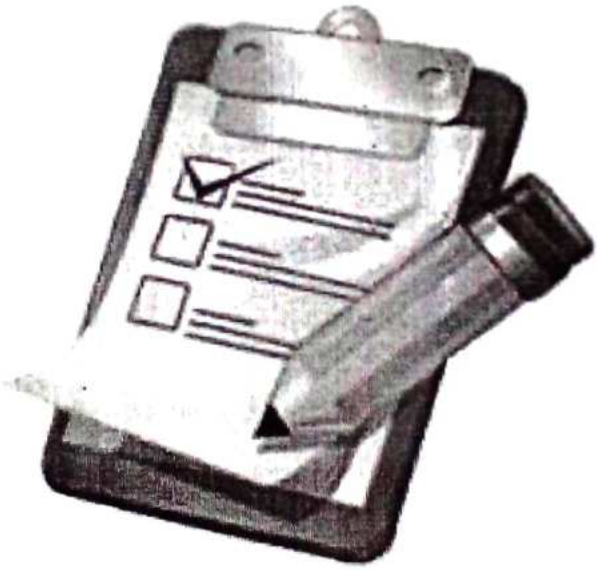
ANNEXURE-II

QUESTIONNAIRE



A STUDY ON CONSUMERS' BUYING BEHAVIOUR TOWARDS HAIER PRODUCT IN THOOTHUKUDI.

1. Name:
2. Age:
3. Gender:
   a) Male
   b) Female.
4. Mail id:
5. Educational status:
   a) Higher secondary
   b) Under graduate
   c) Post graduate
   d) Others
6. Occupation:
   a) Business/profession
   b) Government employees
   c) Private employees
   d) Others
7. Monthly income:
   a) Rs.5,000-Rs.10,000
   b) Rs.10,000-Rs.30,000
   c) Rs.30,000-Rs.50,000
   d) Above Rs.50,000
8. Did you use Haier products for your house?
   a) Yes
   b) No
9. Why do you prefer Haier products?
   a) Necessity
   b) Comfort
   c) Status
10. Mention the Haier products you possess?
   a) Television
   b) Washing machine
   c) Refrigerator
   d) Air conditioner
   e) Fan
   f) Dish washer

11.How long have you been using Haier products?

a) 1-3 years
b) 3-5 years
c) 5-7 years
d) Above 7 years

12.Which factors attracted you to purchase the Haier products? Durability

a) Reasonable price
b) Inevitable
c) Best after sales service
d) Quality

13.How did you come to know about the Haier products?

a) Advertisement
b) Friends
c) Relatives

14.What do you feel about the price of Haier products?

a) Too costly
b) Costly
c) Reasonable
d) Cheap

15.What is your opinion about the durability of Haier products?

a) Satisfied
b) Not satisfied

16.Are you satisfied with the quality of Haier products?

a) Yes
b) No

17.Do you face any problem in getting the Haier products?

a) Yes
b) No

18.Do you purchase Haier products while referring catalogue?

a) Yes
b) No

19.Who choose the Haier products for your house?

a) Self
b) Spouse
c) Children
d) Friends
e) Relatives

20.Does the Haier products in your house perform satisfactorily?

a) Yes
b) No

21.Is there a power saving guide in your Haier products?

a)Yes

b) No

22. Are you satisfied with the Haier product advertisement?

a) Satisfied

b)Not satisfied

23.Do you think that advertisement is necessary?

a)Yes

b)No

24.Are the information clear in the advertisement?

a)Yes

b)No

25.Does the company give the guarantee or warranty?

a)Yes

b)No

26.. If yes mention the period?

a)1year
b)2years
c)3years
d)Above 3years

27.What will be your reaction if there is rise in price of the Haier products?

a)Buy the same brand

b)Go to another brand

28.Do Haier products have ISI mark?

a)Yes

b)No

29.Do you think that the Haier product is popular among public?

a)Yes

b)No

30.Have you shared your opinion about Haier products to others?

a)Yes

b)No

31.While buying the Haier products, did you receive any compliment?

a)Yes

b)No

32.If yes mention the compliments. _____

33.Kindly rank the following features of Haier product?

Features	Rank
Price	
Quality	
Colour	
Sharpness	
Brand image	
Durability	

34.What do you think about the company image of Haier?

a) a) Best
b) Better
c) c)Good
d) Satisfactory

35.Do you find any duplicate in the brand?

a) Yes

b) No

36.What do you think about increasing demand for Haier products?

a) a)Less price
b) International standard in quality
c) Attractive features
d) d)Easy availability

37.Rank the following problems of the customers?

Problems	Rank
High price	
Limited varieties	
Limited stock	
Lack of awareness	
Offer given only to limited Items	

38.Does Haier introduce new models often?

a) Yes

b) No

39.Is there any negative aspects in your Haier products?

a) Yes

b) No

40.If yes mention them. _____

41.Do other member of your family use the same brand or product?

a) Yes

b) No

42.Give your opinion about the Haier product?

_____

CUSTOMER'S SATISFACTION TOWARDS PASSENGER RAILWAYS IN TUTICORIN

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

BACHELOR OF COMMERCE

Submitted by

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ST.MARY'S COLLEGE (AUTONOMOUS)

(Re-accredited with "A+"Grade by NAAC)

Thoothukudi

April – 2021

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This is to certify that the project entitled **"CUSTOMERS' SATISFACTION TOWARDS PASSENGER RAILWAYS IN THOOTHUKUDI CITY"** submitted by the candidates, Deepthika devi.S, Jainul regina jasmine.S, Claras.J, Stephina.J, Maria jenisha.S, 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 a work done by them during the period of their study under my guidance and supervision.

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Date: 10.04.2021

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External examiner

DECLARATION

We hereby state the project entitled **"CUSTOMERS' SATISFACTION TOWARDS PASSENGER RAILWAYS IN THOOTHUKUDI CITY"** is submitted to **St.Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli,** for the award of the degree of **Bachelor of Commerce** is our original work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place:
Thoothukudi

Signature

Date: 10. 04. 2021

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ACKNOWLEDGEMENT

Thanks, is a small word filled with heartfelt gratitude. We express our heartfelt thanks to **GOD ALMIGHTY** for showering his blessings on us for the success of the project.

We also extend our special thanks and gratitude to our principal **Rev. Sr. Dr. A.S.J.Lusia Rose** for her support and encouragement.

We wish to convey our profound gratitude to thank our Head of the Department and Professor of Commerce **Dr. G. Stella Beatrice Nirmala** and the professors of commerce for their valuable suggestions and encouragement in completing the work.

We express our deepest sence of gratitude to our guide **Dr. G. Stella Beatrice Nirmala Associate Professor of Commerce St. Mary's college (Autonomous) ,Thoothukudi**, for her excellent guidance and continues effort taken to complete the project work successfully .

Last but not least, we thank our parents and friends for their moral support and encouragement in bringing out this project a successful one.

S.Deepthika devi
S.Jainul regina jasmine
J.Claras
J.Stephina
S.Maria jenisha

LIST OF CONTENTS

CHAPTER	TITLE	PAGE NO.
I	**Introduction and Design of the study**	
	1.1 Introduction	
	1.2 Statement of the problem	
	1.3 Objectives of the study	
	1.4 Scope of the study	
	1.5 Sampling procedure	
	1.6 Sampling technique	
	1.7 Sample size	
	1.8 Area of study	
	1.9 Period of the study	
	1.10 Sources of data	
	1.11 Application of statistical tools	
	1.12 Limitations of study	
	1.13 Review of literature	
II	**Profile of study**	
	2.1 Introduction	
	2.2 Major trains passing through Tuticorin railway station	
	2.3 Trains originating from Tuticorin railway station	
	2.4 Facilities at Tuticorin railway station	
	2.5 Trains name passing via Tuticorin	
	2.6 Melavittan railway station	
	2.7 Melavittan train timings	
	2.8 Facilities provided by Indian railways to passengers amid covid-19 situation	
	2.9New measures undertaken by Indian railways	
	2.10 Features of online ticketing	
	2.11 Advantages of online ticketing	
	2.12 Drawbacks of online ticketing	
	2.13 Services	
	2.14 Milestone of Indian railway	
	2.15 Infrastructure documents	
	2.16 Passenger amenities	
	2.17 Vission	

	2.18 Conclusion	
III	**Analysis and interpretation of data**	
IV	**Findings, suggestions and Conclusion**	
	Bibliography	
	Annexure –I Questionaire	
	Annexure – II Garret ranking calculation	

CHAPTER – I

DESIGN OF STUDY

1.1 INTRODUCTION:

Tuticorin Railway Station is a major rail head of the southern railways. It is one of the oldest stations in India and South Indian Railway began Madras to Thoothukudi service in 1899. The station was declared a model station in 2007 and several infrastructure developments are in process. Railway station is situated a few minutes walk away from the tuticorin city centre. This railhead links Tuticorin with the major cities of South India. Local transportation is possible from the central bus station. Long route service are run from the new bus stand. Major stations to the west of Tuticorin is Tirunelveli Junction railway Station (60km). Tuticorin city has 2 Railway stations

- Tuticorin Melur Station (TME)
- Tuticorin Station (TN)

3 Express trains and 2 Passenger trains are running from Tuticorin. Maniyachi is the most important railway station linking Tuticorin with all other stations like the 'GATEWAY OF TUTICORIN'.

1.2 STATEMENT OF THE PROBLEM:

People are expecting more comfort and luxury while travelling. There are various means of transport which offers different facilities through different ways, which attracts the people towards their mode of transport. Railways play a predominant role in the life of many as it is regarded as the cheap and best as it gives a comfortable journey. So the researcher has taken the topic satisfaction of customers towards passenger railways in Tuticorin.

1.3 OBJECTIVES:

1) To study the Railway services at Tuticorin.

2) To study about Infrastructure facilities at Tuticorin station

3) To study about service station at Melavittan

4) To study about the preference of Tuticorin station

5) To study about the customer satisfaction of passenger railways in Tuticorin

1.4 SCOPE OF STUDY:

Rail transport is one of the fastest modes of "LAND TRANSPORT".As transportation plays a vital role in our day to day lives, people opt for cheapest means of transport with adequate facilities and the most preferred means of transport is 'Railways'. The scope of the study focuses on the services provided by the railway department to the customers. So the researcher has taken the topic to study about the satisfaction of customer's towards passenger railways in Thoothukudi.

1.5 SAMPLING PROCEDURE:

Sampling is the process by which inference is made to the whole by examining a part. The samples were selected from different areas of Thoothukudi and the data was collected through a structured questionnaire.

1.6 SAMPLING TECHNIQUE:

In this research Simple Random Sampling technique has been used. It is a probability sampling technique. It involves choosing a sample according to the requirement of the research done and choosing the customers on random.

1.7 SAMPLE SIZE:

A sample size is the part of the population chosen for the survey. The sample size of the study is 64 passengers who have travelled in Tuticorin railways.

1.8 AREA OF STUDY:

The study has been conducted in the area of Thoothukudi district

the research done and choosing the customers on random.

1.9 PERIOD OF STUDY:

This study was conducted in Tuticorin from December 2020 – March 2021

1.10 SOURCES OF DATA:

Sources of data collected for analysis were primary and secondary. Primary source of data collected through questionnaire. Secondary source of data was collected from various journals, magazines, newspapers and also over the internet.

1.11 APPLICATION OF STATISTICAL TOOLS:

The collected data were analyzed by using Excel and statistical tools like Percentage analysis, Garret ranking and Likert's scaling techniques. The applied statistical analysis

1.11.1 PERCENTAGE ANALYSIS:

Percentage analysis is one of the simplest statistical tools used in the interpretation and analysis of data. Percentage is used for the purpose of comparison of data and its conduct of application are summarized below

1.11.2 LIKERT'S SCALING TECHNIQUES:

Likert's scaling techniques is used to analyse the various statements proposed by the customers. Following scores are given for the responses as follows:

Strongly agree – 5; Agree – 4; Neutral – 3; Disagree – 2; Strongly disagree – 1

Total score – (SAX5) + (AX4)+(NX3)+ (DAX2)+ (SDAX1)

Mean score is calculated by dividing the total score by the frequency of responses and then the factors are ranked in the order of merit.

1.11.3 RANKING TECHNIQUES:

Ranking techniques is used in ranking the various facilities in train provided by the Railway Department.

1.12 LIMITATIONS OF THE STUDY:

A few hardships were faced while conducting the research such as:

1) The study is confined only to the passengers who are all using Tuticorin railway station

2) The study is limited to 64 respondents from Thoothukudi district due to COVID pandemic.

3) Answer to the questions depends upon the beliefs and perception of the respondents.

1.13 SCHEME OF REPORT:

The study on Customer's satisfaction towards passenger railways in Tuticorin is organized into four chapters. They are,

- The first chapter deals with Introduction and Design of study
- The second chapter deals with the profile of study
- The third chapter deals with the Analysis and Interpretation of data
- The fourth chapter deals with the summary of Findings, Suggestions and Conclusion

1.14 REVIEW OF LITERATURE:

1. Abadi Dwi Saputra (2010) made a study to analyze the comparison effect of customer satisfaction between PT Kereta Api Indonesia (PTKAI) Rail service and with Statens Järnvägar(SJ) AB Rail service of Sweden. The research finding shows that six factors of service quality attributes has a significant influence to customer satisfaction towards PTKAI service for commuter class and seven factors for business and executive class. The author recommended certain areas such as service standard design, service guarantee and complaint handling system are needed to be adjusted according to the interest of customers. Finally author concludes to learn the recommended action from Statens Järnvägar (SJ) AB of Sweden to improve further.

2. S. Vishnuvarthani, A. Selvaraj (2012) in their article measured the relationship between the awareness level and passengers‟ satisfaction in Salem railway division and the result indicated that the passengers had low level of awareness and the railway services were unable to satisfy the customers‟ needs. The author advised to have effective functioning of Grievance Redressal cell, adequate index boards, bulletin board, and articulate clear announcement so as to increase the awareness level among the passengers

3. J.Anuradha (2014) in her study titled "Passenger‟s Satisfaction towards Railway Service" explained about passenger awareness and satisfaction levels in Erode junction. Seven factors were analysed through rank analysis and it is found that comfort variable ranked the first. Author also have examined that passenger satisfaction level is in between the high and low level and offered some suggestive measures to create awareness among the passengers regarding various services offered because 76.4% of the sample passengers were unaware of it.

4. D Anbupriya, Dr. S Subadra (2016). In their study, an Indian railway is the life line of the nation. The system never rests; it has been up and working perpetually for the last several decades. The objective of the study is to analysis the travel factors influencing the passengers of Southern Railways. The study was conducted using non-probability sampling techniques and the convenience sampling method was adopted because the sampling size was unknown. The main purpose of the study is to know the satisfaction level of the passengers of the passengers on the services provided by the Southern Railways

5. A. Kalaiselvi, D. Sandhya, C.G Athira (2017)[1]in their article studied about the passenger satisfaction towards railway service in Coimbatore junction. They concluded that the availability of power, responsiveness of railway staffs, safety and security, digital display and individualized attention were revealed to be the most significant factors of satisfaction among the passengers

6. Mahima Johnson (2019)**.** In their study, The Southern Railway headquarters at Chennai, Tamil Nadu is one of the earliest zones of Indian Railways. The

objective of their study is to explore the problem faced by the daily railway passengers. Convenience random sampling is used in their study and the research is based on the survey method. Based on their present study, the following suggestion had made to improve the services of the Indian Railway

CHAPTER – II

PROFILE OF STUDY

2.1 INTRODUCTION:

Transport is important because it enables communication, trade and other forms of exchange between people, that in turn establishes civilizations. Transport plays an important part in economic growth and globalization, but most types cause air pollution and use large amounts of land

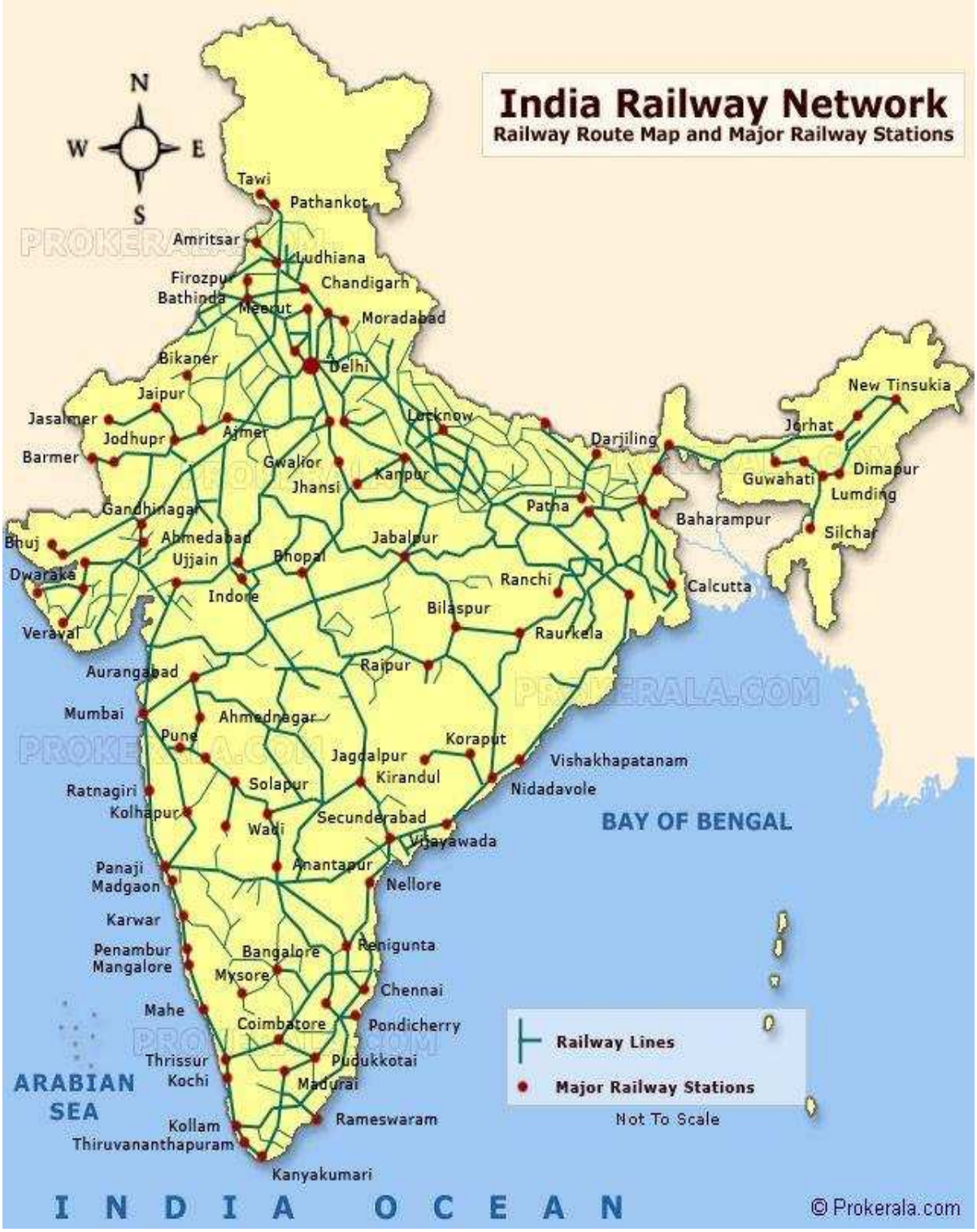
In developing countries, transport plays an important role in economic development. In developed countries where there is already a well-connected transport infrastructure network of a high quality, further investment in that infrastructure will not on its own result economic growth

Railway transportation is an important mode of the conveyance of people and goods in India. Indian Railways (IR) is the primary operator of rail operations throughout the country, a state-owned organisation of the Ministry of Railways, which historically had its own government budget. Between 2018 and 2019, 23.12 million passengers used the Indian Railways network daily.

Mobility is an important aspect in transportation as it helps in moving the passenger from one location to another. The transportation sector plays a significant role in the economy by impacting on development and the welfare of populations. The entire configuration of facility is an important aspect of infrastructure facilitating mobility of people from one place to another place. The development of railways in India is a milestone in the evolution of human civilization.

Railways were first introduced to India in 1853. The Indian Railways more than 150 years old, is among one of the largest and oldest systems in the world, fondly called by people as the “The Lifeline of the Nation”. Indian Railway has the worlds fourth largest railway network after those of the United States, Russia and China. Indian

Railways has 1,14,500 km of total track over a route of 65,000 km and 7500 stations. The Indian Railways runs 10,000 trains daily carrying over 30 million passengers.


India Railway Network
Railway Route Map and Major Railway Stations
N
W
E
S
Tawi
Pathankot
Amritsar
Ludhiana
Firozpur
Bathinda
Chandigarh
Meerut
Moradabad
Bikaner
Delhi
Jaipur
Jasalmer
Jodhupr
Ajmer
Lucknow
Barmer
Gwalior
Kanpur
Jhansi
Darjiling
New Tinsukia
Jorhat
Guwahati
Dimapur
Lumding
Silchar
Patna
Baharampur
Gandhinagar
Ahmedabad
Bhuj
Ujjain
Bhopal
Jabalpur
Dwaraka
Indore
Ranchi
Calcutta
Bilaspur
Veraval
Raurkela
Raipur
Aurangabad
Mumbai
Ahmednagar
Pune
Koraput
Jagdalpur
Vishakhapatanam
Kirandul
Solapur
Nidadavole
Ratnagiri
Kolhapur
Secunderabad
Wadi
BAY OF BENGAL
Vijayawada
Panaji
Madgaon
Anantapur
Nellore
Karwar
Penambur
Mangalore
Bangalore
Renigunta
Mysore
Chennai
Mahe
Coimbatore
Pondicherry
Thrissur
Pudukkotai
Kochi
Madurai
ARABIAN SEA
Rameswaram
Kollam
Thiruvananthapuram
Kanyakumari
Railway Lines
Major Railway Stations
Not To Scale
I N D I A O C E A N
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The Southern Railways (SR) headquartered at Chennai, is one of the 18 zones of Indian Railways. It was created on 14 April 1951 by merging three state railways namely,

- Madras and Southern Mahratta Railway
- South Indian Railway Company
- Mysore State Railway

Southern Railway has its headquarters in Chennai and has the following 6 divisions:

- Chennai railway division
- Madurai railway division
- Palakkad railway division
- Salem railway division
- Trivandrum railway division
- Tiruchirappalli railway division

Chennai Central is the main railway stationin Chennai. Its station code is MAS. Formerly, it was known as 'Madras Central'. It is the busiest railway station in South India, over 5 lakh passengers use this railway station in a day.

TYPES OF PASSENGER TRAINS:

1) long – distance passenger train
2) short distance passenger train
3) trains within cities

Tuticorin Railway Station is a train station connecting the city of Thoothukudi the Indian State of Tamilnadu. The station belongs to the Madurai railway division, a part of Southern Railway Zone. The Tuticorin railway station was opened on 1874; 147 years ago. The station is owned by the Government of India and is operated by Indian Railways. It is located in north raja street, shanmugapuram, Thoothukudi. The station has 3 platforms and 6 tracks. The station is also connected with taxi cab stand and auto rickshaw stand. The station code is TN. It also has parking facilities.

Around 21 trains are passing through Tuticorin Railway Station

2.2 MAJOR TRAINS PASSING THROUGH TUTICORIN RAILWAY STATION:

- Tuticorin to Maniyachi Trains
- Tuticorin to Chennai Trains
- Tuticorin to Dindigul Trains
- Tuticorin to Virudhunagar Trains
- Tuticorin to Sattur Trains

2.3 TRAINS ORIGINATING FROM TUTICORIN RAILWAY STATION:

- VIVEK EXPRESS
- TN – MYSORE EXPRESS
- Tuticorin Chennai Egmore link Express
- Pearl city (Muthunagar) Super Fast Express
- TN – TCN pass

2.4 FACILITIES AT TUTICORIN RAILWAY STATION

The station has a computorised reservation center, ATM's ,water vendering machine, dormoritories, clock room,and magazine kiosks. It also has pitline mainatance facility for clearing and maintance of rail coaches

Nearby railway station for Tuticorin railway station is Tuticorin Melur Railway station

2.5 TRAINS NAME PASSING VIA TUTICORIN

Train name (no) passing Via Tuticorin	Arrival Time	Departue Time
Tuticorin Express (06035)	12:50	Ends
Tuticorin Tuticorin Express (06007)	10:00	Ends
Chennai Express (06008)	Starts	15:00
Pearl city Express (12693)	07:10	Ends
Pearl city Express (12694)	Starts	19:50

TN Che Link Express (16611)	Starts	21:30
Che TN Link Express (16612)	06:10	Ends
Vivek Express (19568)	06:45	Ends
Vivek Express (19567)	Starts	22:55
Ms TN Link Express (16129)	20:35	Ends
TN Ms Link Express (16130)	Starts	07:35
Tuticorin Express (16236)	11:15	Ends
Mysore Express (16235)	Starts	16:35

Tuticorin railway map

2.6 MELAVITAN RAILWAY STATION

Station code for Milavitan Railway Station is MVN. It has 2 platforms and the station comes under Madurai division. There are 18 trains that are passing through Milavitan Railway Station. Some of the major trains are

- Coimbatore – Tuticorin link SF Express
- Tuticorin – Coimbatore link SF Express

The last trains that departs from Milavitan Railway Station is Tuticorin – Coimbatore link SF Express at 22:

2.7 MELAVITAN TRAIN TIMINGS

Train name(no) passing via Milavitan	Arrival Time	Departure Time
Tuticorin Express (06035)	12:08	12:10
Tuticorin Express (06007)	09:13	09:15
Chennai Express (06008)	15:08	15:10
Pearl city Express (12693)	06:28	06:30
Pearl city Express (12694)	19:59	20:00
TN Che Link Express (16611)	21:42	21:43
Che TN Link Express (16612)	05:34	05:35
Ms TN Link Express (16129)	19:54	19:55
TN Ms Link Express (16130)	07:44	07:45
Tuticorin Express (16236)	10:24	10:25
Mysore Express (16235)	16:48	16:49

2.8 FOLLOWING ARE THE FACILITIES PROVIDED TO THE PASSENGERS AMID COVID – 19 SITUATION:

Indian Railways which is one of the most important modes of transportation across India, has undertaken several new measures to provide necessary facilities for comfortable travel amid the unprecedented outbreak of corona virus.

The Union Minister of Railways and Commerce and Industry 'Piyush Goyal' on Monday (September 21, 2020) informed that the Indian Railways has stopped service of cooked food and replaced the same with ready to eat (RTE) meals in trains due to the ongoing COVID-19 crisis. He also stated that the COVID-19 related protective items such as masks, sanitizers gloves, etc and takeaway bedroll kits and items, have been made available for sale through Multi Purpose Stalls at stations.

2.9 NEW MEASURES UNDERTAKEN BY INDIAN RAILWAYS:

1)Provision of energy – efficient LED lights in coaches fpr better illumination.

2)Provision of mobile/laptop charging points in all types of coaches.

3)Provision of stainless steel seats and partitions, knurling of door centre grip poles, air suspension bogies for better riding comfort, GPS based Passenger Information System (PIS), bigger windows with polycarbonate panes, automatic sliding door system in AC EMU rakes etc, in suburban trains.

2.10 FEATURES OF ONLINE TICKETING:

2.10.1 CALENDAR: The booking form should enable your guests to check availability and book directly for the desired period, presenting them with a nice and visual calendar. Aside from that, a Backoffice calendar displaying information on rooms, bookings, and availability in a clear and colorfully categorized manner will help your receptionists keep a good overview, especially hectic in situations.

2.10.2 FRONT OFFICE: The design of your booking form should be customizable in a way that it looks very similar to your website. Featuring photos of your rooms and products will give your guests a clear picture of what you are offering. High quality images will make your descriptions more attractive as well.

2.10.3. REAL – TIME BOOKING: A contact form on your website is OK, but it doesn't give the booker a safe feeling about their upcoming vacation. With an online booking form, you can make this 'potential vacation' a safe bet. By paying the deposit amount, guests can lock in their spot with you. They are ready and confident to book their flights.

2.10.4. MULTIPLE PAYMENT OPTIONS: Everybody has their individual preference when it comes to paying for products online. While some people like the ease of using PayPal, others prefer to pay on credit card or a bank transfer. Broadening your clients' options can increase the number of online bookings on your website.

2.10.5.DIFFERENT LANGUAGES AND CURRENCIES: Your booking system should enable you to work with different languages in the booking form. This way, your guests can book in their preferred language and currency, which should then trigger all automated customer communication to function in this language as well. They will feel right at home and more comfortable with booking.

2.10.6. DISCOUNTS AND GIFT VOUCHERS: Working with advertising campaigns is a great way to expang your target audience. A good booking system should allow you to apply promo codes. It should not come down to simple one-time discounts and vouchers though. The best booking software enables you to configure discounts for products, specific time period, the total amount spent, or the number of people in the booking.

2.10.7. EMAIL AUTOMATION: This is what will probably save you the most time! Back and forth emailing about booking with guests should be in the past, if your new reservation management system features email automation. These emails should pre-populate with booking details and feature templates like booking confirmation, payment reminders, request for arrival information, and more. Also, a "welcome

home" email asking for a review in exchange for a voucher would be a nice gesture, don't you think?

2.10.8. CHANNEL MANAGEMENT: Make sure your new booking system has integrations with a channel manager. That will let you synchronize availability and bookings with your offers on Airbnb, Booking.com, Hostelworld, and more. To avoid overbookings, it needs to happen in real time.

2.10.9. INVOICING: To avoid for you to spend time on writing invoices, your reservation software should automatically create those for you. Pay attention to detail here, as a good invoice features an invoice number, various tax rates, and a clear breakdown of products Your booking system helps you manage all of your booking data. Customer data you use for marketing purposes, as well as financial data for bookkeeping. Integrations with third-parties for marketing tools such as Facebook or Google Adwords are important to make use of this data for marketing your business. Integrations with financial management systems are also important for handling your business finances.

2.10.10 REPORTS: A state-of-the-art booking system allows you to get a quick overview on how your business is doing for you to be able to take immediate action. This should include overviews on payment statuses, revenues, occupancy rates, best-selling packages,

2.11 ADVANTAGES OF ONLINE TRAIN TICKET (e - TICKET)

- . No need of taking printout
- . Counter has to be handled with care, but sms on Mobile is more than enough
- . We are becoming environment friendly by ignoring printout
- . Making use of technology which urges Companies to have more advancement in technology for better prevision of services to customers
- While booking e - ticket we can pay through online directly from bank which make our work more easy
- We can just tell our number to TTE that we are a passenger with a valid proof

: 2.12 DRAWBACKS OF ONLINE TICKETING:

2.12.1 YOU NEED INTERNET ACCESS: If you run tours and activities in remote areas where you aren't able to get on the Internet, online booking might not be for you. You'll need reliable Internet access to check your reservations and to add bookings that are made online. This means that you can connect to the internet, sync your bookings, and go to areas with bad reception. In those areas, it doesn't even matter if your internet cuts out – the Peek Pro apps will work.

2.12.2. YOU NEED TO BE READY FOR AN INFLUX OF CUSTOMERS: Online booking software is a great way to attract new customers, many of whom prefer booking online from their computers and mobile devices. However, if you're running a small operation without enough staff members or resources to expand your activities, growing too quickly may pose a challenge.

2.12.3. NOT ALL ONLINE BOOKING SYSTEMS ARE CREATED EQUAL: If you choose a provider that offers poor customer service or only a few features, an online solution might be frustrating — especially when you're ready to grow your business. It's important to do your homework upfront and choose an online booking system that is committed to supporting you and your business for the long haul.

2.12.4 AVOID BOOKING SYSTEMS THAT DON'T BRING YOU GOOD QUALITY CUSTOMERS: If you're going to invest in a new technology platform and take the time to train your staff, we recommend you choose a booking system that fits all of your business needs — including bringing you a stream of new, high-quality customers. Some booking systems include distribution channels, but they may not attract quality customers who will give you great reviews and refer your business to friends. Make sure you do your research to find a booking system that guarantees a consistent stream of quality customers.

2.13 SERVICES

2.13.1 ELECTRONIC TICKETS (Definition):

An electronic ticket often called e-ticket is the digital ticket equivalent of a paper ticket. Electonic ticketing fot urban or rail public transport is usually referred to as travel card or transit pass.

2.13.2 PURIFIED WATER:

State-of-the-art water ATMs are now available at more than 100 railway stations. State-of-the-art water ATMs are now available at more than 100 railway stations across the country, supplying purified water to passengers at low cost, a railway official said today. 70 per cent are rural stations

2.13.3 WHEEL CHAIR:

The wheelchair is provided free of charge, depending on the availability on a first-come-first-serve basis with booking voucher.On mainline (intercity, suburban and cross-country) trains there's space for your wheelchair. Put your chair in this space and use the brakes (or switch your wheelchair's power off) when the train's moving

2.13.4 WI-FI:

The Railways began the service of providing free WiFi at its stations from January 2016 from Mumbai Central station, and in a span of 46 months RailTel has extended the service to 5,500 stations across the country. "The mission is to provide WiFi at all railway stations

2.13.5 PARKING:

Parking of private and public motor vehicle facility in railway station premises is an important passenger amenities is being provided by the railways, which, in most of the railway station is mandatorily outsourced. While the primary objective of this policy is to extend parking facility to the passengers as an important passenger

amenity at stations, this should also be handled as revenue earning activity of Railways.

2.13.6 TOUCH SCREEN:

In a first of its kind touch screen 'Rail Yatri Guide Kiosk' was launched by Chairman Railway Board Ashwani Lohani at New Delhi railway station. This Kiosk will serve as an inquiry station for passengers. Through this kiosk any passenger can get the required information related to trains and other passenger travel related inquires by navigating on it. The system is comprised with a 40 inch touch screen display of 3D-digitized railway station map. Over next 2 months Railway will provide 15 such Kiosks at New Delhi Railway station. After monitoring these systems, similar systems will be provided at various major stations.

2.13.7 MEDICAL FACILITIES:

Train Passengers Can Dial 138 for Medical Emergency. Contact the TTE or any on-board staff. They inform the next station and then the information is immediately passed on to the station where the nearest Railway Hospital is available.

2.13.8 SEATING ARRANGEMENTS:

Seats/berths are allotted based on the availability at the time of booking. So there's no way to ensure that you will get the berth/seat of your choice. However, you can choose the option 'book only if two lower berths are allotted/ book only if one lower berth is allotted' at the time of reservation

2.13.9 PLATFORMS:

Play forms A railway platform is an area alongside a railway track providing convenient access to trains. Almost all stations have some form of platform, with larger stations having multiple platforms.

In the same way the person who want open stall at railway station in India required getting certain license or permitting from IRCTC. The canteen in railway stations is awarded by applying to the DRM/Commercial of the concerned division of the Zonal Railways (IRCTC).

2.13.10 SERVICE OF PORTERS:

A porter is a railway employee. The role of a porter is to assist passengers at railway stations, and to handle the loading, unloading, and distribution of luggage and parcels

2.13.11 TOLIET FACILITIES:

Many passenger trains (usually medium and long-distance) have toilet facilities, often at the ends of carriages. Toilets suitable for wheelchair users are larger, and hence trains with such facilities may not have toilets in each carriage. There are no restrooms in railway engines, and there is no passage that leads to the long line of coaches it is attached to. Superfast trains such as Shatabdi and Rajdhani Express do not stop long enough at stations for the loco pilots to alight and use the toilets in the next coach

2.13.12 WAITING ROOM:

According to rules, it is 3 hours before departure or after the arrival of your train.One should possess a valid ticket with a PNR number.An entry needs to be made in the waiting room register.Passenger can only enter the respective waiting room for the class of travel

2.13.13 RELIABILITY:

Passengers will refuse to travel by using train transportation when they are facing health risks. Thus, it is essential for the service provider to maintain a good sanitation habit in order to make the riders feel more reliable to take train as their transport mode. Proper service provided in the railway station is vital for the passengers as railways are selling services instead of products. Better functioning ticketing vending machines is important for the passengers without electronic

2.13.14 ASSURANCE:

It is crucial to allocate staff at the ticket counter for inquiry handling and maintain the ticketing system to function in the proper manner at all time to assure that the ticketing system will be performed without error.

The facilities in the railway station should be assuring to perform well and designed to ensure that it is usable for passengers with mobility impairments. According to the Metropolitan Transportation Authority (MTA), pedestrian facilities such as elevators and ramps, as well as handrails on ramps and stairs should be available in railway station. The elevator should be well maintained to assure that the services will be performed without error while the disabled people changing level in railway station.

2.13.15 CLEANLINESS:

Cleanliness is defined as the vital factors that contribute good service quality. Findings from the past research had showed that cleanliness and hygiene of the surrounding environment will contribute to the first impression of services quality

2.13.16 TANGIBLES:

Tangibles is the most important dimension of SERVQUAL which can be determined in terms of the appearance of the physical buildings, equipment and staff. Maruvada & Bellamkonda (2010) also emphasize that a visually appealing timetable and display boards can empower the quality of station. Clear and precise timetable, signage, map, and announcement boards allow customer to read and understand easily can improve the customer experiences throughout the travel experience. Hence, it is important for the service provider to ensure the tangibles elements of the railway station are well maintained and provided.

2.13.17 EMPATHY:

Empathy can be shown by giving attention to every user either by company or staff, understand the specific needs of customers, and suitable business hours for all users. Ghosh et al. (2017) recommended that staff should be well trained in terms of soft skills to deliver services in a more empathy manners especially when responding to passenger queries. All in all, operating system either vending machine or service

counter, the services provided there should be courteous, user-friendly and helpful to the customer.

Furthermore, Prasad & Shekhar (2010) emphasizes that dealing with customer in a caring way can improvise service quality. For instance, provision of ramp walks and staff to assist aged and physically challenged passengers, and willingness of staff to address passenger queries can contribute to customer satisfaction (Ghosh et al., 2017). Service provider provided these facilities are perceived as empathy towards customer.

2.13.18 RESPONSIVENESS:

customer wants a service to be done fast and expect not to wait too long for services delivery. For instance, when complaints received for malfunction of facilities, management team should fix and resolve the problem immediately and provide a reasonable solution to the customer. In the context of Auto-Teller Machine in banking services, service quality in the dimension of responsiveness are satisfied through having sufficient cash to be withdraw by the customer (Phan & Nham, 2015). In the context of hotel, a proper operating equipment without causing breakdown are said to be responsiveness (Akbaba, 2006). In railway services perspective, the vending machine should always have sufficient money for changes. Besides that, the pedestrian facilities like elevator and escalator should be always ready for use and regular upgrades and maintain to avoid breakdown.

2.14 MILESTONE OF INDIAN RAILWAY:

Indian railway is heralding new era working for a turnaround in a system. To cater to the diverse rail needs of the bargaining populance an army of modern facilities and services are being inducted in to the system progressively.

Southern railway has been operationally since 1951 and is head quartered in Chennai in the state of Tamilnadu. 74.5% of route kms in southern railway's jurisdication covers Tamilnadu.

Railway has achieved many milestones in the past four years. So far 59% route kms are electrified over southern railway. New mail express trains have been introduced. Apart from this many train services have been extended and argumented with

additional coaches. Being a passenger oriented railway, southern railway has operated 2323 special trains upto march 2018. Meeting the demands of the commuters during festivals and special occasions.

The dedicated team of railways officials are working relentlessly, focusing on developing infrastructure enhancing capacity, operating passenger –friendly train services and ensuring safety, security and cleaniness.

This booklet is aimed at listing out some of the important accomplishment in recent past and current projects in the constituency. We also seek your co-operation towards swatch bharatt Abhiyaan and to maintain cleanliness in rail premises

Indian Railways aims to be the engine for India's economic growth and development by being safe, financially viable, environment-friendly and caring for its customers and employees.

2.15 INFRASTRUCTURE DOCUMENTS:.

Train no 56035 Tirunelveli to Tiruchendurr

Train no 56036 tiruchendur to Tirunelveli

Train no 16354 nagerkovil to kacheguda to nagerkovil

Train no 16353 nagerkovil to kacheguda to nagerkovil

2.16 PASSENGER AMENITIES:

- Provision of LED coach indication board at kovilpatti station at a cost of Rs. 14lakhs
- Provision of LED coach indication board at Tiruchendur station at a cost of Rs. 14lakhs
- Construction of foot over bridge at vanchi, maniyachchi station at a cost of Rs.77lakhs
- Provided 6 bays of platforms sheltes on platform no 2 & 3 at Tuticorin railway station.

- 6 nos. of LED SW, 39 nos. of LED 18W, 27 nos. of LED 9W and 6 nos. of LED 100W provided in place of CFL 11W, 18W and MH 250W at quarters, bit line and 10H shed.

2.17 VISSION:

2.17.1 ZERO FATALITY:

IR will provide safe travel by achieving a 'Near Zero fatality'performance

2.17.2 PASSENGER EXPERIENCE:

IR will provide air cooled/temperature controlled services for long distance travel to all segments of passengers in India

IR shall aspire to become the epitomeof 'Swachh Bharat'.

2.17.3 COST FOCUS:

IR will value engineer its processes to ensure transparency cost effectiveness &expeditious decision making

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:

2.17.4 ORGANISATION CULTURE

IR will imbibe a culture which fosters team work, innovation, accountability and encourages proactive initiative taking.

2.17.5 LEVERAGING TECHNOLOGY:

IR is committed to leveraging latest technology, employee trainings and infrastructure upgrades on stations and trains to increase customer satisfaction.

:

2.17.6 SUSTAINABILITY

IR will take a proactive approach to ensure sustainability especially environmental in its pursuits.

2.18 CONCLUSION:

Hence, Passenger railways plays a predominant role in the economic development of a country.

CHAPTER – III

ANALYSIS AND INTERPRETATION OF DATA

INTRODUCTION:

Analysis of data plays a predominant role in the completion of the project. Tables assist the researcher to analyze the data. 64 respondents were met and data were collected through questionnaire. Each question in the questionnaire was analyzed individually and represented in tables.

This chapter is devoted to present the analyzed data in an appropriate manner. For the purpose of analysis, statistical tools like

- Percentage analysis
- Garrett ranking method
- Likert's scaling technique are used.

3.1AGE AND GENDER WISE CLASSIFICATION OF RESPONDENTS

Age along with gender is one of the instrumental criteria for studying preferences and behavior of the respondents. It is also a dominant factor which influences the thinking and consumption pattern. Distribution of respondents on the basis of age and gender is presented in the following table.

TABLE 3.1

AGE AND GENDER

GENDER	AGE	NO OF RESPONDENTS	PERCENTAGE
MALE	Below 20 years	2	3.37
	20 – 40 years	11	18.37
	40 – 60 years	8	11.67
	Above 60 years	1	1.66
FEMALE	Below 20 years	13	20.1
	20 – 40 years	24	40.1
	40 – 60 years	4	3.37
	Above 60 years	1	1.36
TOTAL		**64**	**100**

Source: Primary data

Table 3.1 shows that 3.37% of male respondents are below 20 years of age, 18.37% of male respondents are between 20 – 40 years , 11.67% of male respondents are between 40 – 60 years and 1.66% of male respondents are above the age of 60. Thus majority of the respondents in male are between 20 – 40 years.

20.1% of female respondents are below 20 years of age, 40.1% of female respondents are between 20- 40 years of age, 3.37% of female respondents are between 40 – 60 years of age and 1.36% of respondents are above 60 years. Thus majority of passengers in female are between 20 – 40 years of age.

3.2 CLASSIFICATION ON THE BASIS OF OCCUPATION AND MONTHLY INCOME OF RESPONDENTS

This analysis represents the occupation and monthly income of the respondents selected for the study. Occupation influences the consumption pattern of an individual and monthly income is essential for decision making in the family. Details of the same are analyzed below

TABLE 3.2

OCCUPATION AND MONTHLY INCOME

OCCUPATION	MONTHLY INCOME (Rs)	NO OF RESPONDENTS	PERCENTAGE
Government employee	30000 – 50000	2	3.35
	50000 – 100000	0	Nil
	100000 – 500000	0	Nil
	Above 500000	0	Nil
Private employee	30000 – 50000	8	13.38
	50000 – 100000	3	5.25
	100000 – 500000	0	Nil
	Above 500000	0	Nil
Professional	30000 – 50000	6	9.35
	50000 – 100000	0	Nil
	100000 – 500000	2	3.48
	Above 500000	0	Nil
Student		24	38.34
House wife		19	27.85
Total		64	100

Source: Primary data

It is evident from the above table 3.2 states that, 3.35% of government employees earn a monthly income between 30000 – 50000 and there are nil number of government employees who are earning between 50000 – 100000, 100000 – 500000 and above 500000.

It is also inferred that 13.38% of private employees earn a monthly income between 30000 – 50000, 5.25% of them earn between 50000 – 100000, nil number of them earning between 100000 – 500000 and above 500000.

It is also clear that 9.35% of professionals earn a monthly income between 30000 – 50000, nil percentage between 50000 – 100000, 3.48% of professionals earn between 100000 – 500000 and nil number of them above 500000. 38.34% of respondents are students and 27.85% of respondents are house wife. Thus majority of the passengers are students who do not earn a monthly income.

3.3 CLASSIFICATION ON THE BASIS OF TYPE OF TRAIN PREFERED BY PASSENGERS FOR TRAVEL

Simply travelling from a rural place to a large city can change a person's perspective and renew their spirits. So this analysis represents the type of train preferred and how often does the passengers travel for their various purposes.

TABLE 3.3

TYPE OF TRAIN PREFERED FOR TRAVEL

FACTORS	NO OF RESPONDENTS	PERCENTAGE
Passenger train:		
Frequently	10	16
Occasional	22	34
Seldom	7	11
Express train		
Frequently	6	9
Occasional	10	16
Seldom	9	14
Total	**64**	**100**

Source: Primary data

Table 3.3 indicates that, 16% of respondents frequently travel in passenger trains, 34% of respondents occasionally travel in passenger trains and 11% of respondents seldomly travel in passenger train.

It also inferred that 9% of respondents frequently travel in express train, 16% of respondents occasionally travel in express trains and 14% of respondents seldomly travel in express trains. Thus majority of respondents occasionally travel in passenger trains.

3.4 **PREFERENCES OF SEAT BY PASSENGERS**

This analysis represents the choice for seat in train by the respondents selected for this study. The succeeding table reveals the preference of seat by the respondents among various options.

TABLE 3.4

PREFERENCE OF SEAT

FACTORS	NO OF RESPONDENTS	PERCENTAGE
Upper	17	27
Lower	19	30.2
Middle	19	30.2
Side Upper	1	1.6
Side Lower	1	1.6
No Preference	6	9.5
Total	**64**	**100**

Source: Primary data

From the above table 3.4 states that, 27% of respondents prefer upper seat, 30.2% of respondents prefer lower seat for comfortable, 30.2% of respondents prefer middle seat as it is convenient, 1.6% of respondents prefer side upper as it is privacy, 1.6% of respondents prefer side lower seat, 9.5% of respondents have no preference regarding the seat. Thus majority of the passengers prefer lower seat & middle seat as it is convenient and comfortable.

3.5 CLASSIFICATION ON THE BASIS OF SATISFACTION TOWARDS PREFERENCES OF SEAT BY PASSENGERS

Satisfaction is when a desire or need is fulfilled. The following table shows the satisfactory level of passengers on the basis of their preference of seat.

TABLE 3.5

SATISFACTION OF PREFERENCE TOWARDS SEAT

FACTORS	NO OF RESPONDENTS	PERCENTAGE
Always	31	50
Rarely	24	38.7
Never	7	11.3
Total	**64**	**100**

Source: primary data

From the above table it is revealed that 50% of respondents always receive their preference of seat and there are satisfied, 38.7% of respondents rarely receive their preference of seat and they are partly satisfied, 11.3% of respondents never receive their preference of seat and they are not satisfied. Thus majority of passengers are always satisfied with their preference of seat.

3.6 **MODES OF TICKET BOOKING BY PASSENGERS**

The Indian railways offer various modes for booking tickets by passengers. This table analysis the most used mode of ticket booking by the respondents selected for this study.

TABLE 3.6

MODE OF TICKETS BOOKING

FACTORS	NO OF RESPONDENTS	PERCENTAGE
Online Ticket Booking	29	46
Through Agent	4	6.4
Station Ticket counter	30	47.6
Total	**64**	**100**

Source: Primary data

Table 3.6 shows that 46% of respondents book tickets through online mode which is an emerging trend, 6.4% of respondents book tickets through agents and 47.6% of respondents book their tickets through station ticket counter which is the traditional way of booking tickets. Thus the majority of the respondents prefer booking tickets through station ticket counter.

3.7CLASSIFICATION ON THE BASIS OF WI-FI SPEED IN TUTICORIN RAILWAY STATION

The usage of internet plays a vital role in our life. Therefore we need internet in any place and at any time. The below table analyses the Wi-Fi speed in Tuticorin railway station.

TABLE 3.7

WI-FI SPEED IN TN RAILWAY STATION

FACTORS	NO OF RESPONDENTS	PERCENTAGE
Good	11	17.5
Average	13	20.6
Poor	8	12.7
I have never used wi-fi	32	49.2
Total	**64**	**100**

Source: Primary data

Table 3.7 shows that 17.5% of respondents have said that the wi-fi speed is good, 20.6% of respondents have said that there is average wi-fi speed, 12.7% of respondents have said that the wi-fi speed is poor and 49.2% of respondents have said that they have never used the wi-fi in Tuticorin railway station. Thus the majority of the passengers have said that they have never used the wi-fi available in Tuticorin railway station.

3.8 **CLASSIFICATION ON THE BASIS OF RAILWAY ENQUIRY**

This table analyses that whether the passengers have taken in railway enquiry for any of their purposes. Details of the same are analyzed below.

TABLE 3.8

RAILWAY ENQUIRY

FACTORS	**NO OF RESPONDENTS**	**PERCENTAGE**
Yes	7	11.3
No	55	88.7
Total	**64**	**100**

Source: Primary data

Table 3.8 reveals that 11.3% of respondents have taken in railway enquiry and 88.7% of respondents have never taken in railway enquiry. Thus majority of the passengers have never taken in with railway enquiry.

3.9 **CLASSIFICATION ON THE BASIS OF CHOICE ON TRAIN OVER OTHER TRANPORT MODE**

There are various reason to choose train over other modes. The reasons are faster to reach destination, offering food and beverages, convenient, and other reasons. This analysis shown the reason for preference.

TABLE : 3.9

CHOOSE TRAIN OVER OTHER TRANPORT MODE

FACTORS	**NO OF RESONDENTS**	**PERCENTAGE**
Faster to reach destination	10	16.1%
Offering food& beverage	5	8.1%
Convenient	28	45.2%
Cheaper	18	29%
Others	1	1.6%
Total	**64**	**100**

Source : primary data

Table 3.9 reveals that 16.1% of people prefer train for faster to reach destination. 8.1% of people prefer for offering food & beverage in train. 45.2% of people prefer for their convenient. 29% of people prefer train cheaper than other transport mode. 1.6% of people prefer for other services. Majority of the passengers prefer for their convenience.

3.10 **CLASSIFICATION ON THE BASIS OF PREFERENCE OF TUTICORIN RAILWAY STATION**

Over other station people prefer the Tuticorin railway station for specific reasons. There are transportation facilities, less crowded, cleanliness of station , facilities in station, information of the platform, construction of additional tracks. The succeeding table shown the Preference of choosing Tuticorin Railway station.

TABLE 3.10

PREFER TN RAILWAY STATION

FACTORS	**NO OF RESPONDENTS**	**PERCENTAGE**
Transportation Facilities	22	36.7%
Less Crowded	28	46.7%
Cleanliness of station	7	11.7%
Facilities in station	6	10%
Information of the platform	1	1.7%
Construction of additional tracks	1	1.7%
Total	**64**	**100**

Source : primary data

Table 3.10 reveals that 36.7% of people prefer Tuticorin Railway station for the transportation Facilities. 46.7% of the people prefer since it is less crowded in Tuticorin Railway station than other Railway station.11.7% of people prefer for cleanliness in Tuticorin Railway station.10% of people prefer for Facilities in station.1.7 % of people prefer for clear information available at platform.1.7 % of the people prefer for construction of additional tracks in Tuticorin Railway station. Majority of the passengers prefer for less crowd in Tuticorin Railway station over other Railway stations.

3.11 **OPINION ABOUT CONNECTIVITY AT MELAVITTAN STATION**

The succeeding table shown the passenger opinion about the connectivity in the Melavittan station from southern tamilnadu with northern India.

TABLE 3.11

CONNECTIVITY TIME IN MELAVITTAN STATION

FACTORS	**NO OF RESPONDENTS**	**PERCENTAGE**
Long	21	36.8%
Very long	32	56.1%
Not long	7	7%
Total	**64**	**100**

Source : primary data

Table 3.11 reveals that 36.8% of respondents says that the waiting time al in Melavittan Railway station is long only, 56.1% of respondents said that the waiting time for connectivity in Melavittan Railway station is very long,7% of respondents do not mind for waiting inMelavittan Railway station. Thus majority of the respondents feel that waiting time is “very long”.

3.12 **CLASSIFICATION ON THE BASIS OF IMPROVEMENT IN MELAVITTAN STATION**

The succeeding table shown the passengerproposals about the improvement to be made in Melavittan railway station ,constructions of platforms, access to transportation facilities, more train facilities.

TABLE 3.12

IMPROVEMENT IN MELAVITTAN STATION

FACTORS	**NO OF RESPONDENTS**	**PERCENTAGE**
Construction of platforms	18	31.6%
Access to transportation Facilities	20	35.1%
More Train facilities	19	33.3%
Total	**64**	**100**

Source : primary data

Table 3.12 reveals that 31.6% of passengers demand construction of more platforms. 35.1% of passengers wants the transportation Facilities to be improved.33.3% of the passengers prefer more Train facilities from Melavittan Railway station. Majority of the passengers said that the transportation Facilities should be improved in Melavittan Railway station.

3.13 CLASSIFICATION ON THE BASIS OF OPINION ON ARRIVAL AND DEPARTURE TIME

Passengers satisfaction level increases if the train arrives and departs in time. The opinion about the scheduling is tabulated below.

TABLE 3.13

ARRIVAL AND DEPARTURE TIME

FACTORS	NO OF RESPONDENTS	PERCENTAGE
Yes,they come early	13	22.1%
Yes,they should be on Correct Timings	26	44.1%
No ,they are perfect	20	33.9%
Total	**64**	**100**

Source : primary data

Table 3.13 reveals that 22.1% of passengers said that the time of arrival & departure is early.44.1% of people said that the timings should be correct. 33.9% of the people are not satisfied with the train timings.Thus majority of the passengers are satisfied with the Arrival & departure since correct time is followed.

3.14 CLASSIFICATION ON THE BASIS OF PASSENGERS OPINION ABOUT ADDITIONAL TICKET BOOKING COUNTER AT TUTICORIN STATION

Sometimes passengers are in need of additional ticket booking counters at stations. Details of the same are analysed below

TABLE .3.14

ADDITIONAL TICKET BOOKING COUNTER

FACTORS	NO OF RESPONDENTS	PERCENTAGE
Yes	45	72.6%
No	17	27.4%
Total	**64**	**100**

Source : primary data

Table 3.14 reveals that 72.6% of the passengers prefer additional Ticket Booking counters.27.4% of the passengers don't want additional Ticket Booking counters. Thus majority of passengers prefer additional ticket booking Counters.

3.15 CLASIFICATION ON THE BASIS OF TRAVEL DURING COVID PANDEMIC

The succeeding table shows the Passengers travel during Covid pandemic.

TABLE : 3.15

COVID PANDEMIC

TRAVEL PER WEEK	NO OF RESPONDENTS	PERCENTAGE
Less than 2 times	49	79%
2-3 times	7	11.3%
3-5 times	3	4.8%
More than 5 times	3	4.8%
Total	**64**	**100**

Source : primary data

Table 3.15 reveals that 79% of the passengers travel less than 2 times during Covid Pandemic.11.3% of the passengers travel 2-3 times in train during Covid Pandemic. 4.8% of the passengers travel between 3_5 times in train during Covid Pandemic. other 4.8% passengers travel more than 5 times in train during Covid Pandemic. Majority of the passengers have travelled less than 2 times in train during Covid Pandemic.

3.16 RATING OF TICKETING PROCESS BY PASSENGERS

This analysis represents the grading of ticketing processes by the respondents selected for the present study.

TABLE 3.16

RATING OF TICKETING PROCESS

STATEMENT	SA	A	N	D	SD	TOTAL	MEAN SCORE	RANK
Attitude of ticketing staff	7	30	17	4	6	395	6.17	1
Efficiency of ticketing staff	14	27	13	10	0	237	3.70	2
Information regarding Ticket	6	32	23	0	3	230	3.59	3
Self service	7	29	18	4	6	219	3.42	4
No of ticket counter	5	24	26	5	4	213	3.32	5

Source: Primary data

This table inferred that Attitude of ticketing staff got first rank followed by other factors namely efficiency of ticketing staff, information regarding Ticket ,self service, No of Ticket Counters as second, third, fourth and fifth rank respectively.

3.17CLASSIFICATION ON THE BASIS OF DIFFICULTIES FACED BY PASSENGERS WHILE BOOKING TICKET IN ONLINE

Online mode of booking tickets has become the most preferable and easy way for the passengers to book their tickets from any place and at any time. Though there are many advantages in online mode passengers also face some difficulties in it. Details of the same are analyzed below by grading the various factors.

TABLE 3.17

DIFFICULTIES IN ONLINE MODE OF TICKET BOOKING

STATEMENT	SA	A	N	D	SD	TOTAL	MEAN SCORE	RANK
Network issues	12	27	16	5	4	230	3.59	1
Lack of face to face advice	9	19	26	7	3	216	3.37	2
Login frauds	6	20	26	7	5	207	3.23	3
Hacking	10	17	17	11	9	200	3.13	4
Excessive reliance on technology	5	21	16	17	5	196	3.06	5
Double payment	5	15	14	17	13	174	2.71	6

Source: primary data

This table inferred that Network Issues got first rank followed by other factors namely lack of face to face advice, login frauds, Hacking, excessive reliance on technology and Double Payment as second, third, fourth, fifth and sixth rank respectively.

3.18CLASSIFICATION ON THE BASIS OF INFRASTRUCTURE FACILITIES IN TUTICORIN RAILWAY STATION

The railway department offers various facilities for the passengers to make their journey cozy and comfortable. The below table shows the grading of various facilities selected for the present study by the respondents through ranks.

TABLE 3.18

RANKING OF INFRASTRUCTURE FACILITIES AT TUTICORIN STATION

STATEMENT	SA	A	N	D	SD	TOTAL	MEAN SCORE	RANK
ATM center	12	33	14	3	2	275	4.29	1
Fully computerized reservation	14	28	17	5	0	243	3.79	2
Wheel chair	6	35	16	7	0	232	3.62	3
Emergency facilities	10	29	18	5	2	232	3.62	3
Parking facilities	10	30	12	7	5	225	3.51	5
Platform shops	8	27	21	5	3	224	3.5	6
Seating arrangement	4	35	15	6	4	221	3.44	7
Toilet facilities	9	28	14	7	7	220	3.43	8
Service of porters	8	26	17	10	3	218	3.40	9
Purified water	9	24	19	7	5	217	3.39	10
Waiting room	7	26	19	8	4	216	3.37	11

Wi-Fi	9	22	21	6	6	214	3.34	12
Medical facilities	7	26	16	10	5	212	3.31	13
Touch screen enquiry	6	28	14	11	5	211	3.29	14
Available Assistance	1	25	23	8	3	193	3.01	15

Source: Primary data

From this table it is inferred that out of all infrastructure facilities ATM center got first rank followed by other factors namely fully computerized reservation, wheel chair, emergency facilities, parking facilities, platform shops, seating arrangement, toilet facilities, service of porters, purified water, waiting room, Wi-Fi, medical facilities, touch screen enquiry, Available Assistance as second, third, fourth to fifteenth rank respectively.

3.19 RAILWAY SERVICE AFTER PANDEMIC:

After the Covid Pandemic, some changes arises in the Railway services. The below table analyses grading of differences in the various facilities by the respondents selected for the **present** study.

TABLE 3.19

RAILWAY SERVICE AFTER PANDEMIC

STATEMENT	SA	A	N	D	SD	Total	MEAN SCORE	RANK
Difference in concession rates	13	25	19	7	0	236	3.68	1
Sanitization facilities	14	24	18	8	0	236	3.68	1
Difference in fares	12	28	12	2	10	222	3.46	3
Temperature checking	13	24	13	5	9	219	3.42	4
Availability of blankets & pillows in A/C coaches	10	23	12	11	8	208	3.25	5
Availability of foods & beverages	5	27	6	19	7	196	3.06	6
Social distancing	6	18	20	10	10	192	3	7

Source: primary data

This table inferred that difference in concession rates took first rank followed by other factors sanitization facilities, Difference in fares, temperature checking, availability of blankets and pillows in A/C coaches, availability of foods and beverages, social distancing as to second to seventh rank respectively.

3.20 SERVICES IN RAILWAY STATION

The Railways offer various services to the passengers. The following table shows the grading of tangible services provided by the railway department selected for the present study by the respondents.

TABLE 3.20

TANGIBLE SERVICES

STATEMENT	SA	A	N	SD	D	TOTAL	MEAN SCORE	RANK
Catering facilities	10	30	18	5	1	250	3.90	1
Information about platform	11	23	26	4	0	233	3.64	2
Sitting arrangements	5	35	20	4	0	233	3.64	2
Infrastructure in the train	9	25	27	3	0	232	3.62	4
Sanitation facilities	9	26	21	8	0	228	3.56	5
Availability of Powers	7	32	17	3	4	224	3.5	6

Source: Primary data

This table inferred that catering facilities took first rank followed by other factors namely information about platform, sitting arrangements, infrastructure in the train, sanitization facilities, availability of Powers as to second to sixth rank respectively.

3.20.1 RESPONSIBILITY OF STAFF

The following table shows the grading of the responsibility of staff selected for the present study by the respondents.

TABLE 3.20.1

RESPONSIBILITY OF STAFF

STATEMENT	SA	A	N	D	SD	Total	MEAN SCORE	RANK
Willingness of the Railway staff to help	4	35	19	6	0	229	3.57	1
Approachability of top Management	6	25	29	5	0	227	3.54	2
Medical facilities	9	28	19	3	5	3.53	3.45	3
Service by railway doctors	8	26	18	10	2	220	3.44	4
Responsiveness of railway police	5	29	26	3	1	226	3.29	5
Behaviour of the railway staff	5	22	26	6	5	208	3.25	6

Source: Primary data

This table shows that the willingness of railway staff got first rank followed by other factors namely approachability of top management, medical facilities, service by railway doctors, responsiveness of railway police, behavior of railway staff as to second to sixth rank respectively.

3.20.2 SERVICE OF ASSURANCE

Safety is more important in travelling. The service of assurance given by the railway department to the passengers plays a vital role. The below table shows the grading of the services of assurance selected for the present study by the respondents through ranking.

TABLE 3.20.2

SERVICE OF ASSURANCE

STATEMENT	SA	A	N	D	SD	TOTAL	MEAN SCORE	RANK
Safety of passengers in transaction	9	31	16	8	0	249	3.86	1
Trustworthiness of railway	9	31	17	7	0	248	3.87	2
Digital display	10	30	14	6	4	228	3.52	3
Performance of service as promised/ told	5	28	26	4	1	223	3.48	4
Courtesy of the staff	7	22	25	9	1	216	3.37	5

Source: Primary data

This table shows that safety of passengers in transaction took first rank followed by other factors namely trustworthiness of railway, digital display, performance of service as promised/told, courtesy of the staff as to second to fifth rank respectively.

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3.21 FACILITIES IN TRAIN:

This Analysis reveals the facilities in the train. Train is the most selected mode for traveling. Because of the facilities offered by the Railway department. The below table analyses the grading of various facilities by the respondents selected for the present study.

Table 3.21

TRAIN FACILITIES

FACTORS	MEAN SCORE	RANK
Storage Facilities	3.39	1
Cleanliness	3.35	2
Comfort	3.34	3
Punctuality	3.32	4
Temperature	3.15	5
Train staff	3.14	6

Source: primary data

This table indicates the train Facilities. It is observed that storage facilities ranked first with the mean score of 3.39 followed by cleanliness ranked second (3.35), comfort ranked third (3.34), punctuality ranked fourth (3.32), temperature ranked fifth (3.15),train staff ranked sixth (3.14).

CHAPTER – IV

FINDINGS, SUGGESTIONS AND CONCLUSION

The opinion regarding customer's satisfaction towards passenger railways in tuticorin from the sample respondents may influence the passengers to choose rail transport over other modes of transport in tuticorin. Hence the study on customer's preference towards tuticorin railway station and factors like age, gender,occupation and monthly income of 64 respondents were examined.

4.1 FINDINGS:

- This chapter brings out the findings of the study and on the analysis mode with the help of data obtained through questionnaire. Also, certain suggestions are made on the basis of these findings.
- It shows that 58.4% of respondents in male and female are between 20 – 40 years.
- It is evident that 38.34% of respondents are students who do not earn a monthly income.
- It is clear that 34% of respondents occasionally travel in passenger trains.
- It depicts that 30.2% of respondents prefer lower seat and middle seat as it is convenient and comfortable.
- We come to know that 50% of respondents are always satisfied with their preference of seat.
- It shows that 47.6% of respondents prefer booking tickets through ticket counters in stations.
- It is clear that attitude of ticketing staff has been ranked as 1 in the grading of ticketing process by the respondents.
- It shows that the problem of network issue is the major difficulty which is faced by the respondents while booking ticket through online mode.
- It depicts that 49.2% of respondents have never used the wi-fi facility available in tuticorin railway station.
- It shows that 88.7% of respondents have never taken in railway enquiry.
- It is evident that the fully computerized reservation and wheel chair facilities in TN railway station is ranked as 1 among the infrastructure facilities in station by majority of respondents
- It is clear that 45.2% of the passengers prefer trains for their convenience
- It is evident that the 46.7% of the respondents prefer tuticorin railway station as it is less crowded over other railway station
- It is shows that 56.1% of the passengers prefer say that the waiting time in melavittan railway station is very long.

- It is clear that 35.1% of the passengers want more access to transportation facilities from Melavittan railway station
- It is clear that 44.1% of the passengers said arrival and departure of trains should be on correct timing
- It shows that 72.6% of the respondents want additional ticket booking counters in tuticorin railway station.
- It depicts that 79% of the passengers have travelled in train less than 2 times during the COVID pandemic
- It is evident that majority of the passengers has ranked the storage facilities as 1among the facilities provided in train
- It shows that majority of the respondents has ranked the catering services as 1 among the tangible services.
- It depicts that majority of the respondents has ranked the willingness of the railway staff as 1 among the responsibility of staff.
- It clear that majority of respondents has ranked the safety of passengers in transaction as 1 among the service of assurance.
- It shows that majority of the passengers has ranked the difference in concession rates and sanitization facilities as 1 among the services provided after pandemic.

4.2 SUGGESTIONS :

1. Good amenities, medical aids, etc should be provided to enlarge the number of long distance travelled passengers.
2. More reservation counters can be installed to help the passengers to reserve their tickets in short period of time to achieve better level of customer satisfaction.
3. Increasing the number of trains will help the passengers to utilize more of train transport.
4. Focus on vital service quality factors like hygiene, safety and security which are considered as important factors to determine the satisfaction of the customer.
5. Melavittan can be developed as another main station of Tuticorin in future for passenger railways.
6. Lift and Escalator facilities can be installed for better convenience of elderly passengers.
7. Delay in train timings can be solved.
8. Improvement in the quality of catering services offered has to be given importance.
9. The advance booking period can be revised to suit the better convenience of passengers.
10. Platform shops has to be improved for the convenience and satisfaction of passengers.

4.3 CONCLUSION:

Indian Railway is gaining importance day by day. With the increase of passengers Indian railways has focused to extend its attentions to satisfy the need of its travelers and made initiative to enhance the quality of services to enrich the satisfaction of travellers.

Southern Railways provide a convenient, reliable, accessible and economical means of public transport.

It provides the most important mode of public transport in India. Railways have played a significant role in development and growth of India. This is the most commonly used and cost effective long distance transport system of the country.

The empirical study is really a contribution to identify the factors that determine customer satisfaction towards passenger railways in Tuticorin. Railways try to improve the core areas and deliver quality of services to the passengers.

Accordingly, the research give some insights to develop and improve the quality of services to satisfy the passengers in railways. The satisfaction is the need of the passengers as it is important to compete with other mode of transport.

On the basis of this study some suggestions has been made. If the suggestive measures have been considered positively, Tuticorin passenger railways will shine and bring magnificent to our city in the near future.

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ANNEXURE – I

QUESTIONAIRE

A STUDY ON CUSTOMER'S SATISFACTION TOWARDS PASSENGER RAILWAYS IN TUTICORIN

1)Name

2)Age a) Below 20 years b) 20 - 40 years c) 40 - 60 years d)Above 60 years

3) Gender a)Male b) Female

4) Marital status a) Married b)Unmarried

5) Education

a) Graduation b) Post graduation c)Technical (diploma) d)Other

6) Occupation

a)Government employee b)Private employee c)Professional

d)House wife e) Student f) Other

7) Monthly Income

a)30,000 - 50,000 b)50,000 - 1,00,000 c)1,00,000 - 5,00,000

d)More than 5,00,000

8) Residence a)Within Tuticorin b)Around Tuticorin

9) How often do you travel in train?

a) Frequently b)Occasional c)Seldom

10) Which train do you frequently travel?

a) passenger train b)express train

11) What is your purpose of travelling?

a) official/business purpose b) vocation c) educational purpose

d) Tour e) personal f) others

12) What seat do you prefer in trains?

a) upper b) lower c) middle d) side upper e) side lower f) no preference

13) Do you always receive the seat you prefer?

a)Always b)Rarely c)Never

14) Does the TTR always ask for I'D proof?

a) Yes, always

b) Yes, only If I clamed a concession/ discount

c) Never

15) Which mode do you prefer to book ticket?

a) online ticket booking b) through agent c) station ticket counter

16)Rate the ticketing process?

Statement	Strongly agree	Agree	neutral	disagree	Strongly disagree
Number of ticket counter					
Attitude of ticketing staff					
Efficiency of ticketing staff					
Self service					
Information regarding					

ticket					

17) Rate the difficulties you face while booking ticket in online?

Statement	Strongly agree	Agree	neutral	disagree	Strongly disagree
Network issues					
Double payment					
Excessive reliance on technology					
Lack of face to face advice					
Hacking					
Login frauds					

18) How is the wi-fi speed in railway station?

a) good b) Average c) poor d) I have never used wi-fi

19) Have you ever visited enquiry?

a) yes b) No

20) If you did they solve your problems?

a) yes, completely b) yes, they gave me some idea

c) No, they didn't solve my problem

21) Rate the infrastructure facilities in Tuticorin railway station

Statement	Strongly agree	Agree	neutral	disagree	Strongly disagree
ATM center					
Purified water					
Fully computarised reservation counter					
Wheel chair					
Wi-fi					
Parking facilities					
Touch screen enquiry					
Medical facilities					
Emergency facilities					
Seating arrangement					
Platform shop					
Information					
cleaniness					
Available assitance					
Toilet facilities					
Waiting room					
Overall environment					

Service of porters					

22) What reason makes you choose train over other transport mode?

a) faster to reach destination b) offering food & beverage

c) convenient d) cheaper e)others

23) Why do you prefer Tuticorin railway station compared to other nearby station?

a) transportation facilities b) less crowded

c) cleanliness of station d) facilities in station

e) information of the platform f) construction of additional tracks

24) Have you ever visited Melavittan railway station?

a) yes b) no

25) Does the train stops for enough time in Melavittan station?

a) always b) sometimes c) never

26) What improvements are to be made in Melavittan railway station?

a) construction of platforms

b) access to transportation facilities

c) more train facilities

27) Do you think the arrival& departure time should be changed?

a) yes, they should be early

b) yes, they should be on correct timings

c) no, they are perfect

28) Rank the facilities in train

- ❑ Storage facilities
- ❑ Cleanliness
- ❑ Comfort
- ❑ Punctuality
- ❑ Temperature
- ❑ Train staff

29) Do you want any additional ticket booking counters?

a) yes b)no

30) Approximately, how many times did you travel in train after the Covid pandemic?

a) less than 2 times b) 2-3 times c) 3-5 times d) more than 5 times

31) Rate the railway service after pandemic?

Statement	Strongly agree	Agree	neutral	disagree	Strongly disagree
Difference in fares					
Difference in concession rates					
Sanitisation facilities					
Temperature checking					
Social distancing					
Availability of foods					

bevarage					
Availability of blankets & pillows in the a/c coaches					

32) Rate the following services provided by railway department

A)Tangible services

Statement	Strongly agree	Agree	neutral	disagree	Strongly disagree
Availability of power					
Sitting arrangements					
Ventilation arrangements					
Sanitation facilities					
Catering facilities					
Information about the platform					
Infrastructure in the train					
Appearance of railway personel					

B) Responsibility of staff

Statement	Strongly	Agree	neutral	disagree	Strongly
Willingness of the railway staff to help					
Behaviour of the railways staff					
Service by railway doctors					
Responsiveness of railway police					
medical facilities					
Approachability of the top management					

C) Service of assurance

Statement	Strongly agree	Agree	neutral	disagree	Strongly disagree
Trustworthiness of railway					
Safety of passengers in transaction					
Courtesy of the staff					
Performance of service as promised \ told					

Digital display					

ANNEXURE – II

GARRET RANKING TABLE

FACTORS	1	2	3	4	5	6	TOTAL
Storage Facilities	14	18	12	14	4	2	64
Cleanliness	7	20	20	10	4	3	64
Comfort	14	10	17	11	6	6	64
Punctuality	10	16	20	12	5	1	64
Temperature	7	23	17	9	6	2	64
Train Staff	5	19	12	14	5	9	64

Present position $= \frac{100\,(Rij - 0.5)}{Nj}$

Rij = Individual Rank

Nj = Total Rank

Factor I $= \frac{100(1-0.5)}{6} = 8.34$

Factor II $= \frac{100(2-0.5)}{6} = 25$

Factor III $= \frac{100(3-0.5)}{6} = 41.6$

Factor IV $= \frac{100(4-0.5)}{6} = 58.34$

Factor V $= \frac{100(5-0.5)}{6} = 75$

Factor VI $= \frac{100(6 - 0.5)}{6} = 91.67$

PRESENT POSITION	SCORE (X)
8.33	77
25	63
41.6	54
58.34	46
75	36
91.67	23

FACTOR - I

X	F	FX
77	14	1078
63	18	1134
54	12	648
46	14	644
36	4	14
23	2	46
	Σf = 64	Σfx =3694

Garrett Mean Score (X) $= \frac{\Sigma fx}{\Sigma f}$

$= 3694 / 64$

$= 57.72$

FACTOR – II

X	F	FX
77	7	539
63	20	1260
54	20	1080
46	10	460
36	4	144
23	3	69
	Σf =64	Σfx=3552

Garrett Mean Score (X) $= \frac{\Sigma fx}{}$

Σf

= 3552/64

= 55.5

FACTOR – III

X	F	FX
77	14	1078
63	10	630
54	17	918
46	11	506
36	6	216
23	6	138
	Σf = 64	Σfx = 3486

Garrett Mean Score (X) = $\frac{\Sigma fx}{\Sigma f}$

= 3486 /64

= 54.46

FACTOR – IV

X	F	FX
77	10	770
63	16	1008
54	20	1080
46	12	552
36	5	180
23	1	23
	Σf =64	Σfx = 3613

Garrett Mean Score (X) = $\frac{\Sigma fx}{\Sigma f}$

= 3613 /64

= 56.45

FACTOR – V

X	F	FX
77	7	539
63	23	1449
54	17	918
46	9	414
36	6	216
23	2	46
	Σf = 64	Σfx = 3582

Garrett Mean Score (X) = $\frac{\Sigma fx}{\Sigma f}$

= 3582 /64

=55.96

FACTOR – VI

X	F	FX
77	5	385
63	19	1197
54	12	648
46	14	644
36	5	180
23	9	207
	Σf = 64	Σfx = 3261

Garrett Mean Score (X) = $\frac{\Sigma fx}{\Sigma f}$

$= 3261 \ / \ 64$

$= 50.95$

CUSTOMERS' PREFERENCE TOWARDS PHARMACY IN THOOTHUKUDI CITY

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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CERTIFICATE

This is to certify that the project entitled **"CUSTOMERS' PREFERENCE TOWARDS PHARMACY IN THOOTHUKUDI CITY"** submitted by the candidates, Dhanushiya Bala Nandhini R., Dilani F., Divya Dharshini R.P., Jairin Biana M., Jeba M., 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 a work done by them during the period of their study under my guidance and supervision.

Place: Thoothukudi

Date: 10-04-2021

Guide
(Dr. S. Bulomine Regi)

Head of the Department

External Examiner

Principal
St. Mary's College (Autonomous)
Thoothukudi - 628 001.

DECLARATION

We hereby state the project entitled **"CUSTOMERS' PREFERENCE TOWARDS PHARMACY IN THOOTHUKUDI CITY"** is submitted to **St.Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of **Bachelor of Commerce** is our original work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

Date: 10-04-2021

Signature

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ACKNOWLEDGEMENT

Thanks, is a small word filled with heartfelt gratitude. We express our heartfelt thanks to **GOD ALMIGHTY** for showering his blessings on us for the success of the project.

We also extend our special thanks and gratitude to our principal **Rev. Sr. Dr. A.S.J.Lusia Rose** for her support and encouragement.

We wish to convey our profound gratitude to thank our Head of the Department and Professor of Commerce **Dr.G.Stella Beatrice Nirmala** and the professors of commerce for their valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude to our guide **Dr. S. Bulomine Regi Assistant Professor of Commerce St. Mary's college (Autonomous),Thoothukudi**, for her excellent guidance and continues effort taken to complete the project work successfully

Last but not least, we thank our parents and friends for their moral support and encouragement in bringing out this project a successful one.

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F.Dilani
R.P.Divya Dharshini
M.Jairin Biana
M.Jeba

LIST OF CONTENTS

CHAPTER	TITLE	PAGE NO.
I	**Introduction and Design of the study**	**1-6**
	1.1 Introduction	
	1.2 Statement of the problem	
	1.3 Objectives of the study	
	1.4 Scope of the study	
	1.5 Research methodology	
	1.6 Collection of Data	
	1.7 Sample Design	
	1.8 Framework of analysis	
	1.9 Period of the study	
	1.10 Limitations of the study	
	1.11 Scheme of the report	
II	**Review of Literature**	**7-21**
III	**Pharmacy : An Overview**	**22-35**
	3.1 Introduction	
	3.2 History of pharmacy	
	3.3 Advantages of pharmacy	
	3.4 Disadvantages of pharmacy	
	3.5 Service offered by pharmacy	
	3.6 Factors affecting pharmacy	
	3.7 List of some pharmacies in Thoothukudi	
	3.8 Impact on pharmacy in Indian GDP	
	3.9 Effect of covid-19 on pharmacuetical industry	
	3.10 Conclusion	
IV	**Analysis and Interpretation of Data**	**36-64**
V	**Findings, Suggestions and Conclusion**	**65-68**
	Bibliography	
	Annexure – Questionnaire	

CHAPTER – I

INTRODUCTION AND DESIGN OF STUDY

CHAPTER – I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

Preparation of drugs and medicine is a complex procedure; it is the most important profession in the world related to the health of individuals on national and domestic level. The preparation of drugs and various drugs related to different diseases and their distribution is done by the professionally qualified and trained people called Pharmacists. The importance and significance of pharmacy in the world can be understood by the fact that there are billions of drug stores and pharmacies in every country of the world. It is the science and art concerned with the preparation and standardization of drugs. The industry has already taken some significant steps during the Covid-19 crisis by providing drugs to many friendly countries. This initiative can be made much more broad-based by launching a structured export-incentive plan for Indian pharmaceutical manufacturers, to promote greater supply of drugs to global markets in the medium term.

Pharmacists are responsible for the quality of medicines supplied to patients, ensuring that the supply of medicines is within the law, ensuring that the medicines prescribed to patients are suitable, advising patients about medicines, including how to take them, what reactions may occur and answering patients' questions. Pharmacist is the bridge between doctors and patients who counsels and advice the patient to maximize the desired effect of the drugs and minimize the untoward/adverse effects of the drug. At the pharmacy, a pharmacist oversees the fulfillment of medical prescriptions and is available to counsel patients about prescription and over-the-counter drugs or about general health issues. Pharmacy is the clinical health science that links medical science with chemistry and it is charged with the discovery, production, disposal, safe and effective use, and control of medications and drugs. The scope of pharmacy practice includes more traditional roles such as compounding and dispensing of medications, and it also includes more modern services related to health care, including clinical services, reviewing medications for safety and efficacy, and providing drug information. Pharmacists may also be small-business

proprietors, owning the pharmacy in which they practice. Since pharmacists know about the mode of action of a particular drug, and its metabolism and physiological effects on the human body in great detail, they play an important role in optimization of drug treatment for an individual. Pharmacists, therefore, are the experts on drug therapy and are the primary health professionals who optimize the use of medication for the benefit of the patients. The present study is about the customers' preferences towards pharmacy in Thoothukudi city.

1.2 STATEMENT OF PROBLEM

Earlier people considered food as their medicine but in the modern world, living beings are suffering from various kinds of diseases due to their lifestyle habits. Today, medicine is the first aid preferred for every disease. The medical expense of an individual is increasing due to the increase in their medical consumption. The impact of COVID-19 made people to prefer some additional extra service from pharmacy like home delivery option, spacious place, having alternative payment option instead of cash. While selecting a pharmacy customer considers various factors like location, discounts, medicine availability, parking space availability.

Customers also face some problems while using pharmacy services like difficult to interact with pharmacist, lack of privacy in customer information, medicine being out of stock, receiving expired medicines. So pharmacies have to be dynamic in their services to satisfy the customers. Every person has their own individual preferences so some factors which influence a person's pharmacy selection may not influence another person's preference. Therefore it is necessary to study about the customers' preference towards pharmacy.

1.3 OBJECTIVES OF THE STUDY

The following are the objectives focused in this study :

1. To study about Pharmacy Industry in India.
2. To identify the usage level of pharmacy services by the consumers in Thoothukudi city.
3. To analyze the various factors influencing the customers' preference towards pharmacy in Thoothukudi City.
4. To measure the satisfaction level of the respondents towards pharmacy services in Thoothukudi City
5. To find out the problems faced by customers while purchasing the medications.

1.4 SCOPE OF THE STUDY

The study was done within Thoothukudi City. The study entitled "Customers' preference towards pharmacy in Thoothukudi City" aims to find out customers preference of pharmacy in Thoothukudi. The analysis helps us to know about the customer opinion on their preferences towards pharmacy and the problems faced by them. There are different kinds of medical field such as Allopathy, Ayurveda, Siddha and Homeopathy. So in this study analysis are made regarding the consumer's preferred medical field and their convenient mode of purchase. The approach to the study has been made from the view of point of the customers using pharmacies in Thoothukudi city.

1.5 RESEARCH METHODOLOGY

The present study is analytical and descriptive nature. A questionnaire was constructed to elicit the required information from the respondents. Structured questionnaire was framed and collected using Google form.

Simple random sampling technique was opted to select the sample respondents. The respondents who were interested to spare time for research study were selected as sample respondents.

The study is based on customers' preference towards pharmacy in Thoothukudi City. Hence, the questions are related on various factors affecting customer selection of pharmacy like parking space availability, discount offered, location friendliness of pharmacist, package, home delivery option etc.

1.6 COLLECTION OF DATA

The data for the study were collected through survey. Data are of two types. They are,

1. Primary data
2. Secondary data

Primary Data

Primary data were collected by framing a questionnaire. A set of questionnaire was prepared and were given to public to analyse the preference of consumer towards pharmacy.

Secondary Data

The secondary data were collected from websites, magazines, books and journals

1.7 SAMPLE DESIGN

Simple Random Sampling was adopted and the data were collected from 125 sample respondents using questionnaire in Thoothukudi City. The questionnaire was issued to the respondent through Google form.

1.8 FRAMEWORK OF ANALYSIS

Regarding the study on customers' preference towards pharmacy in Thoothukudi City, the researchers collected primary and secondary data to make a clear view of the project. The data collected through questionnaire. It was classified and analyzed on the basis of statistical tools like,

- Percentage Analysis
- Weighted Average
- Likert's Five Point Scale Technique
- Mean Ranking
- Standard deviation

1.9 PERIOD OF THE STUDY

The study has been conducted during the period from December 2020 to April 2021.

1.10 LIMITATIONS OF THE STUDY

The study has some major limitations, they are,

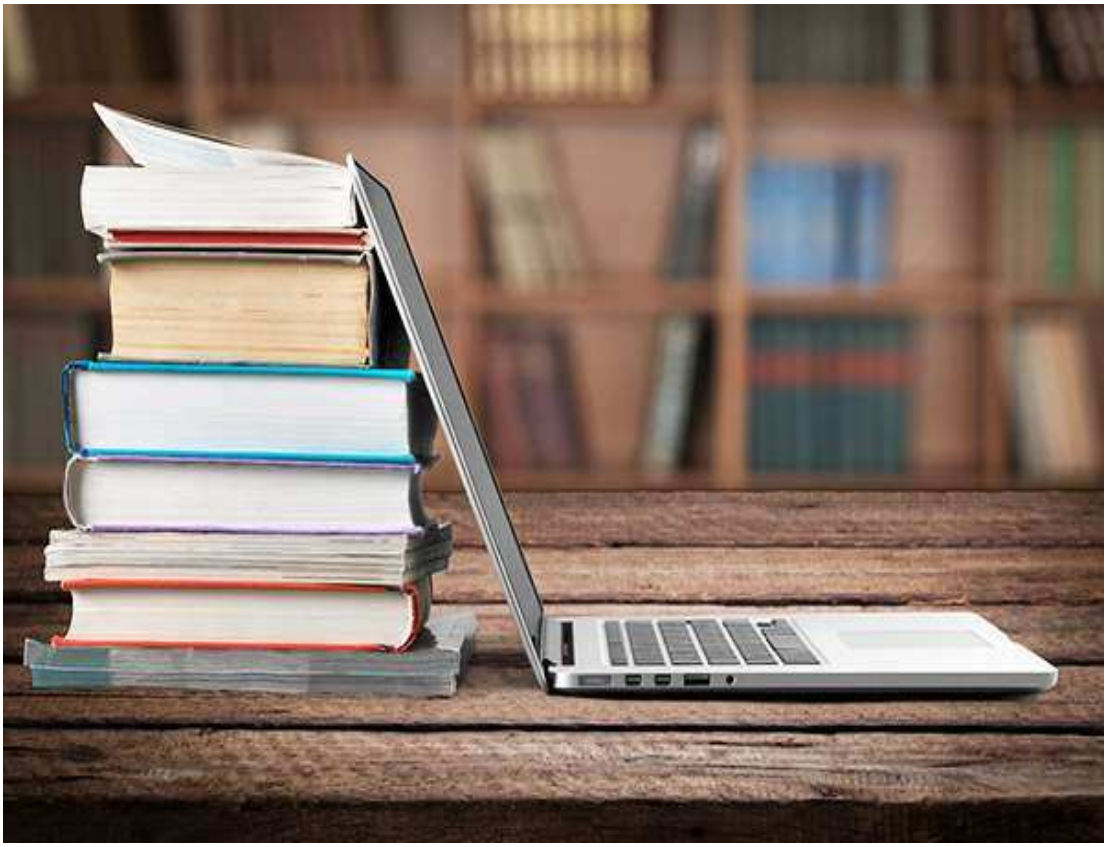
- Study was limited to Thoothukudi City.
- Responses generated from the respondents are based on their experience, which might have caused errors.
- The resources constraints have limited to the scope of the study.
- The service of data were not adequate. Some of the replies of the respondents may be biased.

1.11 SCHEME OF THE REPORT

The study on Customers' preference towards pharmacy in Thoothukudi City is organized into five chapters. They are,

- The first chapter deals with Introduction and Design of the study.
- The second chapter deals with the Review of Literature.
- The third chapter deals with the Theoretical framework of the study.
- The fourth chapter deals with the Analysis and Interpretation of Data.
- The fifth chapter deals with the summary of Findings, Suggestions and Conclusion.

CHAPTER – II



REVIEW OF LITERATURE

CHAPTER - II
REWIEW OF LITERATURE

2.1 INTRODUCTION

A review of literature is a scholarly paper that presents the current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Review of literature is a secondary sources and do not report new or original experimental work. It helps to establish the validity of a research project by revealing gaps in the existing literature on a topic that offer opportunities for new research. A large volume of literature is available about various pharmacy services offered around the world. In this chapter a detailed review is done on the studies conducted about the pharmacies and their services.

2.2 REVIEWS RELATED TO PHARMACY SERVICES

Rosemin Kassam, et al. (2000)[1] in their study, "Pharmaceutical Care Research and Education Project: Patient Outcome" they made a report to compare patients' adherence to therapy, expectations, satisfaction with pharmacy services, and health-related quality of life (HRQOL) after the provision of pharmaceutical care with those of patients who received traditional pharmacy care. Randomized controlled cluster design. Sixteen community pharmacies in Alberta, Canada. Ambulatory elderly (> or = 65 years of age) patients covered under Alberta Health & Wellness's senior drug benefit plan and who were concurrently using three or more medications according to pharmacy profiles. Pharmacies were randomly assigned to either treatment (intervention) or control (traditional pharmacy care) groups. Patients at treatment pharmacies were recruited into the study, and pharmacists provided comprehensive pharmaceutical care services. Pharmacists at control pharmacies continued to provide traditional pharmacy care. Study participants' opinions, adherence to therapy, and scores on the Medical Outcomes Study 36-Item Short Form Health Survey (SF-36). Compared with those of patients receiving traditional care,

[1] Rosemin Kassam, Karen B Farris, Lisa Burback "Pharmaceutical Care Research and Education Project: Pharmacists Interventions". Published November 2000 https://www.researchgate. net/ publication 11965250 Pharmaceutical Care Research and Education Project Patient Outcomes

treatment patients' expectations that their pharmacist would perform activities congruent with pharmaceutical care changed over the study period. Treatment patients' satisfaction with the constructs “trusts," "evaluation and goal setting," and "communicates with doctor" were also positively affected. HRQOL and patient adherence were not significantly affected by pharmaceutical care interventions. Successful implementation of a pharmaceutical care practice model has the potential to increase patients' satisfaction with their pharmacists' activities and may increase patients' expectations that pharmacists will work on their behalf to assist them with their health care needs. If pharmaceutical care affects patients' HRQOL, instruments more specific than the SF-36 may be needed to detect the differences.

Saleh A. Bawazir (2004)[2] in their study “Consumer attitudes towards community pharmacy services in Saudi Arabia” The purpose of their study was to determine consumer attitudes towards community pharmacy and their preferences for the introduction of new services. A self-completion questionnaire was developed and 1,144 consumers in 55 community pharmacies were invited to complete it. The questionnaire covered consumers' choice of pharmacy; their perceptions of, and actual interactions with, community pharmacists; advice from pharmacists about general health and prescribed medicines; and privacy in the pharmacy. Respondents were asked for their views about five possible new services. The study was based in community pharmacies in Riyadh City, Saudi Arabia. The response rate was 79.6%. Fifty-nine per cent of respondents often or sometimes visited a particular pharmacy. One-quarter of respondents perceived community pharmacists as having a good balance between health and business matters, while 56.1% thought pharmacists were more concerned with the business. The majority of respondents (69.7%) said they felt comfortable asking the pharmacist for advice. Just under half (44.8%) felt that pharmacists allowed them enough time to discuss their problem fully and listened well. In addition, 58.5% of respondents indicated that their pharmacists showed sensitivity to privacy by speaking more quietly across the counter. In 14.4% of situations pharmacists were reported to use a private area within the pharmacy when discussing personal or private matters. Most respondents (65.2%) indicated that their pharmacist was willing to discuss

[2] Saleh A. Bawazir in their study “Consumer attitudes towards community pharmacy services in Saudi Arabia” First published: June 2004. International Journal of Pharmacy Practice/Volume 12, Issue 2 https://onlinelibrary.wiley.com/doi/abs/10.1211/0022357023718

their health problems and tried to understand their feelings. Consumers' priorities for new services were: monitoring blood pressure; measuring weight, height and temperature; monitoring blood sugar; and monitoring cholesterol .This study showed that most pharmacy customers feel comfortable seeking advice from their pharmacist. Although many pharmacists were reported to show sensitivity to a possible lack of privacy in the pharmacy, few respondents reported that their pharmacy had a private area for discussion. Customers' views on possible new services were generally positive, with the exception of patient medication records.

Miguel Angel Gastelurrutia, et al. (2006) [3] in their study "Customers' expectations and satisfaction with a pharmacy not providing advanced cognitive services" they assessed customers' expectations and satisfaction with a community pharmacy which does not provide advanced professional cognitive services (APCS). Method: A non-validated questionnaire was designed; the questionnaire included items on expectations with pharmacy services and on satisfaction with the existing services. An independent interviewer was appointed to survey people leaving the pharmacy; the questionnaire was administered on two randomly chosen days. Results The mean age of respondents (n = 61) was 46 years. Expectations: The most highly ranked item was ''Drug available in the pharmacy'' (4.97 on a 5point Likert scale), followed by ''Having queries and questions about health problems answered'' (4.84). People found it easy ''To seek advice on health problems or about medicines from the pharmacist at the counter'' (4.48). The lowest ranked item was ''reduced waiting time'' (3.13). The overall Satisfaction with pharmacy services was high (4.89). Conclusions Customers reported a high level of satisfaction in a pharmacy where advanced cognitive services were not available. However, this should not discourage pharmacists from implementing APCS, because patients' expectations are based only on experiences with current distributive services, which fulfill their perceived needs.

[3] Miguel Angel Gastelurrutia, Olatz Gil de San Vicente, Olaia Erauncetamurgil, Igor Odriozola, Fernando Ferna´ndez-Llimo "Customers' expectations and satisfaction with a pharmacy not providing advanced cognitive services" Received: 3 February 2005/Accepted: 26 July 2006 DOI 10.1007/s11096-006-9049-z https://pubmed.ncbi.nlm.nih.gov/17120133/

María Luz Traverso, et al. (2007)[4] in their study "Questionnaire to assess patient satisfaction with pharmaceutical care in Spanish language" have discuussed to develop and validate a questionnaire, in Spanish, for assessing patient satisfaction with pharmaceutical care received in community pharmacies. Selection and translation of questionnaire's items; definition of response scale and demographic questions. Evaluation of face and content validity, feasibility, factor structure, reliability and construct validity. Questionnaire administered to patients receiving pharmaceutical care or traditional pharmacy services. A self-administered questionnaire with 27 items, 5-point Likert response scale and demographic questions was designed considering multidimensional structure of patient satisfaction. Questionnaire evaluates cumulative experience of patients with comprehensive pharmaceutical care practice in community pharmacies. Two hundred and seventy-four complete questionnaires were obtained. Factor analysis resulted in three factors: Managing therapy, Interpersonal relationship and General satisfaction, with a cumulative variance of 62.51%. Cronbach's alpha for the whole questionnaire was 0.96, and 0.95, 0.88 and 0.76 for the three factors, respectively. Mann-Whitney test for construct validity did not showed significant differences between pharmacies that provide pharmaceutical care and those that do not, however, 23 items showed significant differences between the two groups of pharmacies. The questionnaire developed can be a reliable and valid instrument to assess patient satisfaction with pharmaceutical care in community pharmacies in Spanish. Further research is needed to deepen the validation process.

Geetha Jayaprakash, et al. (2009)[5] in their study "Consumer views of community pharmacy services in Bangalore city, India" have stated that the opinion about pharmacy services was studied using an instrument which measured satisfaction with pharmacy

[4] María Luz Traverso, Mercedes Salamano, Carina Botta, Marisel Colautti, Valeria Palchik, Beatriz Pérez (2007)
"Questionnaire to assess patient satisfaction with pharmaceutical care in Spanish language" 2007 Aug;19(4):217-24. doi: 10.1093/intqhc/mzm014. Epub 2007 Jun 2. PMID: 17545673
https://pubmed.ncbi.nlm.nih.gov/17545673/

[5] Geetha Jayaprakash, Munna L. Rajan, and Ponnushankar Shivam "Consumer views of community pharmacy services in Bangalore city, India" Pharm Pract (Granada). Submitted in 2009 Jul-Sep; 7(3): 157–162. Published online 2009 Mar 15. PMCID: PMC4139047. PMID: 25143793
https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4139047/#__ffn_sectitle

services. The main focus of the instrument was to assess patients' opinion and expectation of the present pharmacy services. The instrument contained 20 items, which were grouped based on their similarity into eight dimensions, namely, General satisfaction, Interpersonal Skill, Evaluation, Gathering non-medical information, Trust, Helping Patients, Explanation, and Finance. The study results revealed significant difference in the General satisfaction and Interpersonal skill amongst the gender. Significant difference was seen in the Helping patients, Evaluation and Explanation skill among the various age groups. Education background showed significant difference in evaluation, Gathering-non-medical information, Helping patients and Explanation skills of the pharmacist. There was an overall satisfaction dimension score of 56.83% in the current practice and 68.83% in the desired practice. It is concluded that awareness about pharmacy service continuing education programme for practicing pharmacist will heighten the pharmacy profession in our country.

Mohamed A.A. Hassali Shazia Jamshed (2009)[6] in their study "Consumers' views on generic medicines: A review of the literature" made a narrative review of studies conducted from 1970 to 2008 on consumers' perceptions and views towards generic medicines was performed. An extensive literature search was undertaken using indexing services available at the authors' institution library. The following keywords were used for the search: brand, generic, multisource, medications, medicines, drugs, pharmaceuticals and consumers, customers, and patients. Electronic databases searched were Medline, Inside Web, ISI Web of Knowledge, Science Direct, Springer Link, JSTOR, Proquest, Ebsco Host and Google Scholar. These electronic databases were searched for full text papers published in English from 1970 to October 2008.Patient confidence and knowledge pertaining to generic medicines use have increased over the past four decades, especially in developed countries. Mass educational efforts, financial incentives, and greater communication among patients and health care professionals were seen as major drivers to the uptake of generic medicines among consumers.A literature search was performed from May to October 2008 to identify published studies related to the views of consumers or

[6] Mohamed A. A. Hassali Shazia Jamshed. "Consumers' views on generic medicines: A review of the literature" Int J Pharm Pract. 2009 Apr;17(2):79-88. PMID: 20214255. https://doi.org/10.1211/ijpp.17.02.0002

patients on generic medicines. In this narrative review, only studies which measured consumers' views and perceptions towards generic medicines were included. Studies that utilized either qualitative or quantitative approaches, or both, were included in the review.

Lesley A Braun, et al. (2010)[7] in their study "Perceptions, use and attitudes of pharmacy customers on complementary medicines and pharmacy practice" discussed that Complementary medicines (CMs) are popular amongst Australians and community pharmacy is a major supplier of these products. This study explores pharmacy customer use, attitudes and perceptions of complementary medicines, and their expectations of pharmacists as they relate to these products. Pharmacy customers randomly selected from sixty large and small, metropolitan and rural pharmacies in three Australian states completed an anonymous, self administered questionnaire that had been pre-tested and validated. 1,121 customers participated (response rate 62%). 72% had used CMs within the previous 12 months, 61% used prescription medicines daily and 43% had used both concomitantly. 72% of people using CMs rated their products as 'very effective' or 'effective enough'. CMs were as frequently used by customers aged 60 years or older as younger customers (69% vs. 72%) although the pattern of use shifted with older age. CMs are widely used by pharmacy customers of all ages who want pharmacists to be more involved in providing advice about these products.

Katarina Boström (2011)[8] in their study "Consumer behaviour of pharmacy customers - Choice of pharmacy and over-the-counter medicines" discussed on factors influencing the behaviour of pharmacy customers. The research strives to answer how consumers choose in which pharmacy to run their errands and how they choose between similarly priced generic over-thecounter (OTC) medicines. The focus is on OTC medicines

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[7] Lesley A Braun, Evelin Tiralongo, Jenny M Wilkinson, Ondine Spitzer, Michael Bailey, Susan Poole & Michael Dooley "Perceptions, use and attitudes of pharmacy customers on complementary medicines and pharmacy practice" BMC Complement Altern Med 10, 38 (2010). Received - 17 March 2010 ; Accepted – 20 July 2010 ; Published - 20 July 2010
https://bmccomplementmedtherapies.biomedcentral.com/articles/10.1186/1472-6882-10-38#article-info

[8] Katarina Boström "Consumer behaviour of pharmacy customers - Choice of pharmacy and over-the-counter medicines" submitted in 14.12.2011 for Bachelor of Business Administration Thesis International Business Identification number: 9404
https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.theseus.fi/bitstream/handle/10024/38151/bostrom_katarina.pdf%3Fsequence%3D1&ved=2ahUKEwiexL30j4_uAhUXIbcAHXkvD58QFjACegQIFBAB&usg=AOvVaw0j7l1qFlKcMOa6K2E2Q9GW

since they are available without prescription and are subject to public advertising. The quantitative research was conducted during fall 2011, mainly in four pharmacies in the Helsinki region to reach recent pharmacy customers. A sample of 273 consumers participated by answering a questionnaire form. Results show that in order of importance based on average results, the top three reasons behind the consumer's choice of pharmacy is the following; location (being by far most important), product range, staff. Likewise the top three order for choosing OTC medicines is; pharmacist's opinion and recommendation, family's and friends opinion and recommendation, product brand or producer. Almost all consumers usually buy the same product again and the majority sometimes buy products they know through advertisement. The majority have bought from the pharmacy an OTC medicine or vitamin supplement even though it was not in the plans, and the largest disparity between male and female consumers in the research is that more women have done so.

Ana Margarida Nunes Francisquinho (2013)[9] in their study "Consumer attitudes and perceptions towards medicine types: brand medicines versus generic medicines" made a study that Portugal, like the rest of the world, is going through a huge economic crisis, in this sense; other types of product emerge to meet consumer needs and the country's economy. In fast moving consumer goods, arise distributors brands, parallel in Pharmaceutical Industry and market, arise brands with Generic medicines. These medications come with a much lower cost to the consumer and present the same quality of the correspondent Brand .In Portugal, these drugs have become a success story, recognized by the European Medicines Association (Gonçalves, 2009), which is related with the governmental measures adopted by governments, since the introduction of this type of medication in Portuguese market, as the creation of reference prices. However, this growth could have been even greater if it had not been observed a low rate of prescription in an initial phase. In this study, in order to understand how to enhance the consumption of these

[9] Ana Margarida Nunes Francisquinho (2013) "Consumer attitudes and perceptions towards medicine types: brand medicines versus generic medicines" Project submitted as partial requirement for the conferral of Master in Marketing Supervisor: Prof. Susana Henriques Marques, Director Bsc Marketing Management, ISCTE – Lisbon University Institute October 2013
https://repositorio.iscte-iul.pt/bitstream/10071/8012/1/FINAL_%20TESE%20_%20ANA%20FRANCISQUINHO.pdf

drugs and understand why in many cases Brand medicines are still elected as the first choice, the researcher proposed to observe the consumer due to its active and participatory on their health. As such, through a questionnaire, subjects were approached and questioned regarding the attitude and behavior towards the two types of medications and performed a subsequent statistical analysis. The results of this research focus on consumer perceptions about the Generic drugs, the impact that the sources of information and new technologies have on consumer behavior, perception of quality and sense of security concerning both types of medicines and intent of repeating the purchase in the future.

Ahmed Awaisu and Noor Alsalimy (2014)[10] in their study "Pharmacists' involvement in and attitudes toward pharmacy practice research: A systematic review of the literature" disccused about pharmacy practice-based research is essential to the advancement of practice; however, literature addressing attitudes and involvement of pharmacists in practice research indicates reluctance among them. An account of studies undertaken thus far is warranted.This systematic review aims to summarize and evaluate the views and attitudes of pharmacists regarding their involvement in pharmacy practice research as well as the barriers and enablers to such research.A systematic review of original studies published mainly in MEDLINE, PubMed, EBSCO, ScienceDirect, ProQuest, and Google Scholar was conducted to identify published studies that report pharmacists' attitudes and involvement in research as well as perceived facilitators and barriers. Data were independently extracted by two reviewers using a standardized data abstraction tool. Pharmacists' awareness, interest and willingness to participate in practice research, their actual involvement in research projects, and positive attitude toward research have increased over time. It concludes Pharmacists generally believed that practice-based research was needed for professional development of pharmacy and agreed with the importance of research to support evidence-based practice and to improve the quality of patient care and outcomes. The most commonly reported barriers to participation in research across the reviewed studies were: lack of time and workload; insufficient or lack of funds; and lack of research knowledge, training, mentorship and

[10] Ahmed Awaisu and Noor Alsalimy (2014) "Pharmacists' involvement in and attitudes toward pharmacy practice research: A systematic review of the literature" Available online 31 December 2014. PMID: 25698363 DOI: 10.1016/j.sapharm.2014.12.008
https://pubmed.ncbi.nlm.nih.gov/25698363/

support.Pharmacists recognize the value of research in advancing pharmacy practice and indicate their willingness to be involved in independent research and in PBRNs.

Akram Ahmed, et al. (2014)[11]in their study "The Profession of Pharmacy is an integral part of the healthcare system worldwide" discusses that pharmacies with well-organized practice can go a long way to ensure quality health care for the patient. In the past, pharmacists were responsible for dispensing medications only. Slowly, the traditional role of pharmacists is expanding and now pharmacists are playing a role as a vital team member in the direct care of patients, especially the new generation pharmacists who have Phar.Ds. Pharmacists play a major role in providing healthcare services by means of community pharmacy services in rural areas where physicians are not available or where physician services are too costly for meeting the healthcare necessities. Many reforms are yet needed to improve job satisfaction among Indian pharmacists such as higher salaries, more job opportunities in government offices, recognition of pharmacists as health care professionals and changes in the Pharm. D and pharmacy curriculum. This report looks at the current issues with the pharmacy profession in India and provides possible recommendations to improve job satisfaction among India pharmacists.

Inajara Rotta, et al. (2015)[12] in their study, "Effectiveness of clinical pharmacy services: an overview of systematic reviews" they studied about Multiple reviews have evaluated the impact of pharmacist-delivered patient care on health-related outcomes. However, it is unclear which of the pharmacist-delivered interventions in these services are the most effective. Aim of the review to gather the evidence of the impact of clinical pharmacy services on the medication use process or on patient outcomes using an overview of systematic reviews. Methods: Pub Med was searched to retrieve systematic reviews published between 2000 and 2010 that assessed the impact of clinical pharmacy services

[11] Akram Ahmed,Suleman Atique,Rajesh Balakrishnan and Isha patel"Pharmacy protection in India: Current scenario andRecommendations" submitted in July-September 2014.
https://www.researchgate.net/publication/264622803_Pharmacy_profession_in_India_Current_scenario_and_Recommendations

[12] Inajara Rotta, Teresa M.Salgado, Maria Lara Silva, Cassyano J.Correr, Fernando Fernandez-Llimos "Effectiveness of clinical pharmacy services: an overview of systematic reviews" (2000-2010) Published online 2015.
https://www.researchgate.net/publication/277079834_Effectiveness_of_clinical_pharmacy_services_an_overview_of_systematic_reviews_2000-2010

on the medication use process or patient outcomes. Two independent reviewers evaluated the study eligibility and one extracted the description and results of the services. The methodological quality of each review was assessed with the R-AMSTAR tool. Results: Of the 343 potentially relevant records identified, 49 systematic reviews, comprising a total of 269 randomized controlled trials, met the selection criteria. Clinical pharmacy services that focused on specific medical conditions, such as hypertension or diabetes mellitus, revealed a positive impact of pharmacists' interventions on patient outcomes. For other medical conditions, however, the results were inconclusive (e.g., dyslipidemia or thromboprophylaxis). Interventions that targeted medication adherence and assessed the impact of clinical pharmacy services in prescription appropriateness also produced inconclusive results because of the variability of methods used to assess both medication adherence and medication appropriateness. Conclusions: Systematic reviews that assessed clinical pharmacy services targeting specific conditions were more conclusive given that the intervention was well defined, and the measured outcomes were unequivocal and tangible. Conversely, the results were inconclusive for interventions with a broader target and with monitoring parameters that were unclearly established or inconsistently assessed across studies. These findings emphasize the need to better define clinical pharmacy services and standardize methods that assess the impact of these services on patient health outcomes.

Melissa E. Badowski, et al. (2016)[13] in their study "Examining the implications of analytical and remote monitoring in pharmacy practice" studied on the Remote patient monitoring (RPM) incorporates digital technology that collects health data from individuals in one location and electronically transmits secure data to healthcare providers in a different location for review and assessment. This allows healthcare professionals to make recommendations to optimise patient care without the patient having to be in the healthcare setting. With the implementation of RPM, pharmacists can use objective data obtained by remote devices to monitor patients and provide recommendations,medication therapy management, adherencecounselling and education for patients on their caregivers

[13] MelissaE. Badowski, Sarah Michienzi and Michael Robles "Examining the implications of analytical and remote monitoring in pharmacy practice" submitted 3 Nov 2016. https://www.pharmaceutical-journal.com/research/examining-the-implications-of-analytical-and-remote-monitoring-in-pharmacy-practice/20202516.article?firstPass=false

on ways to optimize clinical outcomes.This article provides an overview of various RPM application reported in the literature and highlights area with pharmacist involvement,as well as area in which pharmacists could integrate in future

Dana Church, et al. (2016)[14] in their study "A literature review of the impact of pharmacy students in immunization initiatives" mentioned that Pharmacy students can help protect the public from vaccine-preventable diseases by participating in immunization initiatives, which currently exist in some Canadian and American jurisdictions. The objective of this article is to critically review evidence of student impact on public health through their participation in vaccination efforts PubMed, CINAHL, Cochrane Database, EMBASE, International Pharmaceutical Abstracts, Scopus and Web of Science electronic databases were searched for peer-reviewed literature on pharmacy student involvement in vaccination programs and their impact on public health. Papers were included up to November 17, 2015. Two reviewers independently screened titles and abstracts and extracted data from eligible full-text articles. Eighteen titles met all inclusion criteria. All studies were published between 2000 and 2015, with the majority conducted in the United States (n = 12). The number of vaccine doses administered by students in community-based clinics ranged from 109 to 15,000. Increases in vaccination rates in inpatient facilities ranged from 18.5% to 68%. Across studies, student-led educational interventions improved patient knowledge of vaccines and vaccine-preventable diseases. Patient satisfaction with student immunization services was consistently very high.

Prof. M. Mustafa, Mohd. Ayub, (2017)[15] in their study "consumer buying behavior of retail pharmacy industry with special references to delhi and ncr" discussed on buying behavior of customer to purchase medicine is far different from any other product .Customer can avoid many things but cannot neglect medicine .Consumer buying

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[14]Dana Church, Sarah Johnson, and Jane Pearson Sharpe, "A literature review of the impact of pharmacy students in immunization initiatives" 2016 May; 149(3): 153–165. Published online 2016 Apr 6. doi: 10.1177/1715163516641133
https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4860750/

[15] Prof. M. Mustafa, Mohd. Ayub, "Consumer buying behavior of retail pharmacy industry with special references to delhi and ncr" International Journal of Management Studies ISSN(Print) 2249-0302 ISSN (Online)2231-2528 Vol-IV, Special Issue-2, November 2017
http://researchersworld.com/ijms/vol4/specialissue2/Paper_01.pdf

behavior of customer cannot be same all cross India it may differ from location to location .There are various factor responsible for consumer buying behavior at retail pharmacy .Purpose of this study is to find the consumer buying behavior of unorganized retail pharmacy in Delhi and NCR .Purpose of this study is understand emerging challenges of unorganized pharmacy due to consumer buying behavior .Delhi and NCR are is emerging as a center of Online retail and organized retail pharmacy .All major organized and online retail pharmacy are running successfully in Delhi and NCR. Purpose of this study is to find customer preference and influence between new generation retail pharmacy and traditional unorganized retail pharmacy.

S.V. Chordiya, B. M. Garge (2018) [16]in their study "E-pharmacy vs conventional pharmacy" discussed that Pharmaceutical industry in India is the 3rd largest & fastest developing industry in India. Online pharmacy is one of the technology advancement in creating huge demand in the upcoming days. Though it is convenient to buy drugs online as it causes high risk of self medication and misuse of drugs especially coming under the schedule H and X, so to overcome these risks local pharmacy may be preferred. In this article we have discussed about difference between the E-pharmacy and conventional pharmacy with their pros and cons.

Muhammad Majid Aziz, et al. (2018) [17] in their study "Patient Satisfaction with Community Pharmacies Services: A Cross-Sectional Survey from Punjab; Pakistan" Patient satisfaction can identify specific areas of improvement in community pharmacy services. Currently in Pakistan, no evidence in ths regard. This study was conducted to determine the needs of patients and the current standards of pharmacies. Methods: Across-sectional study was conducted between October 2016 and June 2017. A pilot tested questionnaire was used to collected the data from 1088 patients of 544community

[16] S.V. Chordiya, B. M. Garge "E-pharmacy vs conventional pharmacy" IP International Journal of Comprehensive and Advanced Pharmacology, October-December 2018; https://www.ipinnovative.com/media/journals/INT_J_PHARMACEUT_CHEM_ANAL-3-4-121-123.pdf

[17] Muhammad Majid Aziz, Wenjing Ji, Imran Masood, Muhammad Farooq , Muhammad Zubair Malik , Jie Chang, Minghuan Jiang, Naveel Atif and Yu Fang "Patient Satisfaction with Community Pharmacies Services: A Cross-Sectional Survey from Punjab; Pakistan" Received: 2 October 2018; Accepted: 3 December 2018; Published: 19 December 2018 doi:10.3390/ijerph15122914 https://pubmed.ncbi.nlm.nih.gov/30572667/

pharmacies. Like rtscale and one way ANOVA was used to analyze the data. Results: The response rate of community pharmacies was 80% and that of purchasers was 68.1%. The mean age of participants was 35.2 years. The mean overall satisfaction score of participants was (2.78/5.00).Many patients were dissatisfied (1.65/5.00)with parking facilities provided by pharmacies. Pharmacy service time fulfilled there quirements of most patients(4.16/5.00). The counseling person's good attitude (3.99/5.00) was credited by purchasers. Level of patient satisfaction with the availability of medicines (3.19/5.00), safe storage of medicines in pharmacy stores (3.66/5.00), and quality of medicines (3.41/5.00) were almost moderate. Many patients were very satisfied (4.35/5.00) with readable instructions for their medications. Approximately half of the patients were dissatisfied with the waiting time. Many patients were also dissatisfied (2.28/5.00) with the knowledge of the counseling person. Patients perceived that staff interest in patient recovery (2.24/5.00) was low. No significant difference in level of satisfaction with regard to participant's characteristics was found. Conclusions: The current study demonstrated a low level of patient satisfaction with regard to community pharmacy services in Pakistan. These services need improvement.

Suraj Kushe Shekhar, et al. (2019)[18] in their study "Consumer buying behavior and attitude towards pharmaceuticals" discussed in their paper that Pharmaceutical industry is a fastest growing industry in India. It is valued at above US 40 billion dollars. India exports large amount of drugs to difference parts of the world. Nowadays people are conscious of What they buy. Even if doctors prescribe a medicine, consumers resort to internet to get more information on the medicine before they consume it. Consumers have different perceptions on various kinds of drugs. Understanding the consumer attitude towards drugs will help the marketers to formulate marketing strategies better. The present study examines as to what the consumers look out when they reach to purchase a drug from the pharmacy. This paper scrutinizes and gives insights on consumer behavior and their attitudes towards buying different types of pharmaceuticals (like over-the counter drugs,

[18] Suraj Kushe Shekhar, Tony P Jose and Rehin K R "Consumer buying behavior and attitude towards pharmaceuticals" Fri, 01 Nov 2019 in International Journal of Research in Pharmaceutical Sciences https://pharmascope.org/ijrps/article/view/1649/2342

herbals, ayurvedic, analgesics etc). The paper highlights the importance of factors like price, trust and brand in making importance purchase decisions. Further it was also observed that most of the people prefer buying over-the-counter drugs, which might end up being misused by the consumers. However, it was also found that consumers try to be well-aware of the medicine before buying or consuming it. Along with it, price sensitivity is something which majorly dominates the buying behavior of the consumers.

Senait Semegn, Getachew Alemkere (2019)[19] in their study "Assessment of client satisfaction with pharmacist services" studied about Client satisfaction towards the pharmacist services is essential to measure the level of pharmacy services offered to clients and the implementation of pharmaceutical care in the hospital. A cross-sectional study was conducted to assess client satisfaction towards the pharmacist service from April 20 to 30, 2019 at OPD pharmacy of Tikur Anbessa Specialized Hospital (TASH). Clients fulfilling the inclusion criteria were interviewed by using a five scale Likert scale. Then data was entered and analyzed using SPSS version 21. The results of the study were presented using table, frequency, and percentage. A binary logistic regression was also employed. The association was declared at $p<0.05$.In this study 250 study participants were included. Majority of the participants were males (56.4%, n = 141) with the mean (±standard deviation) age of 38.97±13.73. The mean satisfaction was 51.6%. Study participants perception on pharmacy staff number insufficiency (AOR = 0.32, 95%CI: 0.17, 0.59) and their perception towards the waiting area scored as somewhat fair (AOR = 0.50 (0.27, 0.94) and not convenient (AOR = 0.18 (0.06, 0.56) were negatively associated With their satisfaction

Grace Adjei, et al. (2020)[20] in their study "Determinants of community pharmacy utilization in Ghana Determina" they examined the determinants of community pharmacy utilization and factors influencing an individual's decision to use community pharmacy as

[19]Senait Semegn,Getachew Alemkere "Assessment of client satisfaction with pharmacist services" PLoS One. 2019 Oct 30;14(10):e0224400. doi: 10.1371/journal.pone.0224400. PMID: 31665162; PMCID: PMC6821072. https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0224400#

[20] Grace Adjei Okai, Gordon Abekah-Nkrumah, Patrick Opoku Asuming "Determinants of community pharmacy utilization in Ghana Determina" First published: 23 January 2020 Journal of Pharmaceutical Health Services Research/Volume 11, Issue 2 https://onlinelibrary.wiley.com/doi/abs/10.1111/jphs.12338#:~:text=Key%20findings&text=The%20regression%20results%20revealed%20that,and%20perceptions%20concerning%20pharmacists'%20roles.

first option for primary care services. Method A cross-sectional household survey was conducted in the Ga West district of Ghana. A total of 497 adults (18 years and above) were chosen using a three-stage cluster random sampling technique. Probit regression models were used to estimate the determinants of use of community pharmacy in general, and use of community pharmacy as first option for primary care services. Out of 497 respondents, 415 indicated that they had used community pharmacies within the last 12 months prior to the study, while 82 indicated that they had not used community pharmacies within the same time frame. The regression results revealed that utilization of community pharmacy services was influenced by age, presence of minor ailment, distance to the nearest pharmacy, employment status, income, location and perceptions concerning pharmacists' roles. Additionally, factors influencing an individual's decision to use community pharmacy services as first option for primary care services were found to include perceptions concerning pharmacists' role, privacy, distance and waiting time. The findings of the study have significant implications for policy formulation, aimed at improving community pharmacy services utilization and consequently improving the quality of services offered, both in community pharmacies and mainstream hospitals.

2.3 Research gap

There are various study made on the pharmaceutical industry and the various services provided by the pharmacy but there are no specific research made by the pharmacy services on Thoothukudi city. So the researchers have conducted research on customers' preference about the pharmacy services available in Thoothukudi city. This study helps to understand the customers' preference towards pharmacy services in Thoothukudi city.

CHAPTER – III

PHARMACY: AN OVERVIEW

CHAPTER – III

THEORETICAL FRAMEWORK OF THE STUDY

3.1 INTRODUCTION

India is the largest provider of generic drugs globally. Indian pharmaceutical sector supplies over 50% of global demand for various vaccines, 40% of generic demand in the US and 25% of all medicine in the UK. India enjoys an important position in the global pharmaceuticals sector. The country also has a large pool of scientists and engineers with a potential to steer the industry ahead to greater heights. Presently, over 80% of the antiretroviral drugs used globally to combat AIDS (Acquired Immune Deficiency Syndrome) are supplied by Indian pharmaceutical firms.

Pharmacy as a science is most intimately correlated to medical sciences. Pharmacy is concerned with the knowledge and supply of medical substances, drugs capable of maintaining health, improving the physical and mental state of human beings, designed for diagnosis and control of diseases to prolong life and therefore its creative period.

3.2 HISTORY OF PHARMACY

The history of pharmacy consists of the knowledge of the past of the art of pharmacy in order to better prepare the future. It puts together the study of the evolution of medicines and the men, pharmacists or not, discovering, conceiving, making, controlling and distributing those medicines, as well as the patients to whom it is handed out.

Ancient man learned from instinct, from observation of birds and beasts. Cool water, a leaf, dirt, or mud was his first soothing application. By trial, they learned which served them the best. Eventually, they applied their knowledge for the benefits of others. Though the cavemen's methods were crude, many of today's medicines spring from sources as simple and elementary as those which were within reach of early man

In ancient India the sources of drugs were of vegetable, animal and mineral origin. (Ayurveda) They were prepared only by few experienced persons. Knowledge of that medical system was usually kept secret within a family (Folklore).There were no scientific methods of standardization of drugs. When the British ruled India the western or the so-called Allopathic system came into India with the British traders who later become the rulers. Before 1940 initially all the drugs were imported from Europe. Later some drugs of this system began to be manufactured in India.

3.3 TYPES OF PHARMACY

There are many different types of pharmacy, and other places where a trained pharmacist may work. This includes:

1. Community Pharmacy

Also known as a retail pharmacy, the community pharmacy is the most well known type of pharmacy. It is this type that is most traditionally known as the pharmacist or chemist shop. A community pharmacist usually works in a store that provides the community with access to the medications they need, as well as advice to promote the safe and effective use of the medicines they provide. They can tell their customers what drugs may interact with each other or with alcohol, and help prevent dangerous or troublesome combinations or side-effects of medication. Helping patients with the reimbursement of drug expenses, supervising pharmacy technicians and keeping inventory of the drugs stocked also make up part of their duties.

2. Hospital pharmacy

A hospital pharmacy is the place where the management of medications occurs in a hospital, medical clinic or nursing home. A hospital pharmacist often works in close collaboration with other health professionals to ensure that the medication regimen for each patient is optimized to achieve the best outcomes. They may also be involved with clinical trials, as well as compounding medications for individualized dosing or sterile medications. Teaching, administrative functions in the selection, proper storage, distribution and prescription protocols of drugs, education of medical staff in the aspects of selection, administration and monitoring of drug safety, as well as assessing drug levels and drug safety may all be part of their work. Hospital pharmacists may be inpatient or outpatient pharmacists, and may also specialize in one or other area of pharmacotherapy one or other area of pharmacotherapy.

3. Clinical Pharmacy

The clinical pharmacy exists in a number of settings, including hospitals, nursing homes and other medical centers. The aim of clinical pharmacy is to ensure the optimal use of medications for the best outcomes through the provision of drug information and monitoring for drug safety and efficacy. They can predict drug interactions and so prevent many medications.

4. Industrial Pharmacy

The industrial pharmacy involves the pharmaceutical industry and includes the research, production, packaging, quality control, marketing and sales of pharmaceutical goods. An industrial pharmacist may work as a representative for a particular pharmaceutical company to advocate for the use of its products.

5. Compounding Pharmacy

A compounding pharmacy involves the production and preparation of medicines in new forms. This may include reformulating a powder tablet to a solution, which can assist in the administration of the drug for certain patients. A compounding pharmacist may work in a community, clinical or residential-based setting, depending on the purpose of their formulation. They may also dispense ready-made medication circumstances

6. Consulting Pharmacy

The consulting pharmacy is a relatively new branch of pharmacy, born in 1990. It focuses on the theoretical review of medications rather than dispensing medicines. Consultant pharmacists often work in nursing homes or visit patients in-home to provide their services, in order to enable them to use medications most effectively.

7. Ambulatory Care Pharmacy

The ambulatory pharmacy provides healthcare services to many patients in rural areas, particularly to geriatric populations. These pharmacists help in the management of patients who are at higher risk of drug-related problems or disease complications due to lack of control over the condition. As ambulatory pharmacy is a mobile service that can meet patients where they are, and therefore help to reduce the number of hospital visits that their patients require. They are often directly or indirectly employees of a managed healthcare organization.

8. Regulatory Pharmacy

Also known as government pharmacy, regulatory pharmacy is responsible for creating rules and regulations for the safe use of medicine to promote positive health outcomes. This includes pharmacists working in public health and regulatory health boards, such as the Food and Drug Administrated in the United States.

9. Home Care Pharmacy

Home care pharmacy primarily involves the preparation and delivery of injectables to critically ill patients in the home environment. This is also sometimes referred to as infusion pharmacy, as only injectable medications are dispensed, and not medication administered in other forms, such as oral or topical. They may major in one or the other area of illness, such as infusions for nutritional support, chemotherapy, mental illness or oncology.

3.4 ADVANTAGES OF CONVENTIONAL PHARMACY

1. Processing of Prescriptions

The pharmacist verifies the legality, safety and appropriateness of the prescription order, checks the patient medication record before dispensing the prescription (when such records are kept in the pharmacy), ensures that the quantities of medication are dispensed accurately, and decides whether the medication should be handed to the patient with appropriate counseling.

2. Care of Patients

The pharmacists seeks to collect and integrate information about the patient's drug history, clarify the patient's understanding of the intended dosage regimen and method of administration, and advises the patient of drug-related precautions, and in some countries, monitors and evaluates the therapeutic response.

3. Monitoring of Drug Utilization

The pharmacist can participate in arrangements for monitoring the utilization of drugs, such as practice research projects, and schemes to analyze prescriptions for the monitoring of adverse drug reactions.

4. Responding to Symptoms of Minor Ailments

The pharmacist receives requests from members of the public for advice on a variety of symptoms and, when indicated, refers the inquiries to a medical practitioner. If the symptoms relate to a self-limiting minor ailment, the pharmacist can supply a non-prescription medicine, with advice to consult a medical practitioner if the symptoms persist for more than a few days. Alternatively, the pharmacist may give advice without supplying medicine.

5. Informing Health Care Professionals and the Public

The pharmacist can compile and maintain information on all medicines, and particularly on newly introduced medicines, provide this information as necessary to other health care professionals and to patients, and use it in promoting the rational use of drugs, by providing advice and explanations to physicians and to members of the public.

3.5 DISADVANTAGES OF CONVENTIONAL PHARMACY

1. Time

Sometimes drugs are not available at nearby pharmacy store they may prove to be time consuming for the elderly and busy scheduled peoples to see proper drugs at right time to prevent the risk of patients health.

2. Price

The price of drugs is more than online pharmacy medicines due to middle man profit. The patient due to its poverty may find difficulty in buying costly and branded drugs which may prolong its long term diseases.

3. Inconvenience

Chronic elderly patients who are not able to go to pharmacy store may cause difficulty in finding the stores situated at long distances or unrelated places.

3.6 SERVICE OFFERED BY PHARMACY

Pharmacists deliver professional services to help the customers to manage their drug therapy. Here are some services that pharmacists offer.

1. Extend a prescription

Pharmacists can extend certain prescriptions to avoid the interruption of the patient's drug treatment before their next doctor's appointment. The extension must be justified, and of course, it will be informed to their doctor.

2. Prescribe laboratory tests

The pharmacists makes sure that the patients medication is safe and is having the desired effect, pharmacists can order lab tests to see how your body is reacting to a given medicine. This will help the pharmacist ensure the treatment is working appropriately.

3. Prescribe a medication when no diagnosis is needed

Pharmacists can prescribe certain medications when no diagnosis by a doctor is needed. The pharmacist will meet with the patient and then decide if the medication is right for their situation. They shall also write it up in a file and give advice on its use. Here are the situations where pharmacist can help:

- The patient's willingness to quit smoking.
- Emergency oral contraception (the "morning after" pill)
- Pregnant women suffering from nausea and vomiting
- When the patient or the patients child is travelling to an area where they could get diarrhea, malaria or acute mountain sickness.

4. Prescribe medications for certain minor health problems

Pharmacists can prescribe medications for common health problems, when the diagnosis and treatment are known, but only if the condition was diagnosed by your doctor in the past and you were given a prescription for it. This new service applies to the following 12 conditions:

- Mild acne
- Mouth ulcers
- Allergic conjunctivitis
- Menstrual pain
- Eczema (mild to moderate)
- Diaper rash
- Hemorrhoids
- Cold sores
- Recent urinary tract infections in women
- recurring thrush due to use of corticosteroid inhalers,
- Allergic rhinitis
- Vaginal yeast infections.

5. Adjust a prescription

A pharmacist can adjust the prescription in order to reduce a drug's side effects, manage interactions between two drugs or make sure the dosing regimen suits your schedule. The patient can modify the dosage form, dose or quantity of a medication to make sure it reaches the therapeutic targets set by the doctor (e.g., for hypertension or diabetes). In all cases, the patient's pharmacist will contact the doctor to make sure the treatment is right for the patient.

6. Substitute a medication in the event of an inventory shortage

If the patient's regular medication is temporarily out of stock, the pharmacist can recommend the safest possible alternative based on the patient's needs. A drug from the same category will be offered to the patient as a substitute. The change will be indicated in the patient's file and it will also be informed to the doctor.

7. Administer a medication to demonstrate its proper use

When the customer is uncomfortable with the idea of using a new medication, the pharmacist can help by teaching them how to administer a drug by oral, topical, subcutaneous, intradermal or intramuscular route.

3.7 FACTORS AFFECTING PHARMACY

1. Patient Empowerment

Gone are the days when individuals relied on doctors for diagnosis. Due to the easily accessible information, patients today can learn about their health conditions online and obtain the necessary knowledge to be aware of the available treatments and choose the ones they prefer. Doctors have lost their power to influence this choice and thus pharma companies have to look for new and innovative ways to get their medications sold.

Furthermore, Virtual reality is used to motivate consumers to be more active and compassionate. If used as a marketing tool, this can build empathy, enable training on medical devices and create detailed demos that illustrate the mechanism of action with extreme clarity and help facilitate a stronger bond between pharma companies and consumers.

2. Increase in Biosimilars

Biosimilar products are suspected to continue to have a significant impact on the pharmaceutical industry. Due to the increase in approval of biosimilars and their rapid introduction in the market, market conditions will have to evolve accordingly. This will not only provide patients with numerous treatment options but also have the ability to get drugs for serious disorders at a much cheaper cost than the original biologics. This is an opportunity for manufacturers specializing in generics and biosimilars to grow their business rapidly. It is said to be a very sizeable opportunity and if companies do it correctly, the probability of success is higher than the traditional pharmaceutical approach and the cost of development should be lower than novel drugs.

3. Precision Medication

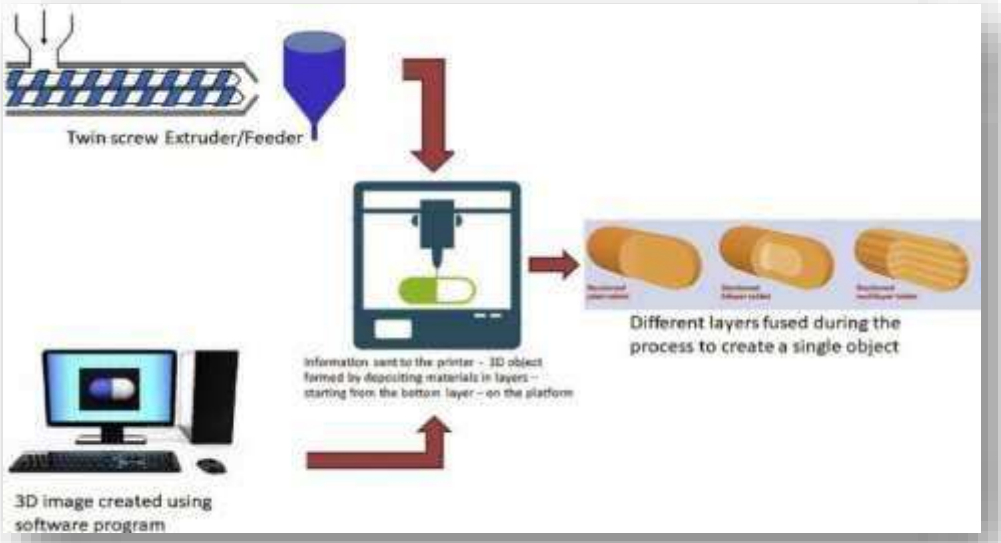
Arbitrary costs of trial-and-error therapies and the increasing need for decreasing the cost of healthcare has inspired the transition of one-fits-all model to the outcome-based targeted therapies. Precision medicine eliminates the need for guesswork, variable diagnosis,

and generalized treatment strategies. Thus far only a few cases exists which used genetic information to make a decision regarding a suitable treatment.

Currently, the drug development industry is heavily investing in precision medicine. Furthermore, scientific advancements in genomics field suggest that time and costs are no longer a hindrance for precision medicine. Increasing awareness about the human genome and its correlation with disease progression are expected to shift the current focus beyond oncology.

4. 3-D Printed Drugs

3-D printing assures a future of drugs printed on demand with custom doses and the possibility that price may no longer be an obstacle. The first 3-D printed medicine that dissolves rapidly is used for the treatment of epilepsy. Small companies are deriving other solutions for creating drugs that can be metabolized faster and can be marketed more easily. Because of this entire pharma industry will have to be restructured within years, perhaps even months.



5. Digital Healthcare

The global healthcare industry has seen a transformation which has been driven by advances in biopharmaceutical, medical and surgical procedures and automation. The Digital Health applications in information and communication technologies aid to utilize the full potential of big data analytics and change the healthcare industry. Today, if the pharma companies are not thinking about how to integrate such programs and educational resources

and not just use them as a tool to promote, they will be left behind. Furthermore, computers with the ability to easily analyze enormous amounts of data and scientific literature can assist pharma companies in the development of new drugs and improve the existing ones.

6. Counterfeit Drugs

Counterfeit Drugs are fake medicine. They can be either contaminated or contain the wrong or lack of active compound. Pharma companies are required to track the product ID from manufacturing process and trace its movement throughout the supply chain. These drugs are not just available via the black market, but are also accessible through legitimate pharmacies. Fake drugs are said to be more deadly than terrorism. An independent survey concluded that 200,000 people are killed on an average due to counterfeit drugs.

All of this concludes into the complexity of the supply chain of pharmaceuticals. With an increased dependence on outsourced manufacturers and third party logistics, the lack of clarity across the various components of the supply chain has never been so blurred. This together with the intrinsic demand unpredictability from anywhere in the world and the disparity of supply and demand makes an increasingly volatile value chain.

3.8 LIST OF SOME PHARMACIES IN THOOTHUKUDI

1. Apollo Pharmacy - No 187/1, Shop No 2, Naam Tamilar Valagam, Madurai Dist, Palayam Main Road, Thoothukudi.
2. Packiyam Medical Agencies - Main Road, W G C Road, Thoothukudi.
3. Thulasi medicals - Door 130/1, Jayaraj Road, Palayamkottai Road, Thoothukudi - 628003, Near Palayamkottai Road.
4. Velavan Medical - 115/8, Devarpuram Road, Thoothukudi, Tamil Nadu 628002
5. Kani Medicals - 511/247-A9, Opp. To Old Bus Stand, Palayamkottai Road, Thoothukudi.
6. Rasi Medicals - 247a/5, Near By Old Bus Stand, Palayamkottai Road, Thoothukudi.
7. SDR medicals - No 307, Palayamkottai Road, Thoothukudi.
8. New Muthu Medicals - No: 46, Telegraph Office Road, Thoothukudi.
9. Vasu Agencies - Near Canara Bank, Chidambara Nagar Main Road, Chidambara Nagar, Thoothukudi.

10. Pon Medicals - 2f/548,Saratha Nagar, 12th Street East, P&T Colony, Madathur, Thoothukudi.
11. J P Medicals - No 5/100 A-8, Near Athimarapatti Road, Tiruchendur Main Road, Muthiahpuram, Thoothukudi.
12. Muthunagar Medicals - No 5/206 H, Opposite SPIC Nagar, Tiruchendur Road, Thoothukudi.
13. Thangam Medicals - Ettayapuram Road, Vilathikulam, Thoothukudi.
14. Shankar Medicals - No 80/6 Theatre Building, Ettayapuram Road, Ettayapuram, Thoothukudi.
15. Priya Medical - No. 242/B, V. E. Road, Melashunmugapuram, Thoothukudi.
16. Kavitha Medicals - No-114/B, Polepattei, Ettayapuram Road, Thoothukudi.
17. Sri Kumar Medical - No 1/1b, Vvd Mian Road, T V Puram, Thoothukudi.
18. Ram Sankar Medicals - Near Ramachandra Hospital, 2B, Market Road, Eral, Thoothukudi.

3.9 IMPACT OF PHARMACY IN INDIAN GDP

The Role of Pharmaceutical Industry in India GDP is immense. For the past few years the Indian Pharmaceutical Industry is performing very well. In 1969, Indian pharmaceuticals had a 5 per cent share of the market in India, and global pharmacy had a 95 per cent share. By 2020, it was the reverse, with Indian pharmacy having an almost 85 per cent share and global, 15 per cent. India ranks 4th in the world, pertaining to the volume of sales and the estimated worth of the Indian Pharmaceutical Industry is US$ 6 billion. The growth rate of the industry is 13% per year. Almost most 70% of the domestic demand for bulk drugs is catered by the Indian Pharma Industry. The Pharma Industry in India produces around 20% to 24% of the global generic drugs. Around 40% of the total pharmaceutical produce is exported. 55% of the total exports constitute of formulations and the other 45% comprises of bulk drugs. The Indian Pharma Industry includes small scaled, medium scaled, large scaled players, which totals nearly 300 different companies. There are several other small units operating in the domestic sector

In the current pandemic (COVID-19) where India's GDP has shrunk by 23.9 per cent in Q1 of the current fiscal, some of the sectors keeping the country alive is healthcare and

pharma besides agriculture. The Indian pharma industry is known as 'the pharmacy of the world' as it is a leading supplier in generics with one of the highest numbers of USFDA (United States- The food and drug Administration) approved plants

3.10 EFFECT OF COVID- 19 ON PHARMACUETICAL INDUSTRY

COVID-19 may be seen as a century's opportunity for pharmaceutical industry; as it increases the demand for prescription medicines, vaccines and medical devices. This can be seen as one of the main short-term effect of COVID-19 epidemic; however, there are more short and long-term implications to it.

The efforts of pharma companies to combat the current crisis with the help of the government show the robustness of the industry itself. India is a hub and the largest manufacturer of vaccines in the world, the fight against COVID-19 cannot succeed without Indian vaccine manufacturers. India is also pioneering the discovery of COVID-19 vaccines and currently, a few of them are undergoing human trials. The times ahead would witness India at the forefront of the immunization drive against COVID-19.

3.11 CONCLUSION

The pharmaceutical industry is the world's largest industry due to worldwide revenues of approximately US$2.8 trillion. Pharma industry has seen major changes in the recent years that place new demands on payers, providers and manufacturers. Indian Pharmaceutical Industry is poised for high consistent growth over the next few years, driven by a multitude of factors. Top Indian Companies like Ranbaxy, DRL, CIPLA and Dabur have already established their presence. The pharmaceutical industry is a knowledge driven industry and is heavily dependent on Research and Development for new products and growth. The Indian pharmaceutical industry came into existence in 1901, when Bengal Chemical & Pharmaceutical Company started its maiden operation in Calcutta. The next few decades saw the pharmaceutical industry moving through several phases, largely in accordance with government policies. The Indian pharmaceutical industry has shown impressive growth over the last few years and has become one of the sunrise sectors of the Indian economy. The introduction of the product patent regime in India necessitated pharmaceutical companies both in India and abroad to reconsider their business models and

explores newer markets. India's pharmaceutical sector is currently undergoing unprecedented change. A further huge boost to the local market is emerging from the rise of India's new affluent consumers, who lead more Western-style lives and are demanding innovative drugs to treat the chronic illnesses that these changing lifestyles may produce. India's leading drug manufacturers are becoming global players, utilizing both organic growth, through the gradual development of their business, and mergers and acquisitions as they seek to boost their presence in existing markets and open up new ones.

CHAPTER – IV

CUSTOMERS' PREFERENCE TOWARDS PHARMACY – AN ANALYSIS

CHAPTER – IV

CUSTOMERS' PREFERENCE TOWARDS PHARMACY – AN ANALYSIS

4.1 INTRODUCTION

Data analysis is a process that involves examining and molding collected data for interpretation to discover relevant information, draw or propose conclusions and support decision-making to solve a research problem. Data analysis has multiple facts and approaches, encompassing diverse techniques under a variety of names, in different business, science and other domains. Data mining is a particular data analysis technique that focuses on modeling and knowledge discovery for predictive rather than purely descriptive purpose while business intelligence covers data analysis that realize heavily aggregation, focusing on the business information. Data analysis and interpretation is done by giving questionnaire to the respondents and the data analysis is done on the view of respondents by using statics and other methods.

4.2 GENDER

Table No.: 4.1

Gender Wise Classification of the Respondents

Gender	Frequency	Percentage
Male	78	62.4
Female	47	37.6
Total	125	100

Source: Primary Data

From the above table the gender wise classification of the respondents were tabulated. 62.40 per cent of the respondents are male and 37.60 per cent of the respondents are female.

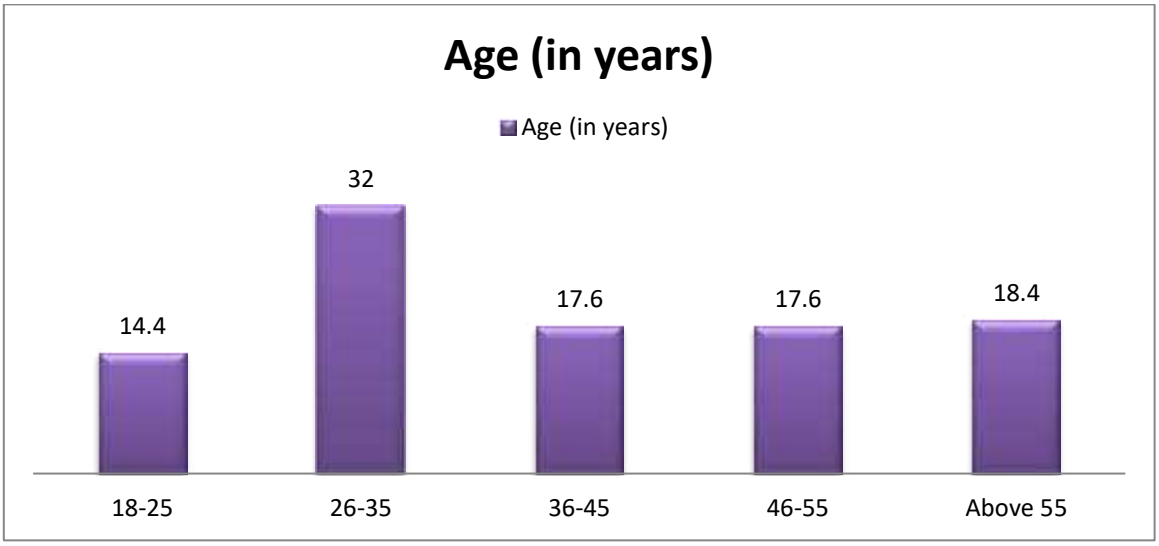
Inference:

It is inferred that, majority of the respondents are male. It shows that in the locality men are having more responsibility to taking care of the entire medicine related activities of the family.

4.3 AGE

Figure No.: 4.1

Age Wise Classification of the Respondents



Source: Primary data

From the above chart, the age wise classification of the respondents was described. It is revealed that the 14.40 percent of the respondents are between the age of 18 -25 years, 32 percent of the respondents are between the age 26-35 years, 17.6 percent of the respondents are between the age of 36- 45 years, 17.6 percent of the respondents are between the age of 46-55, 18.4 percent of the respondents are above 55 years.

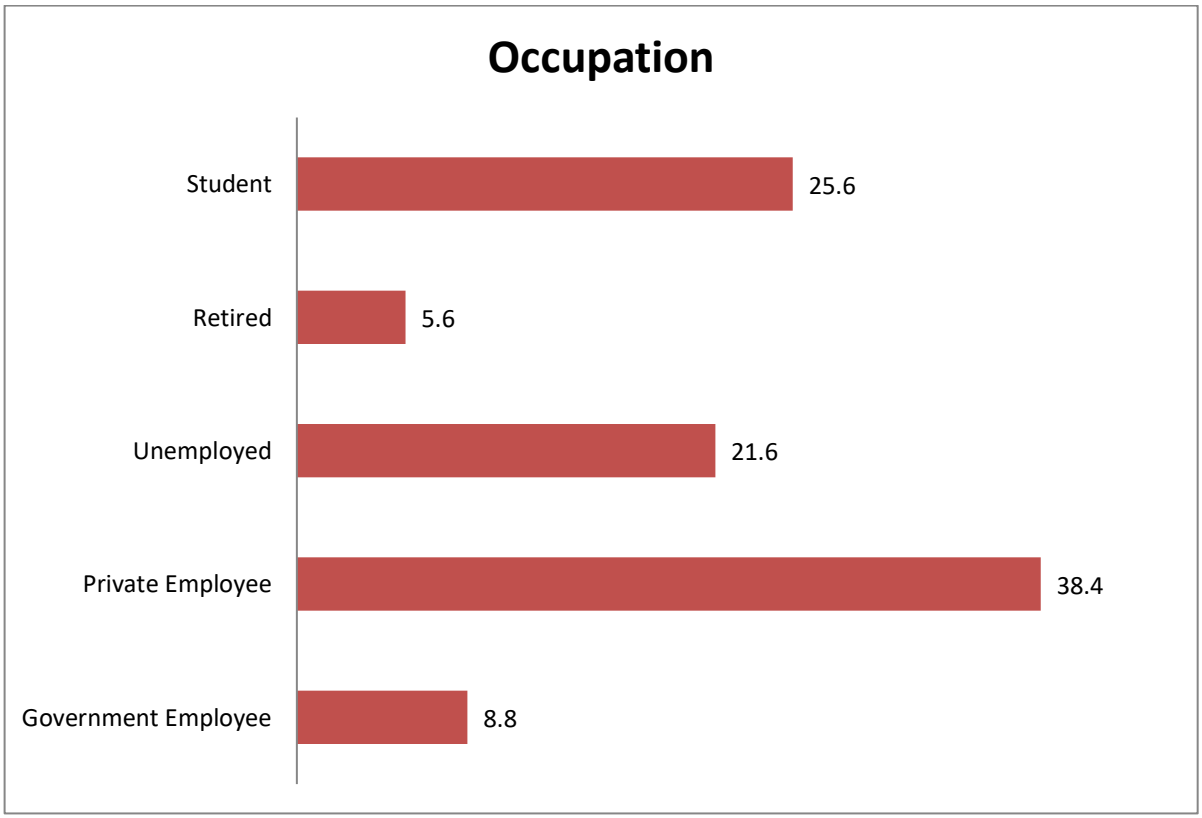
Inference:

It is inferred that majority of respondents are between the age of 26 to 35 years. It shows that the young people from the age group of 26-35 visits the pharmacy and buy the prescribed medicines to the patients in the family.

4.4 OCCUPATION

Figure No.: 4.2

Occupation Wise Classification of the Respondents



Source: Primary data

From the above figure, the occupation of the respondents is revealed. 25.6 percent of the respondents are students, 5.6 percent of the respondents are retired, 21.6 percent of the respondents are unemployed, 38.4 percent of the respondents are private employees, 8.8 percent of the respondents are government employees.

Inference:

It is inferred that the majority of the respondents are private employees. It shows there are major private companies in the locality which generates employment opportunities.

4.5 MONTHLY INCOME

Table No.: 4.2

Monthly Income of the Respondents

Monthly Income	Frequency	Percentage
Below Rs 10000	39	31.2
Rs 10000 to Rs 20000	37	29.6
Rs 20001 to Rs 30000	18	14.4
Rs 30001 to Rs 40000	9	7.2
Above Rs 40000	22	17.6
Total	125	100.0

Source: Primary data

From the above table, family's monthly income of the respondents is classified. 31.2 percent of the respondent's family have an income below Rs 10000, 29.6 percent of the respondent's family makes an earning between Rs 10000 to Rs 20000, 14.4 percent of the respondent's family have an income of Rs 20001 to Rs 30000, 7.2 percent of the respondent's family make an earning between Rs 30001 to Rs 40000, 17.6 percent of the respondent's family earns above Rs 40000.

Inference:

It is inferred that majority of the respondents have a monthly income below Rs 10000. It shows that more respondents of the study area have low income.

4.6 NUMBER OF FAMILY MEMBERS

Table No.: 4.3

No. of Family Members of the Respondents

No. of Family Members	Frequency	Percentage
Upto 3	27	21.6
4-5	79	63.2
5-7	13	10.4
Above 7	6	4.8
Total	125	100.0

Source: Primary Data

From the above table, number of family members of respondents is tabulated. 21.6 percent of the respondents have 3 family members, 63.2 percent of the respondents consist of 4 to 5 family members, 10.4 percent of the respondents have 5 to 7 family members, 4.8 percent of the respondents have more than 7 family members.

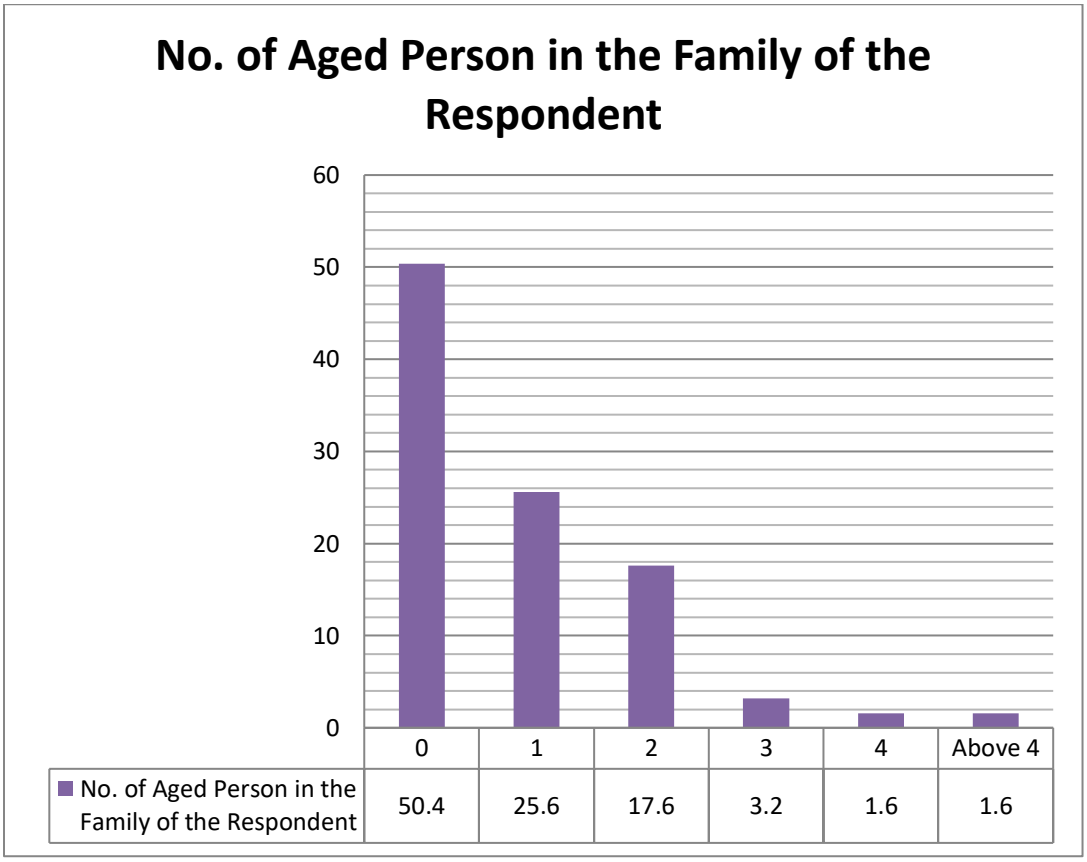
Inference:

It is inferred that majority of respondents have 4 to 5 family members. It shows that the most of respondents in the study area belongs to a nuclear family.

4.7 NUMBER OF AGED PERSON IN FAMILY

Figure No.: 4.3

No. of aged persons in the family of the respondents



Source: Primary Data

From the above figure, No. of Aged Person in the family of the Respondents is shown. It is revealed that 50.4 percent of the respondents do not have aged persons in their family, 25.6 percent of the respondents have 1 aged person in their family, 17.6 percent of the respondents have 2 aged person in their family, 3.2 percent of e respondents have 3 aged persons in their family, 1.6 percent of the respondents have 4 aged person in their family and 1.6 percent of the respondents have above 4 persons of aged persons in their family

Inference:

It is inferred that majority of the respondents do not have any aged persons in their home.

4.8 MONTHLY MEDICAL EXPENSES

Table No.: 4.4

Monthly Medical Expenses to the Respondents

Monthly Medical Expenses	Frequency	Percentage
Below Rs.1000	73	58.4
1000-5000	42	33.6
Above Rs. 5000	10	8.0
Total	125	100.0

Source: Primary Data

From the above table, monthly medical expenses of the respondents are shown. It is revealed that 58.4 percent of the respondents spend below 1000 rupees for their monthly medical expense, 33.6 percent of the respondents spend 1000 to 5000 rupees and 8.0 percent of the respondents spend above 5000 rupees for monthly medical expenses.

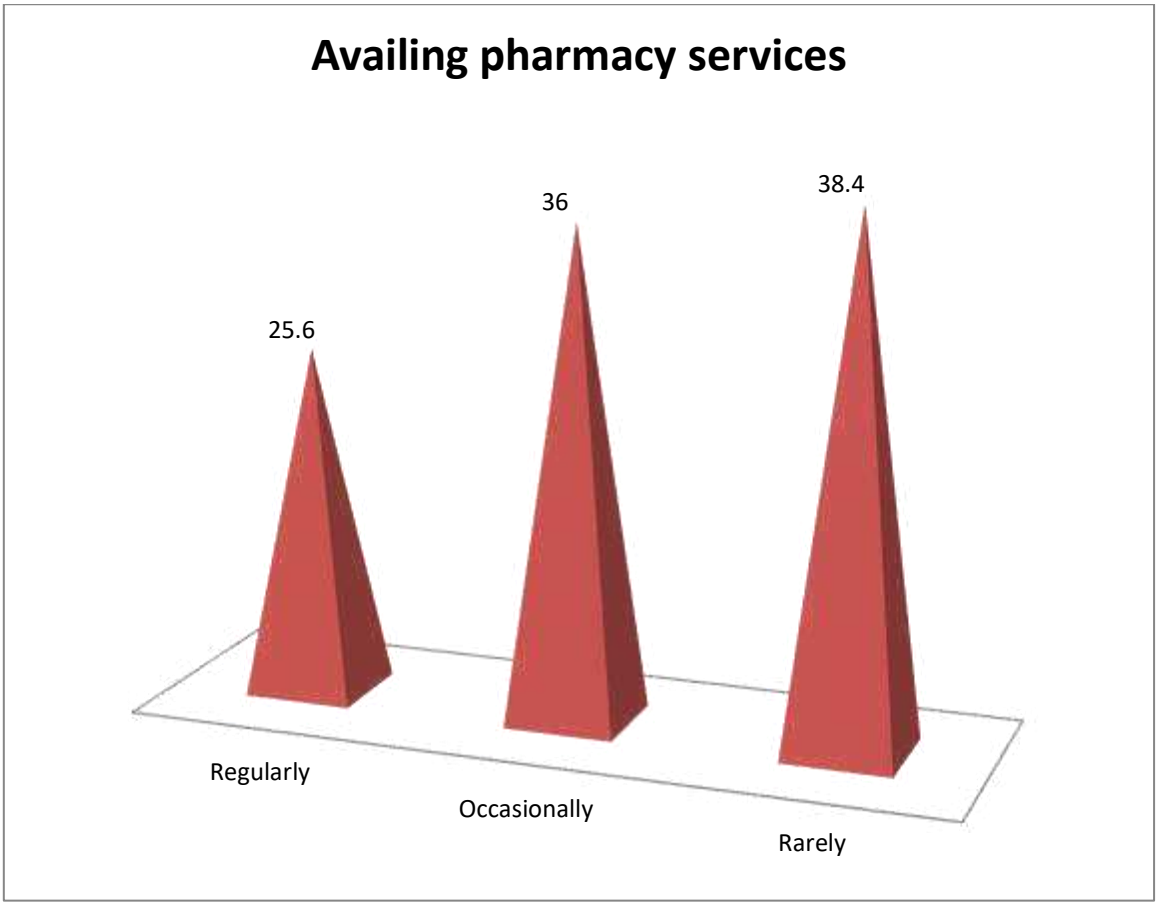
Inference:

It is inferred that majority of the respondents spend below 1000 rupees for monthly medical expenses. As the amount spent on medical expenditure is low it shows that there are less or no chronic disease patients and aged members in the respondent's family.

4.9 FREQUENCY OF AVAILING PHARMACY SERVICES

Figure No.: 4.4

Frequency of availing pharmacy services by the respondents



Source: Primary Data

From the above table the frequency of availing the pharmacy services is tabulated. 25.6 percent of the respondents use the pharmacy services regularly, 36 percent of the respondents avail the pharmacy services occasionally, 38.4 percent of the respondents use the pharmacy services rarely.

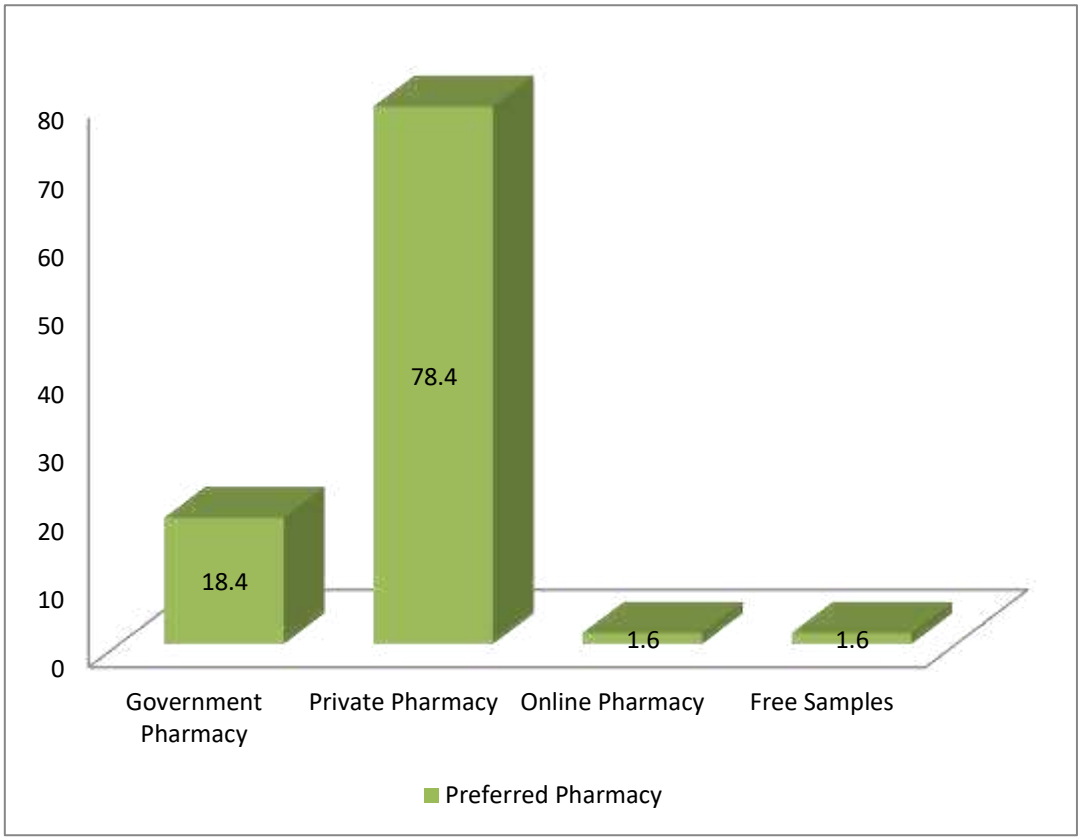
Inference:

It is inferred that more number of respondents avail the pharmacy services rarely.

4.10 PREFERRED PHARMACY

Figure No.: 4.5

Preferred Pharmacy of the Respondents



Source: Primary Data

From the above figure preferred pharmacy of the respondents is classified. 18.4 percent of the respondents prefer buying medicines from government pharmacies, 78.4 percent of the respondents prefer to use private pharmacies, 1.6 percent of the respondents use online pharmacy to buy medicines and 1.6 percent of the respondents use free samples.

Inference:

It is inferred that majority of the respondents prefer using private pharmacies. Customers can easily access private pharmacies than the other pharmacies, because there are many pharmacies available in the locality for easy accessibility.

4.11 AWARENESS ABOUT ONLINE PHARMACY

Table No.: 4.5

Awareness about online pharmacy among the respondents

Awareness	Frequency	Percentage
Aware	62	49.6
Unaware	63	50.4
Total	125	100.0

Source: Primary Data

From the above table the awareness about the online pharmacy is tabulated. 49.6 percent of the respondents are aware of the online pharmacy and 50.4 percent of the respondents are unaware of the online pharmacy.

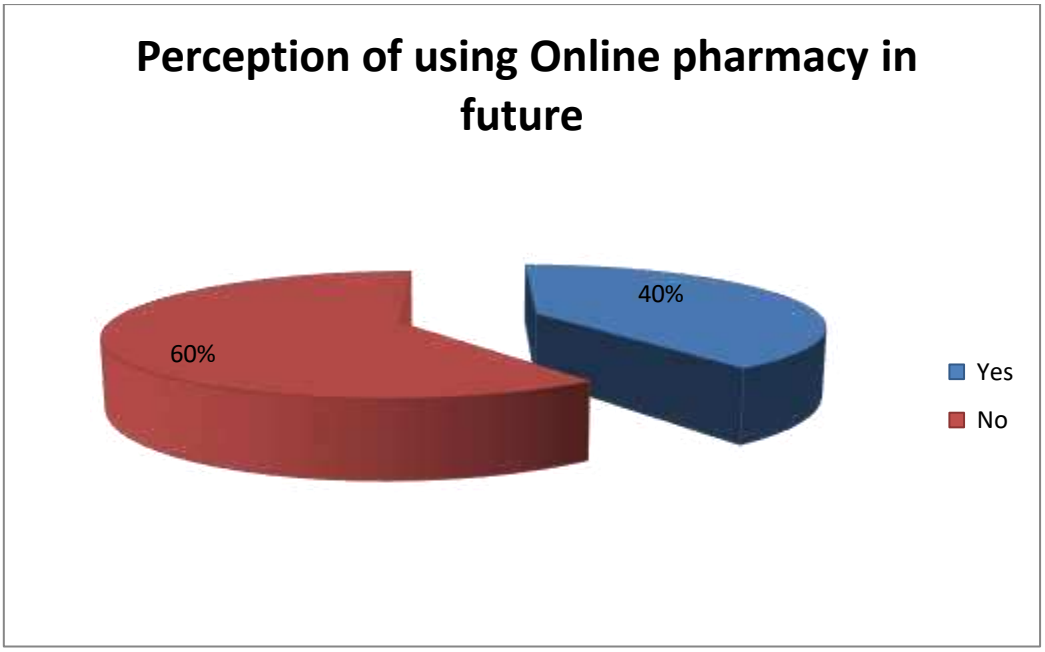
Inference:

It is inferred that most of the respondents are unaware of the online pharmacy. It shows that lack of information about the online pharmacy in the locality is the reason for not using the online pharmacy.

4.12 USING ONLINE PHARMACY IN THE FUTURE

Figure No.: 4.6

Perception of using online pharmacy in the future



Source: Primary Data

From the above figure, perception of using online pharmacy by the respondents in future is shown. It is revealed that 40 percent of the respondents have perception of using online pharmacy in future and 60 percent of the respondents don't have a perception of using online pharmacy in future.

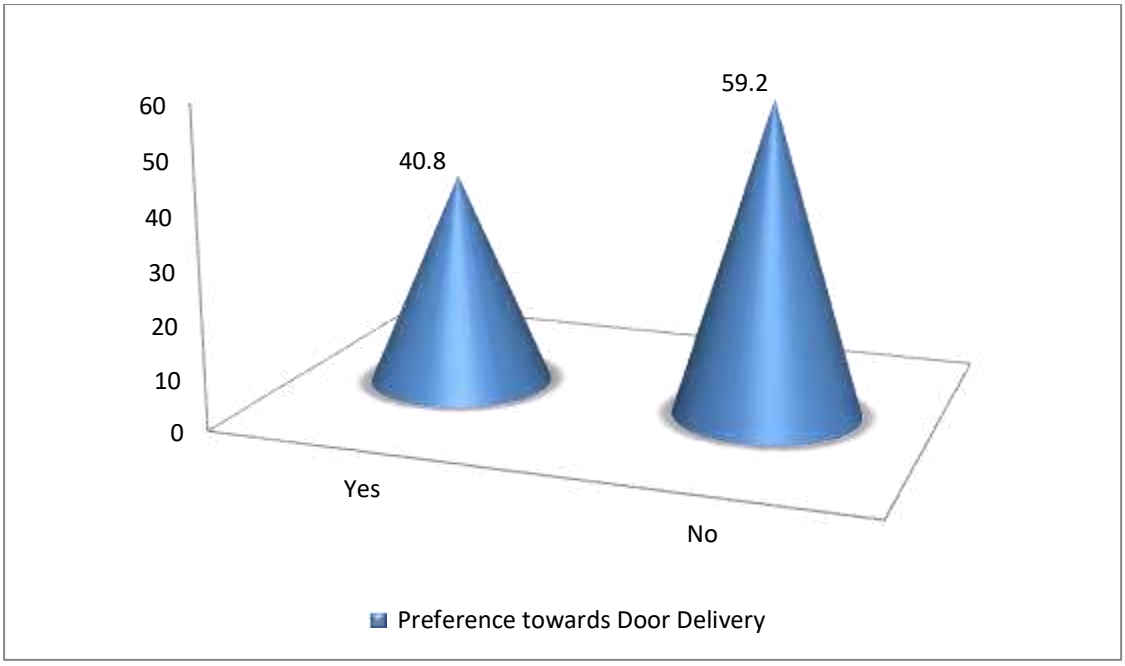
Inference:

It is inferred that majority of the respondents don't have the perception to use online pharmacy in future. This shows that the unawareness about the online pharmacy doesn't allow them to use online pharmacy in the future. People preferred to use traditional pharmacy due to urgency and trust worthiness of the medicine in the pharmacy.

4.13 PREFERENCE TOWARDS DOOR DELIVERY

Figure No.: 4.7

Preference towards door delivery



Source: Primary Data

From the above figure, the respondent's preferences towards door delivery are shown. It is revealed that 59.2 respondents do not prefer door delivery from pharmacy and 40.8 percent of the respondents prefer door delivery from pharmacy.

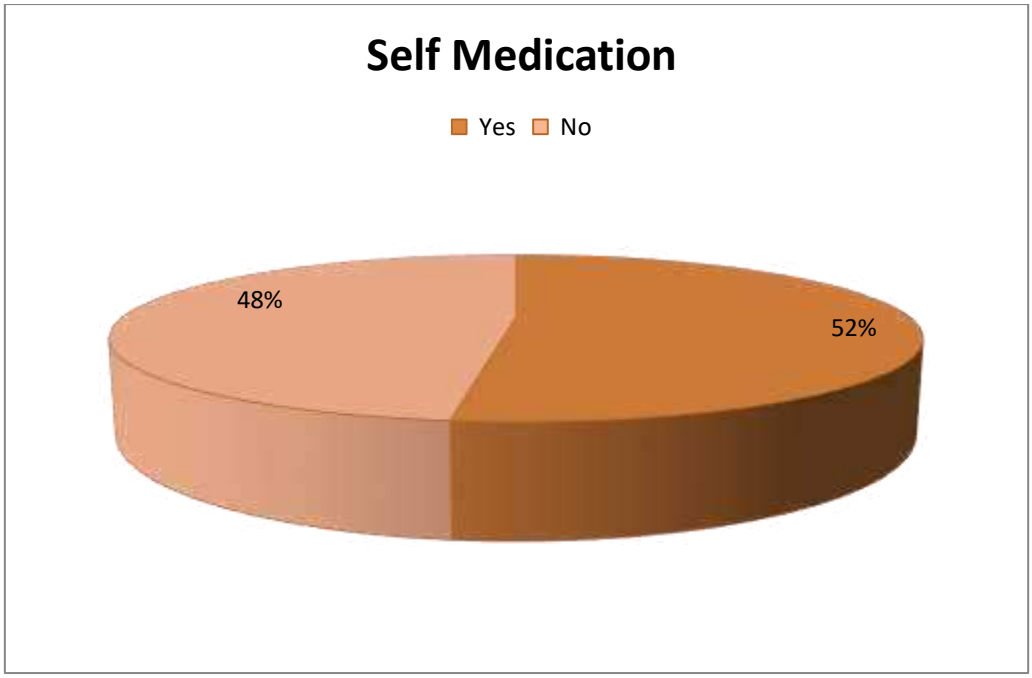
Inference:

It is inferred that most of the respondents do not prefer door delivery of the pharmacy. It shows that people prefer to go directly to pharmacy to purchase the medical product.

4.14 SELF MEDICATION

Figure No.: 4.8

Buying Medicines by Self Medication



Source: Primary Data

From the above figure, self medications of the respondents are shown. It is revealed that 52 percent of the respondents prefer self medication from the pharmacy and 48 percent of the respondents do not prefer self medication from the pharmacy.

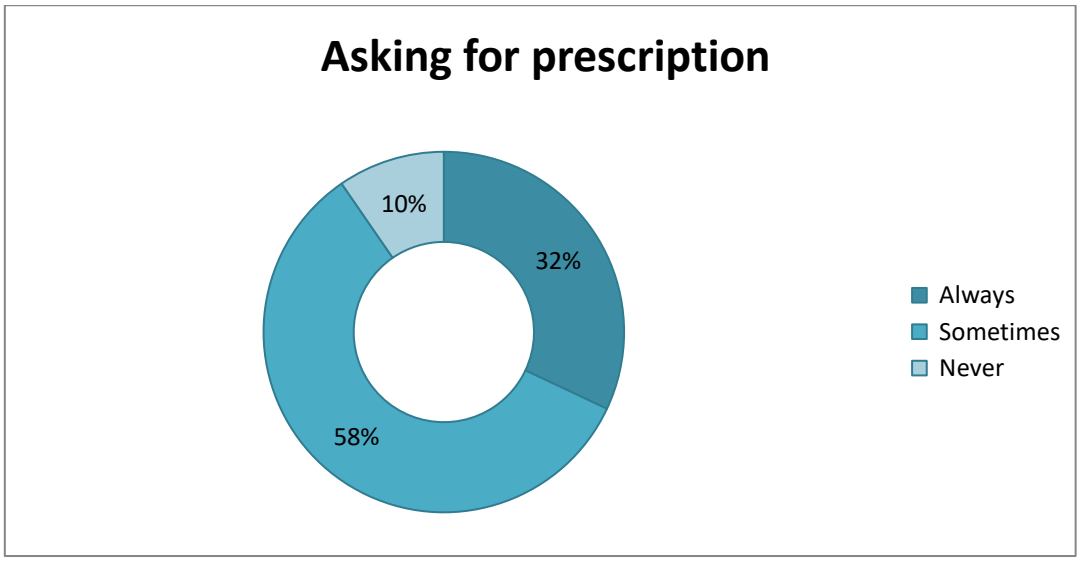
Inference:

It is inferred that most of the respondents follow self medication and buy medicines from the pharmacy. It shows that people do not depend upon medical supervision for the common problems faced by them instead they treat themselves with their own ailment.

4.15 ASKING FOR PRESCRIPTION

Figure No.: 4.9

Asking for prescription by the pharmacist



Source: Primary Data

From the above figure, recommendations of the prescription of the respondents are shown. It is revealed that 58 percent of the pharmacist never asks for prescription, 32 percent of the pharmacist asks the prescription sometimes and 10 percent of the pharmacist always asks for the prescription from the medical practitioner.

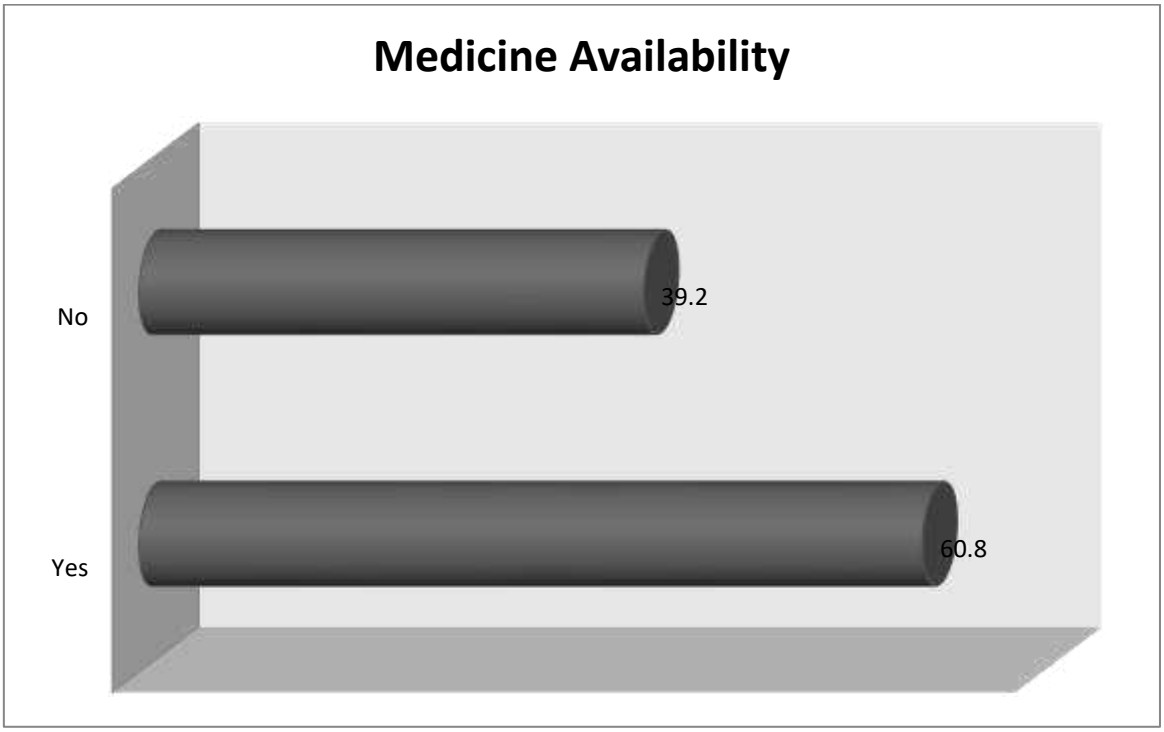
Inference:

It is inferred that majority of the respondent's pharmacist asks only sometimes for the prescription from a respondent. It shows that the prescriptions are asked by the pharmacist only for certain medicines and for others they don't care about the prescription.

4.16 MEDICINE AVAILABILITY

Figure No.: 4.10

Medicine Availability only in recommended pharmacy



Source: Primary Data

From the above figure, availability of the medical products only in the recommended pharmacy is shown. It shows that 39.2 percent of the respondents reveal that the recommended medical product is available in every pharmacy store and 60.8 percent of the respondents reveal that the medical product is available only in the recommended pharmacy.

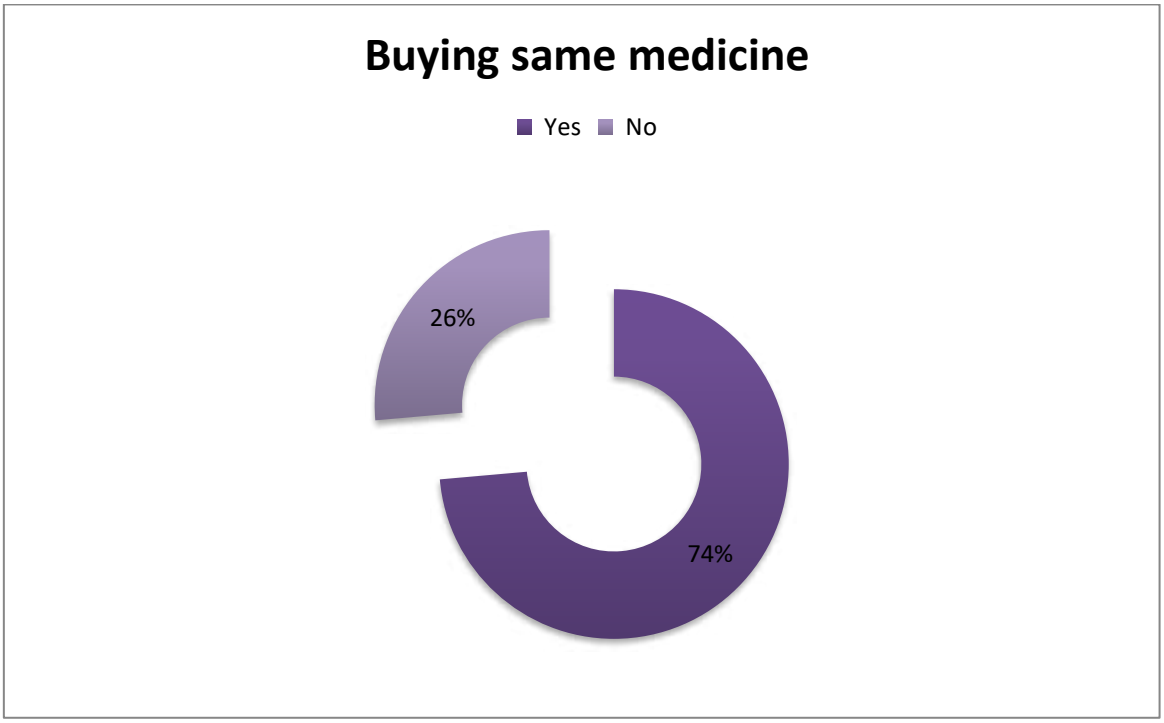
Inference:

It is inferred that majority times the medical product is only available in the recommended pharmacy. It shows that medicine recommended by doctor are only available in the pharmacy recommended by the doctor.

4.17 BUYING SAME MEDICINE

Figure No.: 4.11

Buying same medicine



Source: Primary Data

From the above figure, the respondents buying the same medicine are shown. It is revealed that 74 percent of the respondents buy the same medicine again and 26 percent of the respondents do not buy the same medicine again.

Inference:

It is inferred that majority of the respondents buy the same medicines again. It shows that the respondents buy the same medicines again as they have the same problem again.

4.18 BUYING REFERRED MEDICINES

Table No.: 4.6

Buying referred medicines

Buying medicines referred in	Yes	No	Total
Advertisement	21.6	78.4	100.0
Friends and family members	64.8	35.2	100.0
Online sources	66.4	33.6	100.0

Source: Primary Data

From the above table, the medicines bought by the respondents by referring advertisement, friends and family members and online sources are tabulated. 21.6 percent have agreed that they buy medicines by referring advertisement and 78.4 percent doesn't buy medicines by referring advertisement. 64.8 percent of the respondents buy medicines referred by friends and family members and 35.2 percent of the respondents don't buy the medicines referred by their friends and family members. 66.4 percent of the respondents buy medicines by referring online source and 33.6 have disagreed that they don't buy medicines by referring online sources.

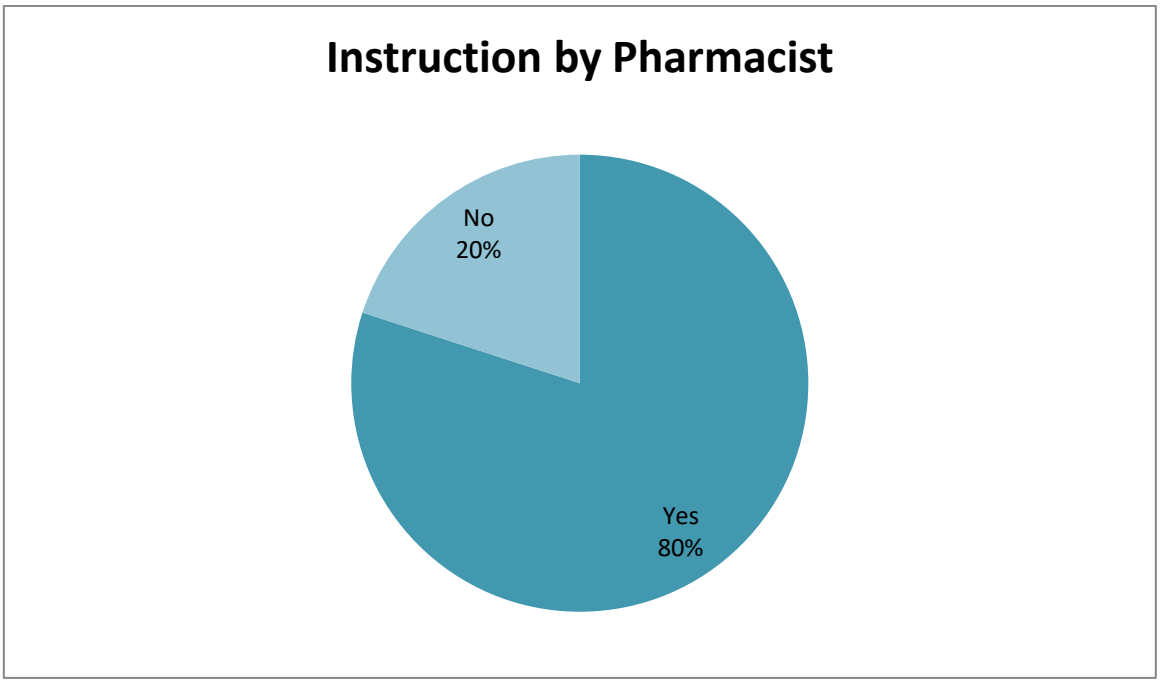
Inference:

It is inferred that majority of the respondents don't buy medicines by referring advertisement and the majority of respondents buy medicines referred by friends and family members and online source. It shows that in the locality people believe their friends and family members and the online source while buying medicines more that of advertisement.

4.19 INSTRUCTION BY PHARMACIST

Figure No.: 4.12

Instruction by Pharmacist



Source: Primary Data

From the above figure the instruction given by pharmacist while buying medicines is given. 80 percent of the respondent's pharmacist gives instruction while buying medicines and 20 percent of the respondent's pharmacist does not give any instruction while buying medicines.

Inference:

It is inferred that majority of the respondent's pharmacist provide instruction while buying medicines. It shows that the pharmacist is more responsible and friendly and clears the doubts of their customers.

4.20 CHECKING ORIGIN OF THE MEDICINE

Table No.: 4.7

Checking origin of the medicine

Checking the origin	Frequency	Percentage
Yes	72	57.6
No	53	42.4
Total	125	100.0

Source: Primary Data

From the above table the respondents checking the origin of medicines they buy were tabulated. 57.6 percent of the respondents check the manufacturing country of the medicines they buy and 42.4 percent of the respondents don't check the manufacturing country of the medicines they buy.

Inference:

It is inferred that the majority of respondents check the manufacturing country of the medicines. This shows that the respondents are more responsible and are willing to know about the origin of medicine they buy.

4.21 CHECKING EXPIRY DATE OF MEDICINES

Table No.: 4.8

Checking expiry date of medicines

Checking expiry date	Frequency	Percentage
Yes	108	86.4
No	17	13.6
Total	125	100.0

Source: Primary Data

From the above table respondents checking expiry date of medicines while buying medicine were classified. 86.4 percent of the respondents check the expiry medicine of the medicines while buying the medicine and 13.6 percent of the respondents don't check the expiry date of medicine while buying medicines from pharmacy.

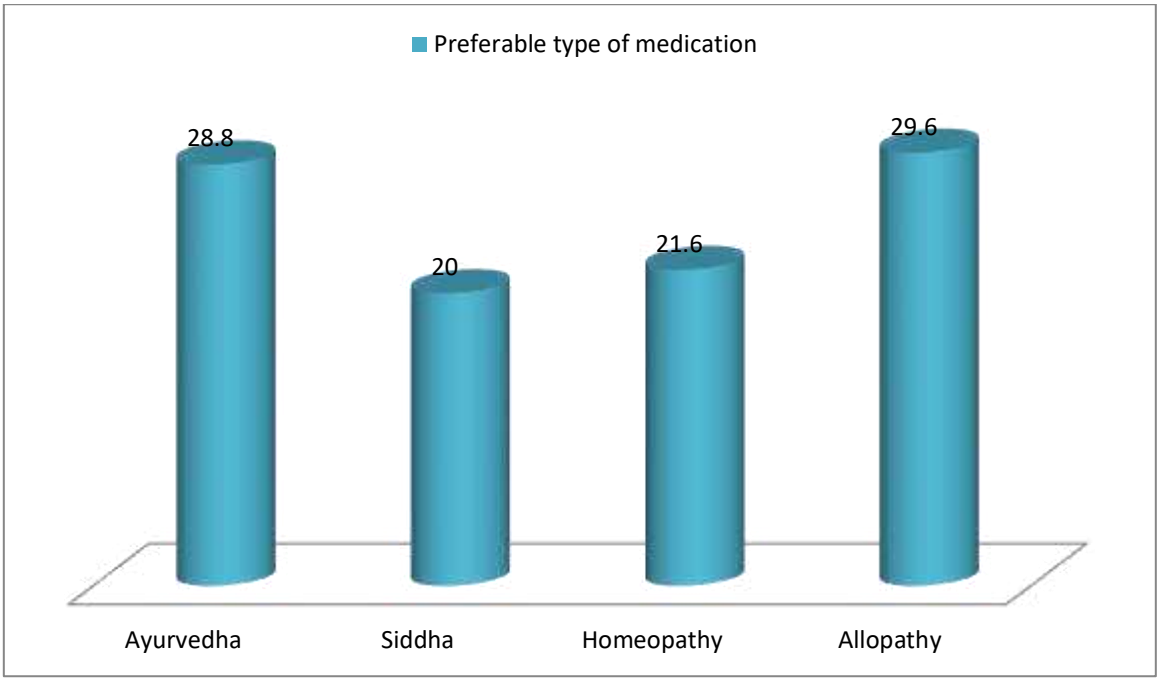
Inference:

It is inferred that the majority of the respondents check the expiry date of the medicines. This shows that people are responsible and aware and check the expire date of medicines before consuming them.

4.22 PREFERABLE TYPE OF MEDICATION

Figure No.: 4.13

Preferable type of medication



Source: Primary Data

From the above figure, the preferred type of medication by the respondents is classified. 28.8 percent of the respondents prefer Ayurvedha, 20 percent of the respondents prefer Siddha medication, 21.6 percent of the respondents prefer homeopathy medication and 29.6 percent of the respondents prefer Allopathy medication.

Inference:

It is inferred that majority of the respondents prefer Allopathy medication. It shows that people prefer modern science based medicines to traditional medications like Siddha, Ayurvedha and Homeopathy.

4.23 PHARMACY AVAILABLE 24/7

Table No.: 4.9

Pharmacy available 24/7

Available 24/7	Frequency	Percentage
Yes	72	57.6
No	53	42.4
Total	125	100.0

Source: Primary Data

From the above table the pharmacy being available 24/7 is classified. 57.6 percent agrees that the pharmacy they visit is available 24/7 and 42.4 percent says that the pharmacy is not available 24/7.

Inference:

It is inferred that the majority of the respondents agrees that the pharmacy is available 24/7. Thus there are many pharmacies available 24/7 and people are aware of it.

4.24 AVAILABILITY OF DIFFERENT BRAND

Table No.: 4.10

Availability of different brand

Availability of different brand	Frequency	Percentage
Yes	84	67.2
No	41	32.8
Total	125	100.0

Source: Primary Data

From the above table the availability of different brands of the same medicine are tabulated. 67.2 percent agrees that different brand of same medicines are available and 32.8 percent disagrees that different brands of same medicines are available.

Inference:

It is inferred that majority of respondents says that different brand of the same medicines are available in the pharmacy they visit.

4.25 LOCATION OF THE PHARMACY

Table No.: 4.11

Location of the pharmacy

Location of pharmacy	Yes	No	Total
Near the hospital	64.0	36.0	100.0
Referred by physician	68.0	32.0	100.0
Inside the hospital	37.6	62.4	100.0

Source: Primary Data

From the above table the respondent's preference towards the pharmacy according to their location is tabulated. 64 percent prefer the pharmacy located near the hospital and 36 percent doesn't prefer the pharmacy located near the hospital. 68 percent of the respondents prefer the pharmacy refereed by the physician and 32 percent don't prefer the pharmacy referred by the physician. 37.6 percent of the respondents prefer the pharmacy inside the hospital and 62.4 percent doesn't prefer the pharmacy located inside the hospital.

Inference:

It is inferred that majority of the respondents prefer the pharmacy located near the hospital because they are easy to buy medicine as they are near to the hospital. Majority of respondents prefer the pharmacy referred by the physician because of the easy availability of the medicines. Majority of the respondents don't prefer the pharmacy located inside the hospital because of the price of the medicines.

4.26 PREFERENCE TOWARDS PHARMACY SERVICES

Table No.: 4.12

Preference towards pharmacy services

Pharmacy services	Mean	Std. Deviation	Rank
Discounts or offers or coupons	3.75	1.141	XV
Expiry date of medicines	3.23	1.277	XXVI
Easy return policy	3.61	1.099	XIX
Home delivery option	3.49	1.119	XXIV
Package	3.50	1.154	XXIII
Medicine as per description	4.10	0.831	I
Wide variety of brands	3.92	0.972	VI
Parking space availability	3.87	0.967	VII
Friendliness of pharmacist	3.26	1.265	XXVI
Information about medicines	3.87	0.959	VII
Pharmacist services	3.47	1.111	XXV

Display of medicines	3.83	1.030	X
Price variation	3.82	0.987	XI
Doctors recommendation	3.99	0.884	III
Medicine availability	4.06	0.914	II
Family and friends recommendation	3.57	1.117	XXII
Advertisement	3.97	0.950	V
Less crowded place	3.99	0.847	III
Inside the hospital	3.86	0.936	IX
Near to hospital/clinic	3.58	1.138	XX
Near to bus stand	3.71	1.022	XVI
Near to home	3.78	0.930	XIV
Goodwill of pharmacy	3.82	0.992	XI
Privacy	3.79	0.994	XIII
Alternative payment	3.65	1.123	XVII
Customer service	3.65	0.953	XVII
Spacious	3.58	1.056	XX

Source: Primary Data

From the above table the respondent's preference towards various pharmacy services is made. The 1st rank is for the medicines as per description, 2nd rank is for medicine

availability, 3rd rank is for doctor recommendation and less crowd place, 5th rank is for advertisement, 6th rank is for wide variety of brands, 7th rank is for parking space availability and information about medicines, 9th rank is for inside the hospital, 10th rank is for display of medicine, 11th rank is for price variations and goodwill of pharmacy, 13th rank is for privacy, 14th rank is for near to home, 15th rank is for discounts or offers or coupons, 16th rank is for near to bus stand, 17th rank is for alternative payment and customer service, 19th rank is for easy return policy, 20th rank is for near to hospital/clinic and spacious, 22nd rank is for family or friends recommendation, 23rd rank is for package, 24th rank is for home delivery option, 25th rank is for pharmacist services, 26th rank is for friendliness of pharmacist and 27th rank is for expiry date of medicines.

Inference:

It is inferred that the most preferred pharmacy service to the respondent is providing medicine as per the description.

4.27 PROBLEMS FACED BY CUSTOMERS

Table No.: 4.13

Problems faced by customers while buying medicines

Problems	Mean	Std. Deviation	Rank
Waiting in a queue	3.30	1.225	X
Medicines being out of stock	3.19	1.299	XI
Expired medicines	3.86	0.953	II
Non availability of parking space	3.49	1.044	VII
Too costly	3.87	0.942	I
E-payment	3.37	1.111	VIII
Lack of information about the medicine by pharmacist	3.36	1.174	IX
No return of medicines	3.65	1.278	VI
Non availability of home delivery option	3.84	1.043	III
Poor Customer service	3.69	0.971	V
Difficult to interact with pharmacist	3.76	0.937	IV

Source: Primary Data

From the above table the problems faced by the respondents while buying medicines are tabulated. The 1st rank is for too costly, 2nd rank is for expired medicines, 3rd rank is for none availability of home delivery option, 4th rank is for difficult to interact with pharmacist, 5th rank is for poor customer services, 6th rank is for no return of medicines, 7th rank is for non availability of parking spaces, 8th rank is for e-payment, 9th rank is for lack of the information about the medicine by pharmacist, 10th rank is for waiting in a queue and 11th rank is for medicine being out of stock.

Inference:

It is inferred that the major problem faced by the people while buying medicine is that the medicines are too costly.

CHAPTER – V

FINDINGS, SUGGESTIONS AND CONCLUSION

CHAPTER – V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

Following are the findings in regard to various response from the respondents regarding "Customers' Preference towards pharmacy in Thoothukudi City",

- Majority of the respondents are male.
- Majority of respondents are from the age group of 26 to 35.
- Majority of the respondents are working as private employee.
- Most of the respondents have a monthly income below Rs 10000.
- Majority of respondents have 4 to 5 members in their family.
- Majority of the respondents do not have any aged persons in their family.
- Majority of the respondents spend below Rs 1000 for monthly medical expenses.
- More number of respondents avail the pharmacy services rarely.
- Majority of the respondents prefer to buy medicines from private pharmacies.
- Most of the respondents are unaware of the online pharmacy.
- Majority of the respondents don't have the perception to use online pharmacy in future.
- Most of the respondents do not prefer door delivery of the pharmacy.
- Most of the respondents follow self medication and buy medicines from the pharmacy.
- Majority of the respondent's pharmacist asks only sometimes for the prescription from a respondent.
- Majority times the medical product is only available in the recommended pharmacy.
- Majority of the respondents buy the same medicines again.
- Majority of the respondents don't buy medicines by referring advertisement and the majority of respondents buy medicines referred by friends and family members and online source.

- Majority of the respondent's pharmacist provide instruction while buying medicines.
- Majority of respondents check the manufacturing country of the medicines.
- Majority of the respondents check the expiry date of the medicines.
- Majority of the respondents prefer Allopathy medication.
- Majority of the respondents agrees that the pharmacy is available 24/7.
- Majority of respondents says that different brand of the same medicines are available in the pharmacy they visit.
- Majority of the respondents prefer the pharmacy located near the hospital, referred by the physician and don't prefer the pharmacy located inside the hospital.
- Most preferred pharmacy service to the respondent is providing medicine as per the description.
- Major problem faced by the people while buying medicine is that the medicines are too costly.

5.2 SUGGESTIONS

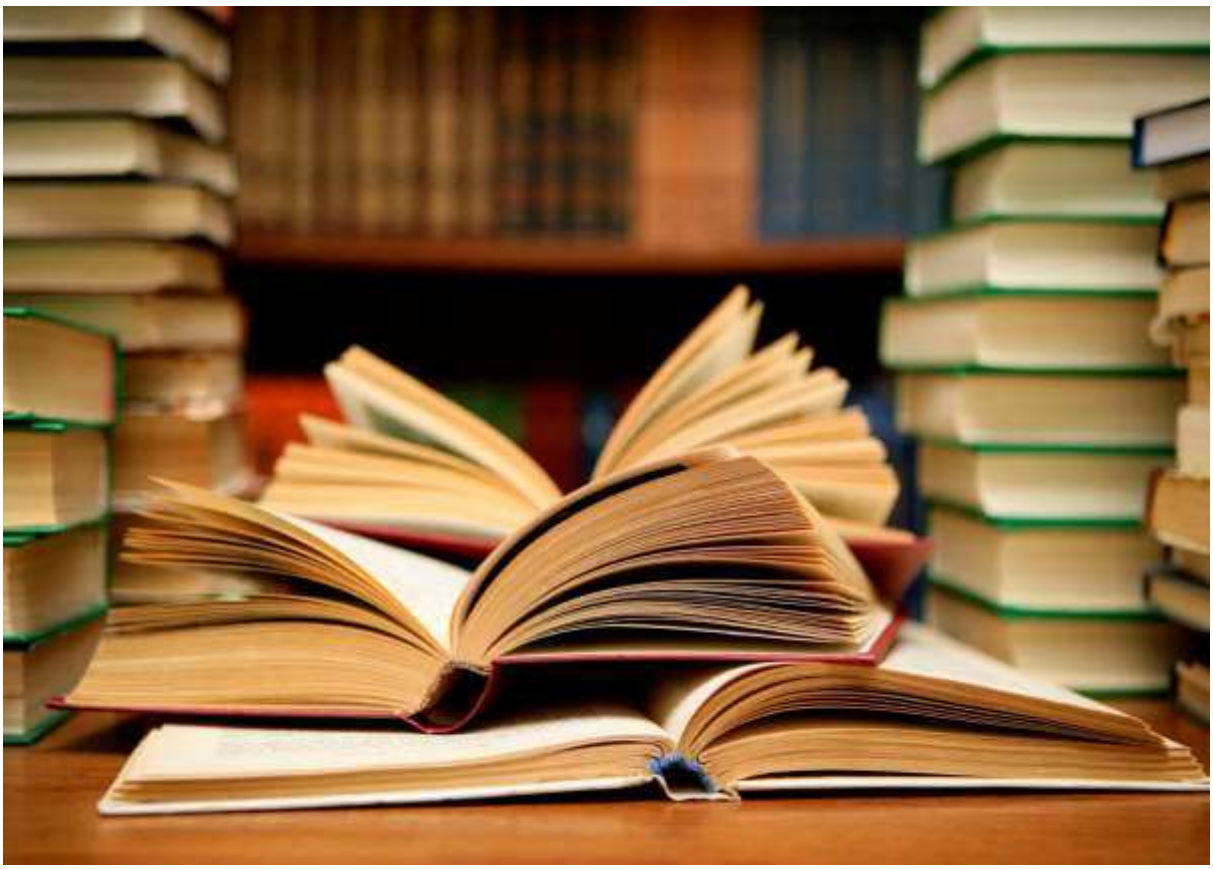
- ✓ People prefer private pharmacies over other modes of purchase because there is more number of private pharmacies than government pharmacies and people are also unaware of government and online pharmacies. So some extra government pharmacies should be established and awareness about government and online pharmacies should be made
- ✓ Majority of people are unaware of the online pharmacies and they don't have perception even to use in future so a camp about online pharmacies shall be conducted
- ✓ People don't prefer door delivery of medicines due to the additional delivery charge, so pharmacies can reduce the additional delivery charge and the pharmacist can recommend it to the customers to use them.

- ✓ Majority of people are following self medication, to avoid it is suggested that pharmacist should provide medicine only after receiving prescription from the customers.
- ✓ Majority of the people buy medicines referred in the online source are referred by their friends and family members rather than advertisement. So it is suggested that customer review can be collected and published instead of spending amount on advertisements.
- ✓ Most of people prefer Allopathy medication over other traditional medication, so awareness about traditional medicine can be provided to the people.
- ✓ Most of people don't prefer the pharmacy located inside the hospital as the medicines are costly, so it is suggested to fix average prices like other pharmacies.
- ✓ Most of the time the medicines are only available in the recommended pharmacy, it is suggested that the medical products can be added to online websites so that customers can easily purchase their required medicine.
- ✓ Most of the customers preferred pharmacy service is providing the medicine as per description, it is suggested that the pharmacist should be more careful and provide the medicine as per the customer requirement.
- ✓ The major problem of the customer is medicines are being too costly so it is suggested that coupons and discounts can be offered to capture many customers.

5.3 CONCLUSION

If medicines have the power to cure diseases, they, at the same time, have the potential to make you suffer lifelong due to their misuse. One should not forget about the side-effects of these, when misused or used without consulting professionals. These days, over-the-counter drugs are getting very popular and controversial of a topic in public. People from all over the world, are getting affected by direct-to-consumer advertising which is, attracting even the literate population to buy over-the-counter pharmaceutical without consulting the doctor. Consumer behaviour of pharmacy customers has here been researched to discover the factors behind the consumers' behaviour and their decision making, which affect their choice of pharmacy and choice of generic and similarly priced medicines. According to global trends, patients want to be more and more responsible for own their health, also by using active prevention. However, to make this happen, it is essential to facilitate the access to the information about potential dangers of inappropriate use of OTC drugs.

The findings of the research help to know about the majority of age class responsible for purchasing the medicine, their average monthly medical expenses and their frequency of visiting pharmacy. Most of the customer prefers to use Allopathy medication. The findings show that people mostly prefer private pharmacies and their unawareness about online and government pharmacies. The most preferred pharmacy service of the customer is found. The problems faced by the customer while buying medicines are found.



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ANNEXURE

QUESTIONNAIRE

CUSTOMERS' PREFERENCE TOWARDS PHARMACY IN THOOTHUKUDI CITY

QUESTIONNAIRE

I. Demographic profile

1. Name (Optional):
2. Gender :
   - ☐ Male
   - ☐ Female
3. Age
   - ☐ 18 to 25
   - ☐ 26 to 35
   - ☐ 36 to 45
   - ☐ 46 to 55
   - ☐ Above 55
4. Occupation
   - ☐ Government employee
   - ☐ Private Employee
   - ☐ Unemployed
   - ☐ Retired
   - ☐ Student
5. Monthly income of your family
   - ☐ Below Rs 10000
   - ☐ Rs 10000 to Rs 20000
   - ☐ Rs 20001 to Rs 30000
   - ☐ 30001 to 40000
   - ☐ Above Rs 40000
6. No. of members in the family
   - ☐ Upto 3
   - ☐ 4-5
   - ☐ 5-7
   - ☐ Above 7

7. No. of aged person in the family (Above 58)
   - ☐ Nil
   - ☐ 1
   - ☐ 2
   - ☐ 3
   - ☐ 4
   - ☐ Above 4

II. Specific Information

1. How much amount does your family spend monthly for medical expenses?
   - ☐ Below Rs 1000
   - ☐ Rs 1000 to Rs 5000
   - ☐ Above Rs 5000
2. How frequently you use pharmacy service?
   - ☐ Regularly
   - ☐ Occasionally
   - ☐ Rarely
3. What medical store do you prefer
   - ☐ Government medical store
   - ☐ Private medical store
   - ☐ Online medical store
   - ☐ Free samples
4. Are you aware of online pharmacy.
   - ☐ Aware
   - ☐ Unaware
5. Will you use online pharmacy in future.
   - ☐ Yes
   - ☐ No
6. Does your pharmacy offer door delivery.
   - ☐ Yes
   - ☐ No

7. Have you ever bought medicines through self medication?
   - ☐ Yes
   - ☐ No
8. Does your pharmacist always ask for prescription while buying medicines.
   - ☐ Always
   - ☐ Sometimes
   - ☐ Never
9. Does the prescribed medicine is only available in the recommended pharmacy.
   - ☐ Yes
   - ☐ No
10. Have you ever bought same medicine again.
    - ☐ Yes
    - ☐ No
11. Have you bought any medicines referred in

Factors	**Yes**	**No**
Advertisement		
Friends and family members		
Online sources		

12. Does your pharmacist give instructions about how to take a medicine
    - ☐ Yes
    - ☐ No
13. Do you check the origin of medicines i.e. manufacturing country
    - ☐ Yes
    - ☐ No
14. Do you check the expiry date of the medicine.
    - ☐ Yes
    - ☐ No

15. What type of medication do you prefer?

- ☐ Ayurvedha
- ☐ Siddha
- ☐ Homeopathy
- ☐ Allopathy

16. Does the pharmacy you visit available 24/7?

- ☐ Yes
- ☐ No

17. Is different brand of the same medicine available.

- ☐ Yes
- ☐ No

18. Do you prefer to visit the pharmacy.

Factors	**Yes**	**No**
Near the hospital		
Referred by physician		
Inside the hospital		

19. Rate your preference towards various pharmacy services

Factors	**Strongly agree**	**Agree**	**Neutral**	**Disagree**	**Strongly disagree**
Discount or offers or coupons					
Expiry date of medicines					
Easy return policy					
Home delivery option					
Package					
Receiving medicine as per description					
Wide variety of brands					
Parking space availability					

Friendliness of the pharmacist					
Information about medicines					
Pharmacist services					
Display of medicine					
Price variation					
Doctors recommendation					
Medicine availability					
Family and Friends recommendation					
Advertisement					
Less crowded place					
Inside the hospital					
Near to Hospital/Clinic					
Near to bus stand					
Near to Home					
Goodwill of the Pharmacy					
Privacy about customer information					
Having alternative payment option					
Customer service					
Spacious					

20. Problems faced by Consumer while buying medicines.

Factors	**Strongly agree**	**Agree**	**Neutral**	**Disagree**	**Strongly disagree**
Waiting in a queue					
Medicines being out of stock					
Expired medicines					
Non availability of parking space					
Too costly					
Unavailability of e-payment					
Lack of information about medicine by pharmacist					
No return of medicines					
Non availability of home delivery option					
Poor customer service					
Difficult to interact with pharmacist					

A STUDY ON IMPACT OF EDUCATION SYSTEM DURING COVID-19 LOCKDOWN PERIOD

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

BACHELOR OF COMMERCE

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April-2021

Ms. D. Daisy Bai, M.Com., M.Phil.
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CERTIFICATE

This is to certify that the project entitled **"A STUDY ON IMPACT OF EDUCATION SYSTEM DURING COVID-19 LOCKDOWN PERIOD"** submitted by the candidates, **R. Mathi Mitha, Epshiba. L, Maria Francis Helina.S, Mariya Thusnavis Limonshiya.R, ThomasDedica V.Rayan.T,** inpartial fulfillment of the requirements for the degree of **"Bachelor of Commerce"** to **St.Mary's College (Autonomous), Thoothukudi,** affiliated to **Manoumaniam Sundaranar University, Tirunelveli,** is a work done by them during the period of their study under my guidance and supervision.

Place: Thoothukudi

Date: 10-04-2021

Head of the Department

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ACKNOWLEDGEMENT

We acknowledge the abundant blessings and grace of **God Almighty** who has been our source of energy and knowledge.

We extend our special thanks to our Principal **Dr.Sr.A.S.J. Lucia Rose, M.Sc., PGDCA, MPhil, Ph.D.**, for the constant encouragement and blessings for doing this project work successfully.

It is our pleasure to extend our thanks to the Head of the Department of Commerce **Dr. G. Stella Beatric Nirmala M.Com., M.Phil., Ph.D., MBA.,DFA., PGDIT., DGT** for her valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude to our guide **Mrs.D.Daisy Bai, M.com., M.Phil.**, for the excellent and untiring guidance and continuous efforts taken by her to complete this project work successfully.

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

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

- Epshiba. L,
- Maria Francis Helina. S,
-MariyaThusnavisLimonshiya. M,
- Mathi Mitha. R,
- Thomas Dedica V. Rayan. T.

DECLARATION

We hereby state that the project entitled **"A STUDY ON IMPACT OF EDUCATION SYSTEM DURING COVID-19 LOCKDOWN PERIOD"** is submitted to **St.Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of **Bachelor of Commerce** is our unique work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

Date: 10 04 2021

Signature of the candidate

1) Mathi Neitha.
2) Epshiba L
3) Maria Francis Helena S
4) Mariya Thushavis Limonshiya. M
5) Thomas Dedica V Rayen. T

[Counter Signed]

(Guide)

CONTENTS

Chapter No.	Particulars	Page No.
I	**INTRODUCTION AND DESIGN OF THE STUDY** ❖ Introduction ❖ Statement of the problems ❖ Review of literature ❖ Objectives of the study ❖ Scope of the study ❖ Collection of the study ❖ Sampling of the study ❖ Construction of tools ❖ Framework of analysis ❖ Limitations of the study	1-11
II	**PROFILE OF THE STUDY**	12-31
III	**ANALYSIS AND INTERPRETATION OF DATA**	32-53
IV	**FINDING AND SUGGESTIONS**	54-57
V	**CONCLUSION**	58
	ANNEXURE Bibliography Questionnaire	60-67

LIST OF TABLES

LIST OF TABLES	Title	Page No.
3.1	Age wise classification	33
3.2	Gender wise classification	34
3.3	People who use internet regularly	35
3.4	Experiment of life between four walls	36
3.5	Connection with your classmates during lockdown	37
3.6	Children relay on the support of parents for E-Technology	38
3.7	Management of online class, when there are more children in the family	39
3.8	Gadgets used for online classes	40
3.9	Level of interest in online classes	41
3.10	Time spent on online classes per day.	42
3.11	How helpful was the class materials provided	43
3.12	Lockdown has made children passive from being active	44
3.13	The online class provide good value of money	45
3.14	Online platform will be helpful for growth.	46
3.15	Progress in online classes	47
3.16	Exams in online classes	48
3.17	Knowledge of the instructor about this platform	49
3.18	Progress in innovation method of teaching	50
3.19	Opinion about learning remotely	51
3.20	Overall view about online classes	52
3.21	E-Learning Apps	53

CHAPTER-1

INTRODUCTION AND DESIGN OF THE STUDY

CHAPTER-1

INTRODUCTION AND DESIGN OF THE STUDY

1.1INTRODUTION:

The COVID-19 pandemic has affected educational systems worldwide, leading to the total closures of schools, universities and colleges. Most governments decided to temporarily close educational institutions in an attempt to reduce the spread of COVID-19.

School closures impact is not only to students, teachers, and families,but have far-reaching economic and societal consequences. School closures in response to the pandemic have shed light on various social and economic issues, including student debt, digital learning, food insecurity, and homelessness, as well as access to childcare, health care, housing, internet, and disability services. The impact was more severe for disadvantaged children and their families, causing interrupted learning, compromised nutrition, childcare problems, and consequent economic cost to families who could not work.

In response to school closures, UNESCO recommended the use of distance learning programmes and open educational applications and platforms that schools and teachers can use to reach learners remotely and limit the disruption of education. Colleges have scrambled to find creative solutions to teaching students online, in-person but socially distant, or in a hybrid format.

1.1.1 Features of lockdown in education:

Self-paced Learning:

Luckily, there isn't any timetable that needs to be followed strictly. Ask kids to plan it themselves and choose the subjects they want to study on that particular day of the week. With no pressure to keep pace with the rest of the

students, each child can practice self-paced learning and enjoy his/her time with the books.

Extra Attention to Tough Subjects:

Students are now free to plan the completion of lessons according to their own learning capabilities, as one may take more time for those complicated topics. Lockdown is an excellent time to finish such lessons that children might have found hard to keep on with when the school were running. While at home, they can master all the subjects by giving extra attention to their weak areas.

Spending Quality Family-Time:

This issue is quite prevalent among the families where both the parents are working. Now that everyone is at home, kids are having the time of their life by enjoying with their family members and relatives.

Improving Creativity Through Storybooks:

Stories are an effective way to embed creativity in children. Suggest new books to young students and read alongside them. Let's use this time to give them a break from the otherwise boring school books. In case you don't have enough books in stock, check out the numerous e-books and audible stories available for free online.

One-on-One Attention:

While at school, it generally gets hard for the teacher to focus on every kid individually. However, with online classes and extra time in hand, educators can now use this platform to give more attention to vulnerable students who might open up during a one to one interaction.

Rise in use of Learning Management Systems:

Use of learning management systems by educational institutions became a great demand. It opened a great opportunity for the companies those

have been developing and strengthening learning management systems for use educational institutions.

Enhance the use of soft copy of learning material:

In lockdown situation students were not able to collect the hard copies of study materials and hence most of the students used of soft copies materials for reference.

Improvement in collaborative work:

There is a new opportunity where collaborative teaching and learning can take on new forms. Collaborations can also happen among faculty/teachers across the world to benefit from each other.

Rise in online meetings:

The pandemic has created a massive rise in teleconferencing, virtual meetings, webinars and e-conferencing opportunities.

Enhanced Digital Literacy:

The pandemic situation induced people to learn and use digital technology and resulted in increasing the digital literacy.

World Wide exposure:

Educators and learners are getting opportunities to interact with peers from around the world. Learners adapted to an international community.

Better time management:

Students are able to manage their time more efficiently in online education during pandemics.

1.1.2 online learning site:

Sites for Free Online Education helps you to learn courses at your comfortable place. The courses of these websites are offered by top universities. You can learn a specific subject without much investment. These sites offer many audio, video, articles, and e-books to increase your knowledge. The platforms enable you to learn the best free online courses.

Google Classroom:

Google Classroom is very useful to improve the abilities and skills of each student. Students can learn by themselves and through guidance. There are three pages on the main menu of Google Classroom, For the Google Classroom app, that's left the app with 50 million downloads on the Play Store overall, a milestone for any application. The app is also the #1 education app on Android as far as free apps go. Apple doesn't have a count for the Classroom app on iOS, but the app has exploded in popularity there too. Currently, Classroom is the most popular education app on the App Store.

Google Meet:

As COVID-19 turned our world into a more physically distant one, many people began looking to online video conferencing to maintain social, educational, and workplace contact. As shown in the graph below, this shift has driven huge numbers of additional users to Google meet. By the time we exited our incident, Meet had more than 100 million daily meeting participants. Getting there smoothly was not easy or straightforward; the scenarios the Meet team explored during disaster and incident response tests prior to COVID-19 did not encompass the length or the scale of increased capacity requirements we encountered. As a result, we formulated much of our response on the fly.

Zoom App:

"If we had a big camera on the wall recording everything happening in our normal classrooms, we would be very alarmed by that," he said in an interview. "And yet we're now eagerly setting that all up in our homes, creating these recordings without having any idea what's happening to them."

After the coronavirus contagion brought an end to many of the rituals of everyday life, many of them reappeared on Zoom, a video-call service that has exploded in popularity across a nation almost entirely locked indoors. Weddings, funerals, company layoffs, kindergarten classes and official government meetings have been streamed on its platform, leading the Silicon Valley firm's market value to double to roughly $35 billion this year.

Microsoft Teams:

Microsoft Teams saw a huge uptick in users during the pandemic, rising from 20 million users in November 2019 to 44 million in March 2020, then 75 million by April. According to digital experience management company Aternity, Microsoft Teams usage growth surpassed Zoom. Whether it can retain those users once businesses and schools return to face-to-face is still unknown, as most of the primary countries for Teamusage are still in some form of lockdown or work-from-home. We have collected data and statistics on Microsoft Teams users, usage, revenue and competitors. Read on below to find out more.

1.1.3 Experience between four walls during COVID-19 lockdown:

i. Online Learning encourages more productive use of time which keep individuals safe from pandemic situation like spread of Covid-19.
ii. It has greater access to experts/specialists (nationally and internationally) and learners can access 24/7 at their own pace and time. It allows geographical reach even to rural or remote locations.

iii. It is a cost-effective technology which is quite affordable and enhances communication between educators and students. One educator can teach various virtual classes simultaneously which reduces travelling to various places. It can accommodate more learners at a particular time.

iv. online class/conference session can be saved in website for future reference e.g. class notes can be saved and distributed via network for references by students. The digital recordings of the classes/meetings can be uploaded in website to review later.

v. In order to conduct exams, institutions may consider using online examination software which may help for conducting online examinations. This will prevent institutions in facing delays in its annual academic calendar for lockdown.

vi. Very useful to some emergency service personnel like police, doctor and nurses etc. who are unable to spare a specific time to learn during lockdown can use the online recordings and pursue their education.

vii. Useful to women and physically handicapped learners who can learn at home.

viii. Learners from low-income families and disadvantaged groups are the more likely to suffer during online learning as they may not afford high-speed internet connection and required technical gadgets. It widens gap between privileged and unprivileged learners.

ix. It may lead to laziness with some students being at their home and may lack self discipline.

x. The atmosphere of a face-to-face meeting is lost. Interpersonal relationship between students and teachers or between students may hamper.

xi. The security of personal data may be compromise as one can hack the digital devices without latest software updates and antivirus programs.

1.2 statement of the problem:

In this lockdown period, it was reported that learners were mostly suffering from stress, depression, and anxiety. The students were also facing problems related to poor internet connectivity, followed by the absence of a favourable environment to study at home. Students residing in rural and remote areas may face poor internet connectivity. Moreover, poor economic conditions might be a reason for the unfavourable environment and lack of separate room for their study and the financial problems they are suffered from.

1.3 Review of literature;

A literature review is a body of text that aims to review the critical points of current knowledge. Literature reviews are secondary source, and as such, do not report any new or original experimental work. Also, a literature review can be interpreted aa review of an abstract accomplishment.

Dr.Pravat Kumar Jena (2021)

The impact of pandemic COVID-19 is observed in every sector around the world. The education sectors of India as well as world are badly affected by this. It has enforced the world wide lock down creating very bad effect on the students' life. Around 32 crore learners stopped to move schools/colleges and all educational activities halted in India. The outbreak of COVID-19 us that change is inevitable. It has worked as a catalyst for the educational institutions to grow an for platforms with technologies, which have not been used before. The education sector has been fighting to survive the crises with a different approach and digitising the challenges to wash away the threat of the pandemic. This paper highlights some measures taken by Govt. of India to provide seamless education in the country. Both the positive and negative impacts of COVID-19 are discussed and some fruitful suggestions are also pointed to carry out educational activities during the pandemic situation.

Sumitra Pokhrel and Roshan Chhetri (2020)

The COVID-19 pandemic has created the largest disruption of education systems in human history, affecting nearly 1.6 billion learners in more than 200 countries. Closures of schools, institutions and other learning spaces have impacted more than 94% of the world's student population. This has brought far-reaching changes in all aspects of our lives. Social distancing and restrictive movement policies have significantly disturbed traditional educational practices. Reopening of schools after relaxation of restriction is another challenge with many new standard operating procedures put in place.

Jagran Josh (2021)

Coronavirus pandemic has significantly disrupted various sectors in India including oil and gas, automobiles, aviation, agriculture, retail, etc. We can't ignore that hardly a sector would remain unaffected by the crisis. The impact may be more or less. Same is with the education sector in India. Let us find out the impact of coronavirus on education in India with some possible solutions.

1.4 Objectives of the study:

- To know the socioeconomic status of students.
- To know the various measures taken by the government for education during this pandemic period.
- To highlight the major impact in education system.
- To know the problems faced by the students during lockdown.
- To study the mentality of teachers and students during lockdown.
- To enlist some effective suggestions for continuing education during pandemic situation.

1.5 Scope of the study:

To know about the various impact of lockdown in education system and the steps taken for it is overcome during pandemic period. The students were also facing problems related to poor internet connectivity, followed by the absence of a favourable environment to study at home. Students residing in rural and remote areas may face poor internet connectivity. Moreover, poor economic conditions might be a reason for the unfavourable environment and lack of separate room for their study and the financial problems they are suffered from.

1.5.1 Area of study:

A study on lockdown effects in education was conducted in the area of Thoothukudi. Thoothukudi is traditionally known for its pearl fishery and shipbuilding. It was the sea port of the Pandyan kingdom. Thoothukudi was the stronghold of the Paravas, a community from the lineage of Pandyan kingdom that still continues to be a strong base of this community. This community also claims the status of uncrowned kings of the land holding a sway over power. But recently, there is a decline in the community's stonghold since most of its youth are employed abroad.TheParavas community have a unique way of living; their cultural demarcations are stronger than that of the other communities in that region.The traditional old houses of the Paravas in the city are unique; they are built out of Burmese teak wood in both Victorian style and Chettinad style. Another community in this region is the Nadars, the southern trading community.Thoothukudi became the center of the Indian independence movement in the early 20th century, with such leaders as the poet Subramanya Bharathy, Kattabomman, and V.O. Chidambaram Pillai.

1.5.2 Period of study:

The study was carried out over from January 2021 to march 2021. The questionnaire was circulated from February 2021

1.6 Collection of data:

The study is analysed with the help of both primary and secondary data. The primary date was collected through questionnaire and secondary datawas collected form journal, websites and other periodicals.

1.7 Sampling design:

The data collected was original in nature. A random sample of 80 respondents residing in various parts of Thoothukudi was selected. The questionnaire was used for collecting a great source of information

1.8 Construction of tools:

Based on discussion with the guide a questionnaire was prepared. Then it was pretested and necessary changes were incorporated. 80 copies of questionnaire were taken and distributed among the respondents. A copy of questionnaire is appended.

1.9 framework of analysis:

The data collected through questionnaire was analysed through the following statistical tools, which work as a base for drawing conclusion and getting result.

- Percentage Analysis
- Bar Diagram
- Pie- Charts
- Ranking

1.10 limitations of study

To make this project authentic and reliable, Every possible aspects of the topic was kept in mind. The main limitations of the study are.

- Time is one of the major constraints, which limits the effective data collection
- The number of respondents is limited to 80
- Reliability and accuracy of the analysis depends on the respondent's openness and trueness towards each question in the questionnaire

CHAPTER- II

PROFILE OF THE STUDY

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PROFILE OF THE STUDY

History of covid lockdown:

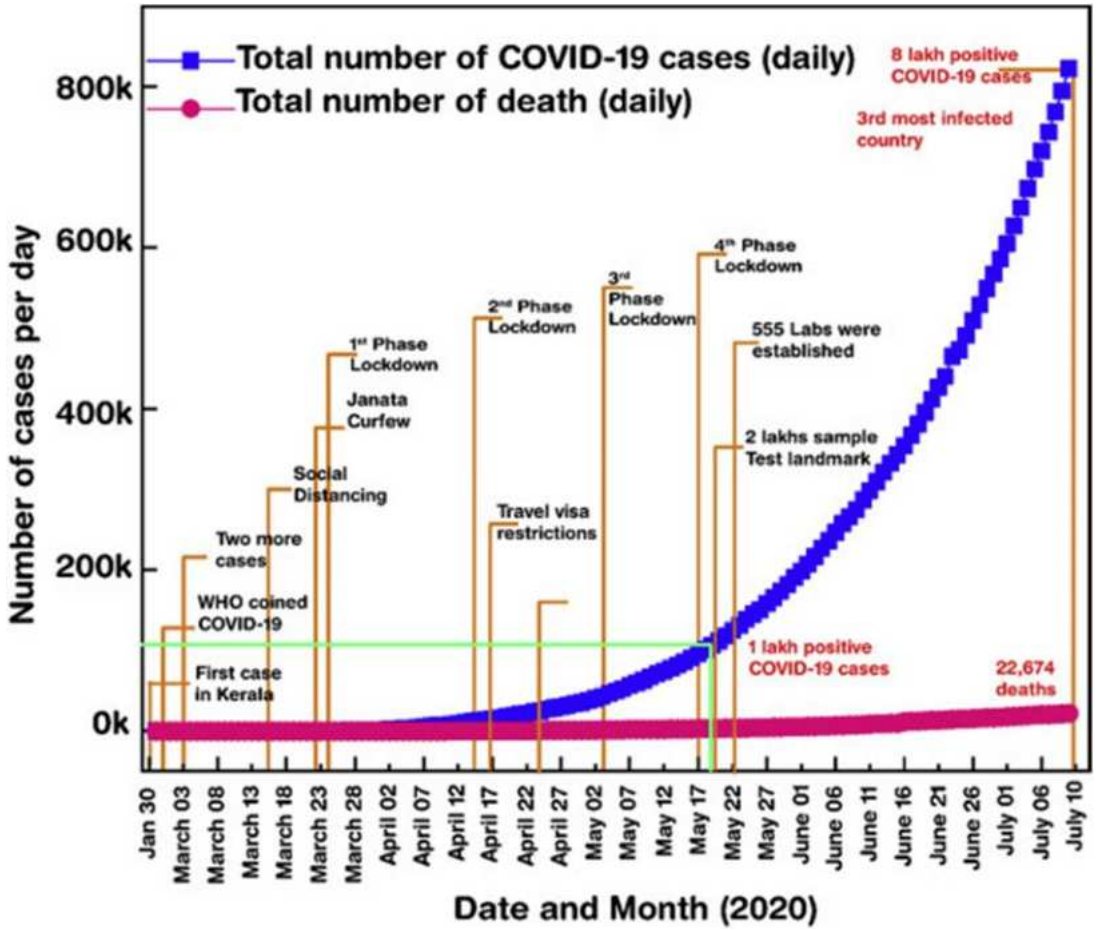
On 24 March 2020, the Government of India under Prime Minister Narendra Modi ordered a nationwide lockdown for 21 days, limiting movement of the entire 1.38 billion or 138 Crore population of India as a preventive measure against the COVID-19 pandemic in India. It was ordered after a 14-hour voluntary public curfew on 22 March, followed by enforcement of a series of regulations in the country's COVID-19 affected regions. The lockdown was placed when the number of confirmed positive coronavirus cases in India was approximately 500. Observers stated that the lockdown had slowed the growth rate of the pandemic by 6 April to a rate of doubling every six days, and by 18 April, to a rate of doubling every eight days. As the end of the first lockdown period approached, state governments and other advisory committees recommended extending the lockdown. The governments of Odisha and Punjab extended the state lockdowns to 1 May. Maharashtra, Karnataka, West Bengal and Telangana followed suit. On 14 April, Prime minister Narendra Modi extended the nationwide lockdown until 3 May, with a conditional relaxations after 20 April for the regions where the spread had been contained or was minimal.

On 1 May, the Government of India extended the nationwide lockdown further by two weeks until 17 May. The Government divided all the districts into three zones based on the spread of the virus—green, red and orange—with relaxations applied accordingly. On 17 May, the lockdown was further extended till 31 May by the National Disaster Management Authority.

On 30 May, it was announced that lockdown restrictions were to be lifted from then onwards, while the ongoing lockdown would be further extended till 30 June for only the containment zones. Services would be resumed in a phased manner starting from 8 June. It was termed as "Unlock 1.0". Modi later clarified

that the lockdown phase in the country was over and that 'unlock' had already begun.

The second phase of unlock, Unlock 2.0, was announced for the period of 1 to 31 July, with more ease in restrictions. Unlock 3.0 was announced for August. Similarly, Unlock 4.0 was announced for September and Unlock 5.0 for the month of October. In the same way, Unlock 6.0 was announced for the month of November, Unlock 7.0 was announced for the month of December, Unlock 8.0 was announced for the month of January, and Unlock 9.0 was announced for the month of February. Unlock 10.0 was announced for the month of March.



A lockdown is a restriction policy for people or community to stay where they are, usually due to specific risks to themselves or to others if they can move and interact freely. The term "stay-at-home" or "shelter-in-place" is often used for lockdowns that affect an area, rather than specific locations.

The term is used for a prison protocol that usually prevents people, information or objects from leaving an area.

A lockdown can also be used to protect people inside a facility or, for example, a computing system, from a threat or other external event. In buildings doors leading outside are usually locked so that no person may enter or exit. A full lockdown usually means that people must stay where they are and may not enter or exit a building or rooms within it, needing to go to the nearest place designated safe if not already in such a place.

Major problems in lockdown pandemic:

The returning migrants:

When the lockdown was imposed, migrants from villages and small towns across India who had moved to big cities in search of jobs and better lives lost their jobs. Faced with the difficult decision of staying put and starving, or walking back home to their villages, many migrants chose to walk home, often walking for days, often going without food and water. Many of them had older family members in tow and carried young children on their shoulders. The return of these migrants to their villages posed special problems for the heads of the villages because they had to be quarantined, and many migrants were unwilling to allow themselves to be quarantined.

Agriculture and allied livelihoods in rural India:

The discourse about agriculture in rural India has mostly revolved around the 'broken supply chain' conversation regarding crop-based agriculture and horticulture. But we're leaving agri-allied (forestry, livestock rearing, goatery, sericulture, fishery and aquaculture) and non-farm livelihoods out of the discussions on rural India.

A recurring theme among respondents to the survey was their concerns for their rabri crop. "In the case of rabi crops, mostly wheat, and including mustard, potato, chickpea, jowar, soya, paddy and other crops, the harvest has been impeded due to the lockdown for various reasons. Availability of labour, lack of family labour, availability of machines, practising physical distance, and fear of police have emerged as the major hurdles in the harvest of rabi crops across the states in India."

In some locations, the harvesting of crops has been allowed. In those situations, there are major challenges in threshing, transportation, storage, procurement and sale of the crops, and this has been described as crucially impeding the gains that would accrue from the harvest. The closure of markets, haats, and mandis add to the woes of the respondents and emerges quite emphatically in the responses received.

Furthermore, in the case of perishable horticultural produce, the challenges have been similar. Labour challenges did not emerge as crucial, as in the case of rabi crops, but problems in the harvest (fear of the police, maintaining physical distance, constrained timings etc.), transportation, storage and sale were common. Additionally, due to the perishable nature of the crops, many locations have reported the dumping of horticultural produce (truckloads of cucumber dumped in Maharashtra, for example), selling at dirt-cheap prices (like the sale of tomatoes in Tamil Nadu), and using crops as animal feed (Rajasthan). On the positive side, many households that were maintaining a kitchen garden, have had a blessing in disguise, because the restricted mobility has impeded sales of

vegetables, and kitchen gardens have come to the rescue in many locations (Odisha, Arunachal Pradesh, Sikkim, Manipur, Chhattisgarh etc.).

Non-agricultural livelihoods:

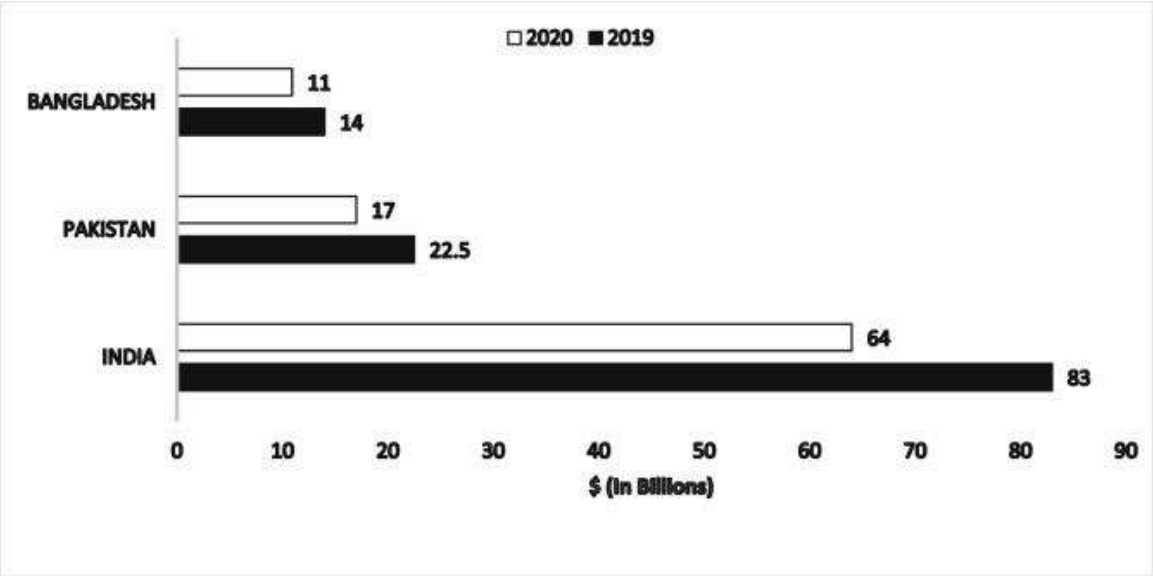
Something that is emerging from the survey, which is common across the country, has been the severe impact on non-farm livelihoods in the first phase of the lockdown. Considering its substantial and increasing contribution to the rural economy, the negative impact on this sector is a matter of grave concern. People engaged as agricultural labour, the daily wage workers in mines and factories, the small shop owners in rural areas offering goods and services (sweet shops, tailors, barbers, automobile repair etc.), specialised service providers like plumbers, electricians, masons, carpenters, blacksmiths, and so on, have uniformly lost their jobs, and, therefore, the source of their income.

The halt in construction has been a major negative impact on workers in the informal rural economy. Adding to their woes is also the fact that several migrant labourers (Bihar, Uttar Pradesh, Odisha etc.) have returned to their villages, losing their city jobs and income, only to find no jobs or sources of income in their villages as well. Their survival is quite precarious, and this is obvious from the multiple responses that have been recorded from across the country.

Economic:

During the current pandemic, the economic downturn has greatly affected people from the lower socio-economic stratum (SES). The distressing media visuals of migrant labourers going to their native places from the cities on foot during the lockdown has been critically debated. Remittance of money to the home country, which many migrant Indian workers popularly do, is another way of poverty reduction, economic development and increase in GDP. About $139 billion (₹ 1042500 crores) was remitted to low and middle income (LMICs) countries of South Asia from countries of work (e.g. Gulf countries) in the year

2019. The disruption caused by COVID19 has had a significant impact on these remittance flows. Importantly, remittances are projected to fall by about 23% in India in 2020 to $64 billion (₹4,80,000 crores) in striking contrast to a growth of 5.5% and receipts of $83 billion (₹ 6,20,000 crores) seen in 2019. The World Economic Forum states that in the current pandemic situation, migrants stuck abroad trying to cope with the exigencies will compromise to the adverse circumstances, by taking up low wage jobs, live in poor working conditions, restrict spending and thus, risk exposure to infections like the coronavirus.



Socio-cultural challenges:

The social fabric of India thrives on interdependence, both emotional and economic, within families, relatives and friends. Close physical interactions like living in crowded housing and other places, pushing and jostling are extremely common and are deterrent to 'social distancing' as dictated during this pandemic. Despite the lockdown, crowding has been observed in religious places, during travel (e.g. 'herds' of migrants on buses), or even while purchasing liquor at the shops. While 'vertical distancing' is the cause of inequalities in India, the 'horizontal distancing' put in place in the wake of COVID19 has further exacerbated these inequalities.

The more troubling aspect is the lack of proper provision of safety nets (e.g. food safety) for those hit the hardest by lockdown. Due to the enormous scale of the problem the government schemes remain vastly inadequate. As a result of the lockdown, there is increased possibility of malnutrition among the low SES. The Food Corporation of India recently allotted 12.96 lakh metric tonnes of food grains under the Pradhan Mantri Garib Kalyan Anna Yojna (PMGKAY) as an initiative of Government of India in its fight against the COVID19. Efficacy of this scheme and adequacy of food distribution remains to be seen.

Dealing with children's fears and stress:

Since the Internet and the media is flooded with the Covid-19 news regarding the rapid increase in cases and the death toll, it is easy for young children to panic.

In such a situation, parents are facing challenges while addressing their child's fears and questions regarding the pandemic. They have to explain everything to the child while taking extra care of their emotional well-being.

Behavioural and social:

This lockdown has had some rather severe behavioural and social impacts on rural society; the responses to this question were diverse. According to the study, it has accentuated the already existing fault lines within rural society.

Firstly, it has emerged from multiple rural locations that there is a general lack of awareness about the seriousness of this disease, especially amongst adult men and the youth. There is a mistaken perception that COVID-19 is a city disease and that rural areas would be untouched. There have been multiple reported instances of youth and adult men getting together in groups to socialise with one another or to play card games with each other.

On the other end of this spectrum is the fear and panic that has been caused by returning migrants who refuse to get checked up by a doctor or self-quarantine themselves for 14 days. Unfortunately, rumours that people could die in quarantine centres are also quite pervasive.

Rural India is not free of the rumours that float about on social media; they also consume the news just as much as urban India. So they are well aware of incidents such as the Tablighi Jamaat incident, and Muslims have been targeted as a result in rural areas as well. Incidents have been reported from villages in Bihar, Uttar Pradesh, and other states. Muslim fruit and vegetable vendors in rural areas are unfortunately facing just as much discrimination as their urban counterparts. Superstitious beliefs are also rife, with regards to alleged cures for COVID-19, and reports of practices have emerged from states such as Rajasthan, Uttarakhand, and others.

Finally, rural India is by no means free of domestic abuses, and incidents have been reported from villages across the country. Some of these incidents are related to the excessive consumption of alcohol. Moreover, some responses to the survey have uncovered the disproportionate division of labour that this lockdown has brought into many households in rural India. It has emerged that the greater burden of work (childcare, fieldwork, household chores etc.) during the lockdown has fallen on women (unsurprisingly).

Community initiatives:

Most villages report that their borders (entry and exit points) have been sealed and that the village youth have been given the responsibility of ensuring that outsiders do not enter the village. Unfortunately, one of the consequences of this has been that returning migrants are stopped at the village borders and denied entry.

Many respondents talked about how vulnerable families in need were helped by the pooling of resources to purchase food. In Arunachal Pradesh, a village community is reported to have collected money and transferred it to students and migrants who could not return home during the lockdown. Similarly, in many instances, wealthier households and individuals donated cash and food to vulnerable households. There are also reports of grocery store owners extending credit, and there is some level of internal policing that prevents richer households from hoarding food and supplies.

Village functionaries:

ASHA-ANM-SHG workers have been very active in seeing to the wellbeing of villagers, followed by the panchayat officials of villages. From ensuring that vulnerable families are fed and that mid-day meals continue to reach school-going children, to monitoring the return of migrants and ensuring that sick people get the care that they need, as well as coordinating with healthcare officials, ASHA-ANM-SHG workers have been at the frontlines across the country. The case of SHG workers manufacturing and distributing masks has been widely reported. Finally, as per the responses to the survey, in the awareness drive on the disease symptoms and its precautions, the ASHA-ANM-SHGs has been reported as the predominant positive influence across rural communities in the country.

Panchayat officials have also been reported to be involved in coordinating with the health department and district administrations for relief work and protocol implementation in multiple rural locations. A Sarpanch from Rajasthan reportedly contributed his own savings towards providing rations to vulnerable families in his village. The head of a village in the state of Arunachal Pradesh has reportedly been quite pro-active in arranging community-level mobilisation early on to planning a strategy for the wellbeing of the community. In many cases, the panchayat officials have implemented sanitisation/disinfection of the village by using different sources of funding. Finally, the creation of

isolation, or quarantine centres, for symptomatic cases, especially for returning migrants, has been reported to be the work headed by panchayat officials (although SHGs have also been involved).

The Conundrum of 'Essential Goods':

The guidelines, based on the primary distinction of essential and non-essential goods and services, have allowed all the activities relating to essential goods and services and prohibited all the activities which are specifically not allowed. However, as the term "essential goods" has not been defined, the broadly worded guidelines, resulted in a confusion over the scope of "essential goods".

Supply Chain and Movement of Personnel Adding to Woes:

Another widely reported concern is regarding the movement of workers/personnel. The incident commanders have been empowered to issue passes for enabling essential movements in their respective jurisdictions.

Despite several advisories by the Ministry of Home Affairs ("MHA") on the smooth movement of workers/personnel working under essential services, the on-ground implementation of the same has been rather dismal.

Over 50 days of the lockdown but the uncertainty on the prospect of 'going back to normal' continues to mount. With a view to alleviating concerns of corporate India, the Central and the State Governments have been coming out with a number of guidelines/circulars/orders/SOPs/advisories (collectively referred to as "guidelines") during this period.

Though the government's effort to come out with frequent detailed measures and guidelines in such a short span of time certainly needs to be lauded, it also needs to be noted that currently, there are more than 830 notifications pertaining to COVID-19 issued merely by state governments and more than 430 notifications by the Central Government.

In addition to this, district administrations have released guidelines, in some cases almost on a daily basis, in such a hurried manner that it becomes difficult to be abreast of the same. Ahmedabad, for instance, released guidelines almost on a daily basis in the month of May. Similarly Goa has issued more than 185 notifications during the period of the lockdown.

While, no doubt, these guidelines have been issued for a specific purpose, the sheer quantum of these notifications sometimes create their own set of problems, causing operational difficulties for corporations and businesses.

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For instance, the delivery of essential goods by e-commerce was allowed, however, e-commerce companies were quick to raise their concerns over what constituted "essential goods". Apart from what is specifically allowed it was unclear if clothing, home items, kitchenware, small kitchen appliances and electronics etc were essential goods.

Given that work-from-home is the new normal during the lockdown, concerns were raised to include phones, laptops and accessories etc. under essential goods for the purpose of delivery by e-commerce companies – thankfully they can now deliver non-essential goods as well, but the confusion over this distinction created severe problems during the first three phases of lockdown.

Communication Gaps:

Corporations in states like Jharkhand, Uttarakhand and Himachal Pradesh are facing difficulties due to lack of a uniform mechanism of web-portals for guidelines and notifications. The problem increases manifold where access to notifications by the Municipal/Taluka level administration becomes difficult.

Even if they are available, usually, they are in vernacular languages posing extreme difficulties in getting them correctly translated first during the lockdown and then implemented.

Further, district administrations in many parts are not aware of the latest guidelines issued by the Central and the State Governments, though, the situation has improved significantly in the later parts of the lockdown. As we moved from the lockdown 1.0 to lockdown 3.0, the MHA relaxed the guidelines thereby, allowing some industrial, commercial and private establishments to operate. But the district administrations were rather complacent in either implementation of these relaxations or have failed to do so in an orderly manner.

How is the education sector responding to COVID-19?

In response to significant demand, many online learning platforms are offering free access to their services, including platforms like BYJU'S, a Bangalore-based educational technology and online tutoring firm founded in 2011, which is now the world's most highly valued edtech company. Since announcing free live classes on its Think and Learn app, BYJU's has seen a 200% increase in the number of new students using its product, according to Mrinal Mohit, the company's Chief Operating Officer.

Tencent classroom, meanwhile, has been used extensively since mid-February after the Chinese government instructed a quarter of a billion full-time students to resume their studies through online platforms. This resulted in the largest "online movement" in the history of education with approximately

730,000, or 81% of K-12 students, attending classes via the Tencent K-12 Online School in Wuhan.

Other companies are bolstering capabilities to provide a one-stop shop for teachers and students. For example, Lark, a Singapore-based collaboration suite initially developed by Byte Dance as an internal tool to meet its own exponential growth, began offering teachers and students unlimited video conferencing time, auto-translation capabilities, real-time co-editing of project work, and smart calendar scheduling, amongst other features. To do so quickly and in a time of crisis, Lark ramped up its global server infrastructure and engineering capabilities to ensure reliable connectivity.

Alibaba's distance learning solution, Ding Talk, had to prepare for a similar influx: "To support large-scale remote work, the platform tapped Alibaba Cloud to deploy more than 100,000 new cloud servers in just two hours last month – setting a new record for rapid capacity expansion," according to Ding Talk CEO, Chen Hang.

Some school districts are forming unique partnerships, like the one between The Los Angeles Unified School District and PBS So Cal/KCET to offer local educational broadcasts, with separate channels focused on different ages, and a range of digital options. Media organizations such as the BBC are also powering virtual learning; Bitesize Daily, launched on 20 April, is offering 14 weeks of curriculum-based learning for kids across the UK with celebrities like Manchester City footballer Sergio Aguero teaching some of the content.

Having to isolate because of Covid-19 is having a detrimental effect on children's education and well-being, particularly the most vulnerable, warns college and school.

Amanda Spielman warns that those arriving at secure children's homes have in effect been put in "solitary confinement"

In a set of reports looking at the effects of the Covid-19 pandemic on children, the Ofsted boss said: "Remote education is better than nothing, but it's no substitute for the classroom.

Covid influence in schools and colleges:

Due to Covid the lockdown was announced by the government of India. All educational institutions were closed down from last week of March and higher educational institutions reopening only for final year students and research scholars in December. While staying indoors had its perks, the poor found it difficult to educated their children.

After observing the corona virus pandemic situation the WHO advised to maintain social distancing as the first prevention step. So, every country started the action of lockdown to separate the contaminated people. The education sectors including schools, colleges and universities became closed. Classes suspended and all examinations of schools, colleges and universities including entrance tests were postponed indefinitely. Thus, the lockdown destroyed the schedules of every student. Though it is an exceptional situation in the history of education, COVID-19 has created many opportunities to come out of the rigorous classroom teaching model to a new era of digital model.

The lockdown has compelled many educational institutions to cancel their classes, examinations, internships etc. and to choose the online modes. Initially, the educators and the students were quite confused and didn't understand how to cope up with the situation of this sudden crisis that compelled closure of the educational activities. But latter on all realized that the lockdown has taught so many lessons to manage with the emergence of such pandemic. Thus, COVID-19 has created many challenges and opportunities for the educational institutes to strengthen their technological knowledge and infrastructure. The lockdown has given them a ray of hope for teachers and students to continue their education activities through online. The teacher assigned work to students via internet, delivered lectures through live video conferencing using different apps like zoom,

Google meet, YouTube and MS teams etc. There are WhatsApp groups of guardians, teachers, students and parents for affective communication through which they are always in touch to share their difficulties through this e-medium.

Google classroom

Microsoft teams

Measures taken by the government for covid lockdown in education:

The HRD Ministry has taken several new and unique initiatives to ensure that the education of learners does not get adversely affected by the lockdown measures to fight the COVID-19 pandemic.

Under the direction of MHRD, the National Institute of Open Schooling (NIOS) has launched measures to that effective schooling continues to reach the unreached directly at their homes.

Quality educational content is being made available via Massive Open Online Courses (MOOCs) through the 'SWAYAM' platform for grades 9 to 12.

Students who are at home preparing for JEE and NEET are also benefitting from this initiative. Along with self-learning material, the 'SWAYAM' portal features video lectures and self-assessment tools. There are also discussion forums where learners can have their questions and queries resolved.

For learners who have limited internet access, video lectures are being telecast on MHRD SWAYAM PRABHA TV channels. The telecast features live sessions where students are interacting with their teachers and subject experts. Swayam Prabha is a group of 32 Direct to Home (DTH) channels dedicated to telecasting of high-quality educational programmes, 24×7, using the GSAT-15 satellite. Contents are provided by NPTEL, IITs, UGC, CEC, IGNOU, NCERT and NIOS.

The channels cover the following Higher Education (post- and under-graduate level), School (grades 9 -12), preparation for competitive exams and continuing education for life-long learners.

In addition to these education initiatives, the HRD Ministry launched a web-portal to cover the different dimensions of COVID-19 challenges in a very holistic and comprehensive way.

Young India Combating COVID with Knowledge, Technology and Innovation (YUKTI) is a unique portal and dashboard to monitor and record the efforts and initiatives of MHRD.

The portal will cover both qualitative and quantitative parameters for the effective delivery of services to the academic community at large.The portal will also establish a two-way communication channel between the Ministry of HRD and the institutions so that the Ministry can provide the necessary support system to the institutions.

Positive impact of COVID-19 on education;

Though the outbreak of COVID-19 has created many negative impacts on education, educational institutions of India have accepted the challenges and trying their best to provide seamless support services to the students during the pandemic. Indian education system got the opportunity for transformation from traditional system to a new era. The following points may be considered as the positive impacts.

1. **Move towards Blended Learning:**

   COVID-19 has accelerated adoption of digital technologies to deliver education. Educational institutions moved towards blended mode of learning. It encouraged all teachers and students to become more technology savvy. New ways of delivery and assessments of learning opened immense opportunities for a major transformation in the area of curriculum development and pedagogy. It also gives access to large pools of learners at a time.

2. **Rise in use of Learning Management System**:

   Use of learning management systems by educational institutions became a great demand. It opened a great opportunity for the companies those have been developing and strengthening learning management systems for use educational institutions

3. **Enhance the use of soft copy of learning material:**

   In lockdown situation students were not able to collect the hard copies of study materials and hence most of the students used of soft copies materials for reference.

4. **Improvement in collaborative work-**

   There is a new opportunity where collaborative teaching and learning can take on new forms. Collaborations can also happen among faculty/teachers across the world to benefit from each other

5. **Rise in online meetings-**

The pandemic has created a massive rise in teleconferencing, virtual meetings, webinars and e-conferencing opportunities

6. **Enhanced Digital Literacy:**

The pandemic situation induced people to learn and use digital technology and resulted in increasing the digital literacy.

7. **World wide exposure**:

Educators and learners are getting opportunities to interact with peers from around the world. Learners adapted to an international community.

8. **Better time management**:

Students are able to manage their time more efficiently in online education during pandemics.

9. **Demand for Open and Distance Learning (ODL):**

During the pandemic situation most of the students preferred ODL mode as it encourages self-learning providing opportunities to learn from diverse resources and customized learning as per their needs.

Negative impact of COVID-19 on education:

Education sector has suffered a lot due to the outbreak of COVID-19. It has created many negative impacts on education and some of them are as pointed below:

1. **Educational activity hampered**:

Classes have been suspended and exams at different levels postponed. Different boards have already postponed the annual examinations and entrance tests. Admission process got delayed. Due to continuity in lockdown, student suffered a loss of nearly 3 months of the full academic year of 2020-21 which is going to further deteriorate the situation of continuity in

education and the as students would face much difficulty in resuming schooling again after a huge gap.

2. **Unprepared teachers/students for online education:**

Not all teachers/students are good at it or at least not all of them were ready for this sudden transition from face to face learning to online learning. Most of the teachers are just conducting lectures on video platforms such as Zoom, Google meet etc. which may not be real online learning without any dedicated online learning platform.

3. **Reduced global employment opportunity**:

Some may lose their jobs from other countries and the pass out students may not get their job outside India due to restrictions caused by COVID-19. Many Indians might have returned home after losing their jobs overseas due to COVID-19. Hence, the fresh students who are likely to enter the job market shortly may face difficulty in getting suitable employment. Many students who have already got jobs through campus interviews may not be able to join their jobs due to lockdown. The Indians who have been doing their jobs abroad may lose their jobs. Recent graduates in India are of also fearing for withdrawal of job offers from corporate sectors because of movement restriction in the current pandemic situation

4. **Increased responsibility of parents to educate their wards:**

Some educated parents are able to guide but some may not have the adequate level of education needed to teach children in the house.

5. **Loss of nutrition due to school closure:**

Midday meals is a school meal programme of the Government of India which is designed to provide better the nutritional food to school-age children national wide. The closure of schools has serious implications on the daily nutrition of students as the mid-day meal schemes have temporarily been shut. Various studies have pointed out that mid-day meals are also an important contributing factor for increased enrolment in the schools.

6. **Access to digital world**:

As many students have limited or no internet access and many students may not be able to afford computer, laptop or supporting mobile phones in their homes, online teaching-learning may create a digital divide among students. The lockdown has hit the poor students very hard in India as most of them are unable to explore online learning according to various reports. Thus the online teaching-learning method during pandemic COVID-19 may enhance the gap between rich/poor and urban/rural.

7. **Access to global education:**

The pandemic has significantly disrupted the higher education sector. A large number of Indian students who are enrolled in many Universities abroad, especially in worst affected countries are now leaving those countries and if the situation persists, in the long run, a there will be a significant decline in the demand for international higher education.

8. **Payment of Schools, Colleges fee got delayed:**

During this lockdown most of the parents will be facing the unemployment situation so they may not be able to pay the fee for that particular time periods which may affect the private institutes.

CHAPTER- III

DATA ANALYSIS AND INTERPRETATION

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DATA ANALYSIS AND INTERPRETATION

Analysis of data is a process of inspection, transformation and modelling data with the goal of discovering useful information, providing suggestions, arriving at conclusion and supporting decision making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, in different business, science and social sciences domains.

This chapter deals with the analysis and interpretation of data regarding effects of lockdown in education field. Data are collected from 80 respondents and tabulated for easy understanding and good presentation, which assists the researcher to analysis the data efficiently

The data collected are being analysed by using the following statistical tools.

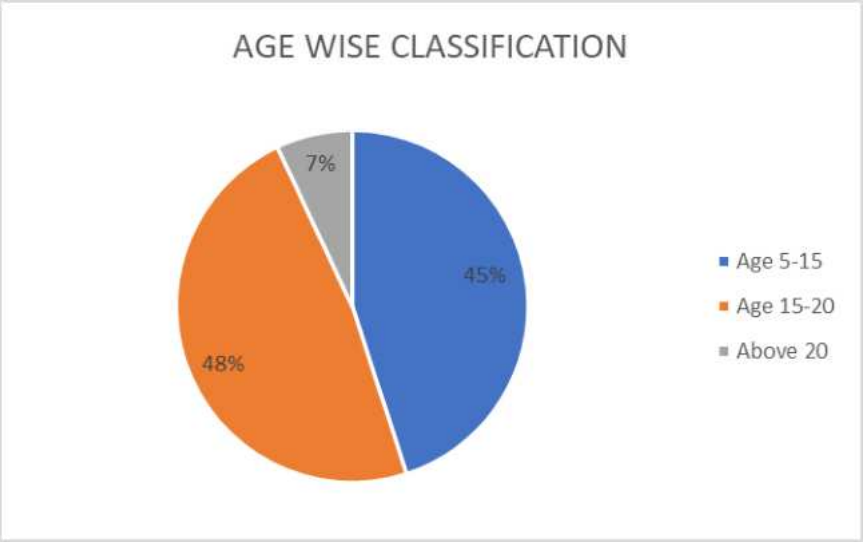
- Percentage analysis
- Bar Diagram
- Pie chart
- Ranking

The diagrams, tables and charts provide a bird's eye view of the entire data and helps in summarizing and presentation of the data collected in a systematic manner.

TABLE 3.1

AGE WISE CLASSIFICATION

Age	No. Of Respondents	%of respondents
5-15	36	45%
15-20	38	48%
Above 20	6	7%
Total	**80**	**100%**



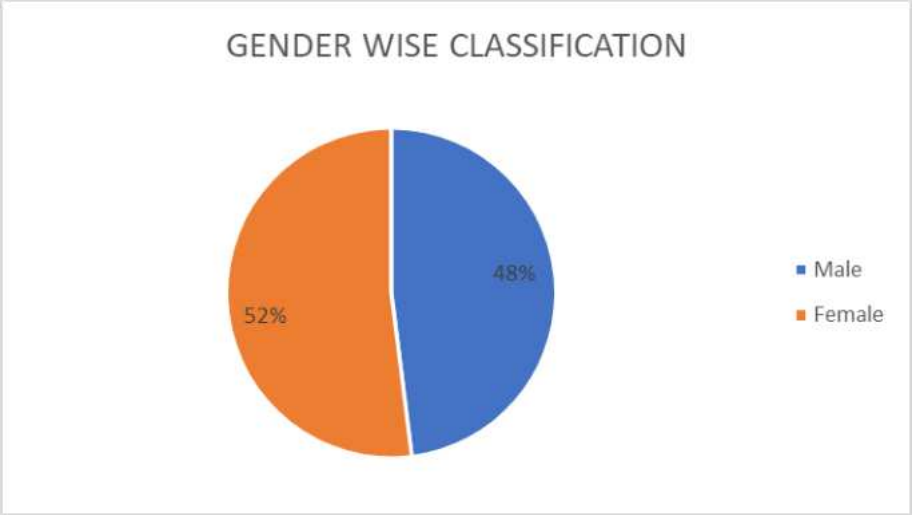
INFERENCE:

The above Pie chart shows that 45% of the respondents are in between the age group of 5-15 years, 48% of the respondents are in between the age group of 15-20 years and 7% of the respondents are above 20 years. Majority of the respondents are from the age group between 15-20.

TABLE 3.2

GENDER WISE CLASSIFICATION

Gender	No. Of Respondents	% of respondents
Male	38	48%
Female	42	52%
Total	**80**	**100%**



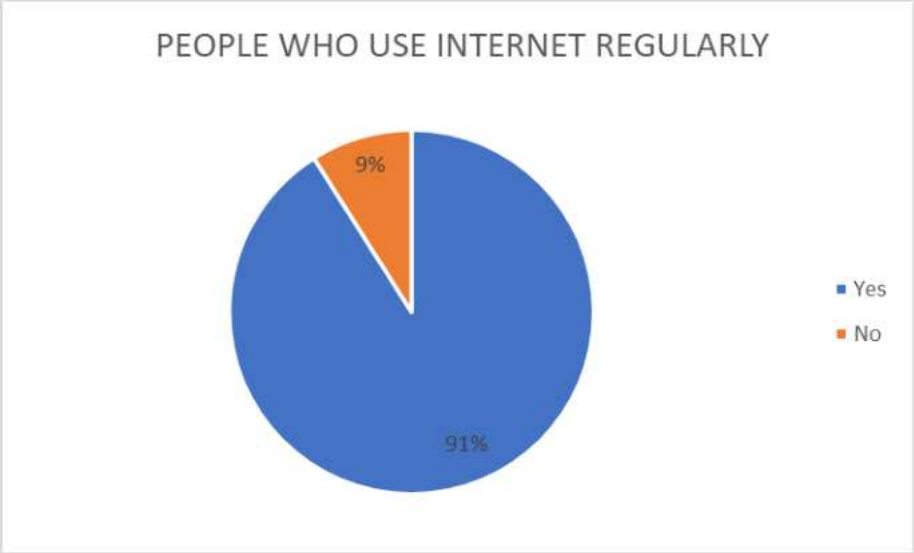
INFERENCE:

The above pie chart depicts that 48%of respondents are male and 52% of the respondents are female. Majority of the respondents are female i.e52%

TABLE 3.3

PEOPLE WHO USE INTERNET REGULARLY

Response	No. Of Respondents	% of respondents
Yes	73	91%
No	7	9%
Total	**80**	**100%**



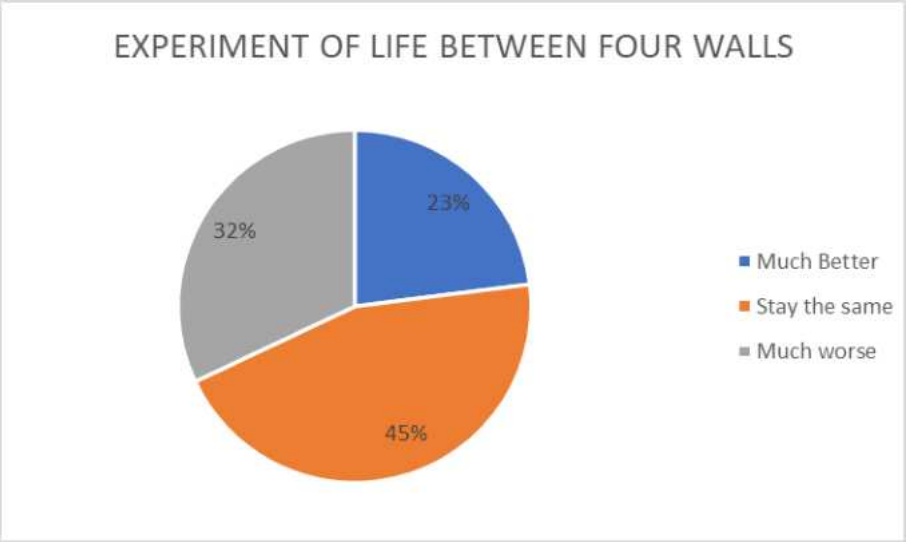
INFERENCE:

The above pic chart portrays that 91% of the respondents uses internet regularly and 9% of the respondents rarely use the internet. Majority of the respondent uses internet i.e 91%

TABLE 3.4

EXPERIMENT OF LIFE BETWEEN FOUR WALLS

Response	No. Of Respondents	% of respondents
Much Better	19	23%
Stay the same	36	45%
Much worse	25	32%
Total	**80**	**100%**



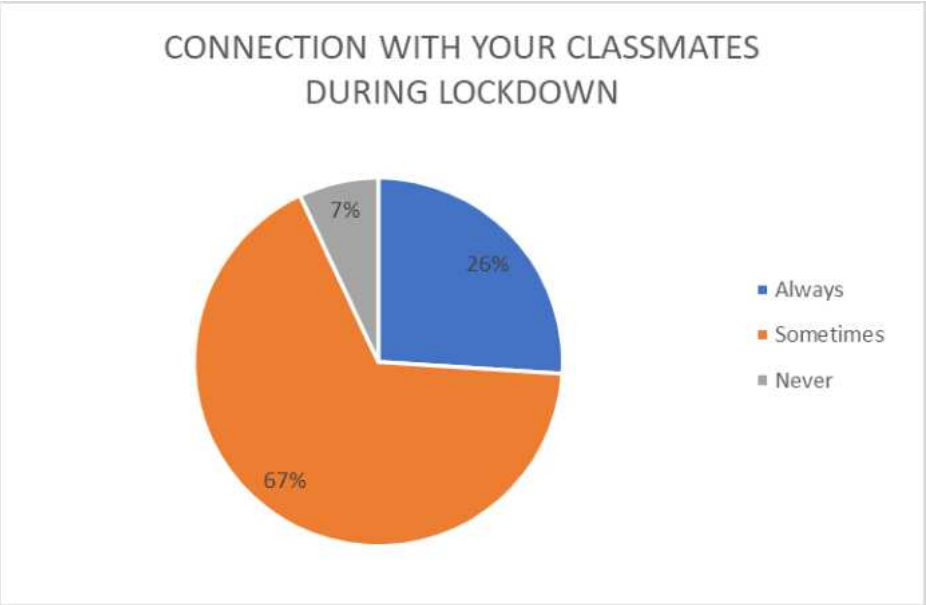
INFERENCE:

The above pie chart depicts that 23% of the respondents feels much worst, 45% of the respondents feels no difference and 32% of the respondents feels much better. Majority of the respondents found no difference during lockdown period, when they were between four walls.

TABLE 3.5

CONNECTION WITH YOUR CLASSMATES DURING LOCKDOWN

Response	No. Of Respondents	% of respondents
Always	21	26%
Sometimes	53	67%
Never	6	7%
Total	**80**	**100%**



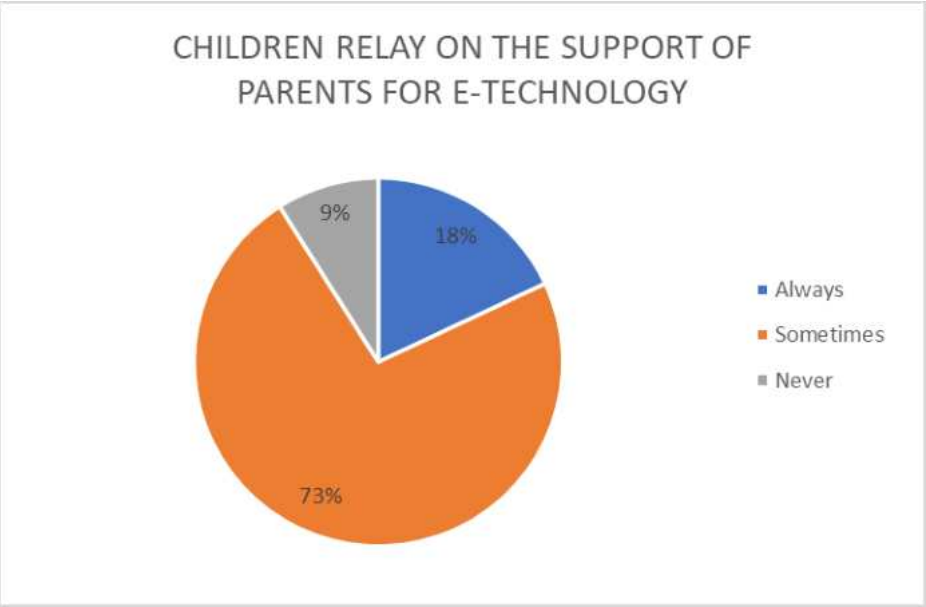
INFERENCE:

The above pie chart portrays that 26% of the respondents connects with their classmates always, 67% of the respondents connects with their classmates sometimes and 7% of respondents never connects with their classmates. Majority of the respondent says that they sometimes connect with their classmates.

TABLE 3.6

CHILDREN RELAY ON THE SUPPORT OF PARENTS FOR E-TECHNOLOGY

Response	No. Of Respondents	% of respondents
Always	14	18%
Sometimes	59	73%
Never	7	9%
Total	**80**	**100%**



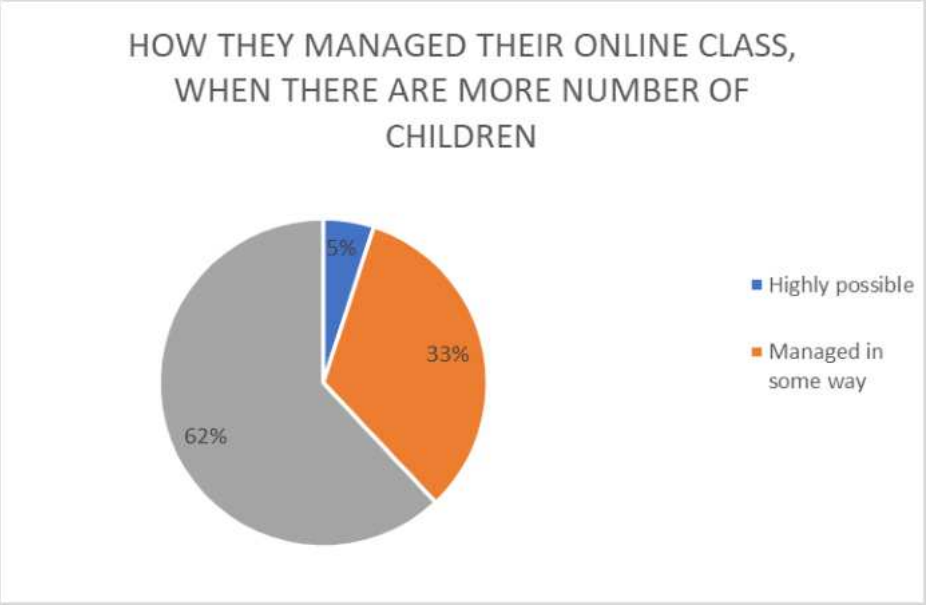
INFERENCE:

The above pie chart depicts that 18% of the respondents always relay on their parents. 73% of the respondents sometime relay on their parents and 9% of the respondents never relay on their parents. Majority of the respondents relied their parents for online classes.

TABLE 3.7

MANAGEMENT OF ONLINE CLASSES, WHEN THERE ARE MORE CHILDREN IN THE FAMILY

Response	No. Of Respondents	% of respondents
Highly possible	4	5%
Managed in some way	27	33%
Very difficult	49	62%
Total	**80**	**100%**



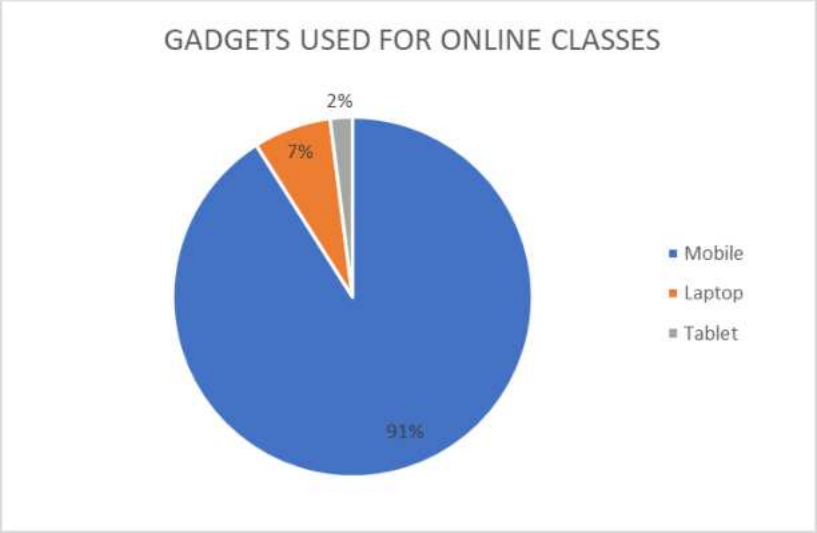
INFERENCE:

The above pie chart depicts that 5% of the respondents say that it is highly possible to manage, 33% of the respondents say that they managed in some way and 62% of the respondents say that it's very difficult to manage. Majority of the respondents say that it's very difficult to manage their children to attend the online classes.

TABLE 3.8

GADGETS USED FOR ONLINE CLASSES

Response	No. Of Respondents	% of respondents
Mobile	73	91%
Laptop	6	7%
Tablet	1	2%
Total	**80**	**100%**



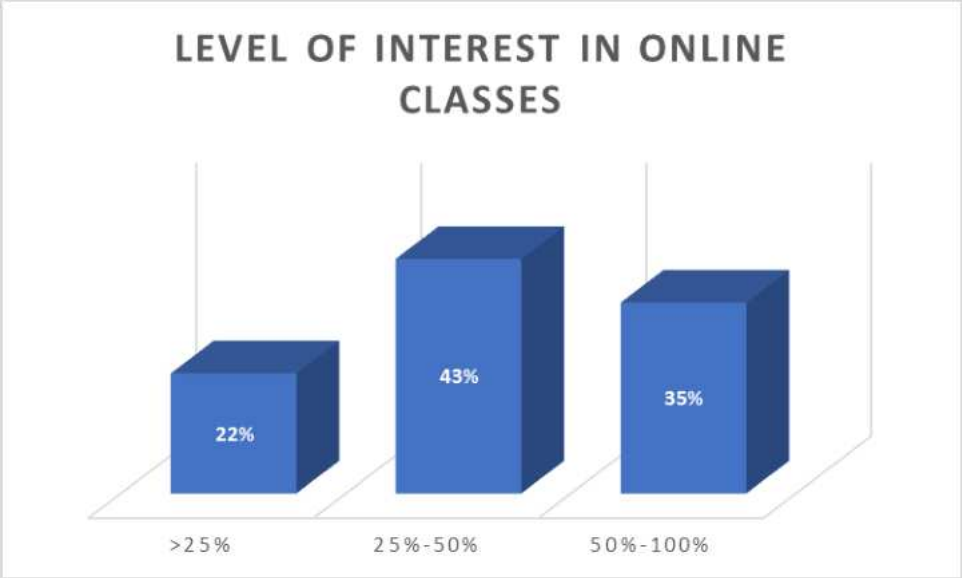
INFERENCE:

The above pie chart depicts that 91% of the respondents use mobile phones, 7% of the respondents use laptop and 2% of the respondents use tablets for their classes. Majority of the respondents use mobile phones i.e 91%

TABLE 3.9

LEVEL OF INTEREST IN ONLINE CLASSES

Response	No. Of Respondents	% of respondents
>25%	18	22%
25%-50%	34	43%
50%-100%	28	35%
Total	**80**	**100%**



INFERENCE:

The above chart depicts that 22% of the respondents are less interested, 43% of the respondents are moderately interested, 35% . Majority of the respondents say that they are somewhat interested in online classes i.e 43%.

TABLE 3.10

TIME SPENTON ONLINE CLASSES PER DAY

Response	No. Of Respondents	% of respondents
1-3 Hour	30	38%
3-5 Hour	28	35%
5-7Hour	17	21%
7-10 Hour	5	6%
Total	**80**	**100%**

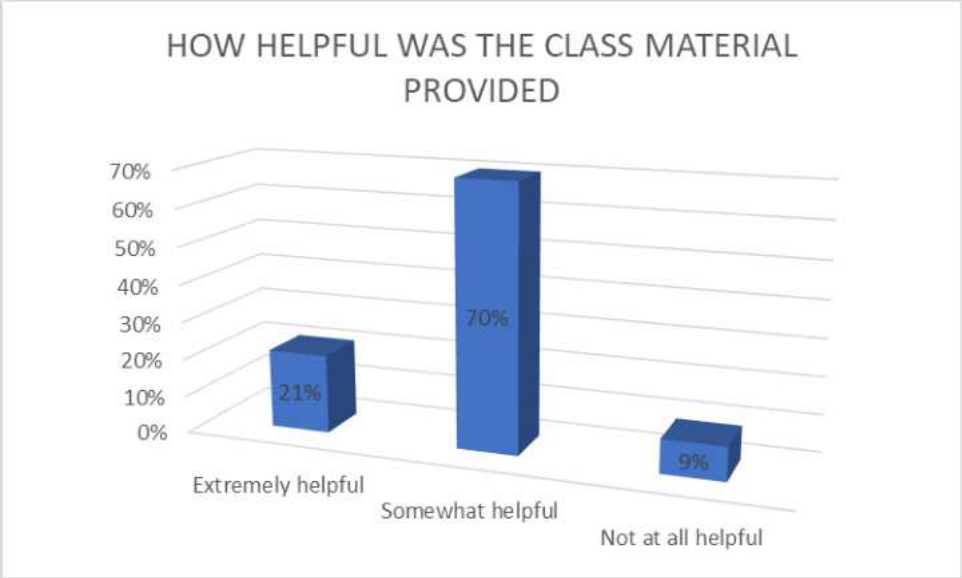
INFERENCE:

The above chart shows that 38% of the respondents spent 1-3 hours, 35% of the respondents spent 3-5 hours, 21% of the respondents spent 5-7 hours and 6% of the respondents spent 7-10 hours. Majority of the respondents spent only 1-3 hours in this online mode of education i.e 38%.

TABLE 3.11

HOW HELPFUL WAS THE CLASS MATERIALSPROVIDE

Response	No. Of Respondents	% of respondents
Extremely helpful	17	21%
Somewhat helpful	56	70%
Not at all helpful	7	9%
Total	**80**	**100%**



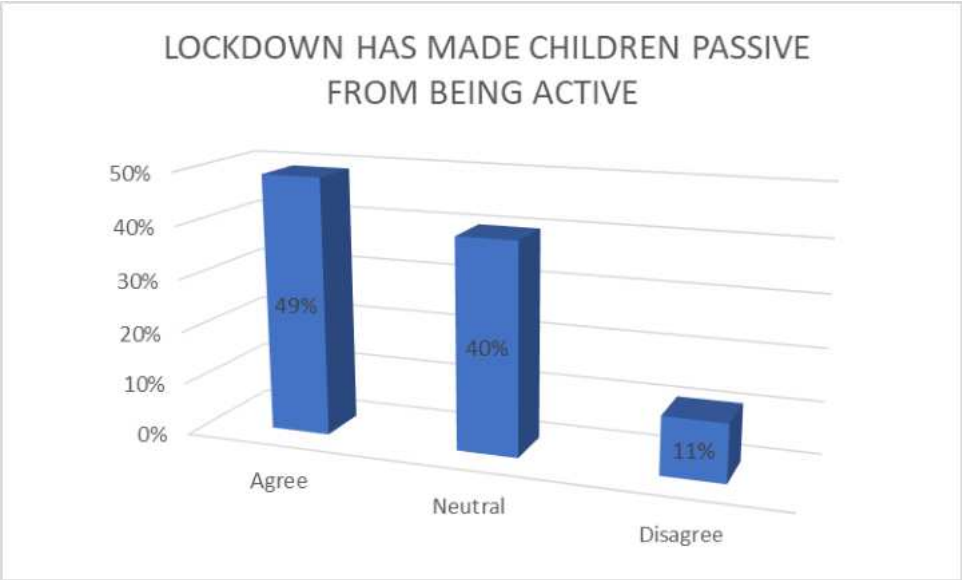
INFERENCE:

The above chart depicts that 21% of the respondents feels that materials provided are extremely helpful, 70% of the respondents feels materials provided are somewhat helpful and 9% of the respondents feels material are not at all helpful. Majority of the respondents feels that the material are somewhat helpful i.e 70%.

TABLE 3.12

LOCKDOWN HAS MADE CHILDREN PASSIVE FROM BEING ACTIVE

Response	No. Of Respondents	% of respondents
Agree	39	49%
Neutral	32	40%
Disagree	9	11%
Total	**80**	**100%**



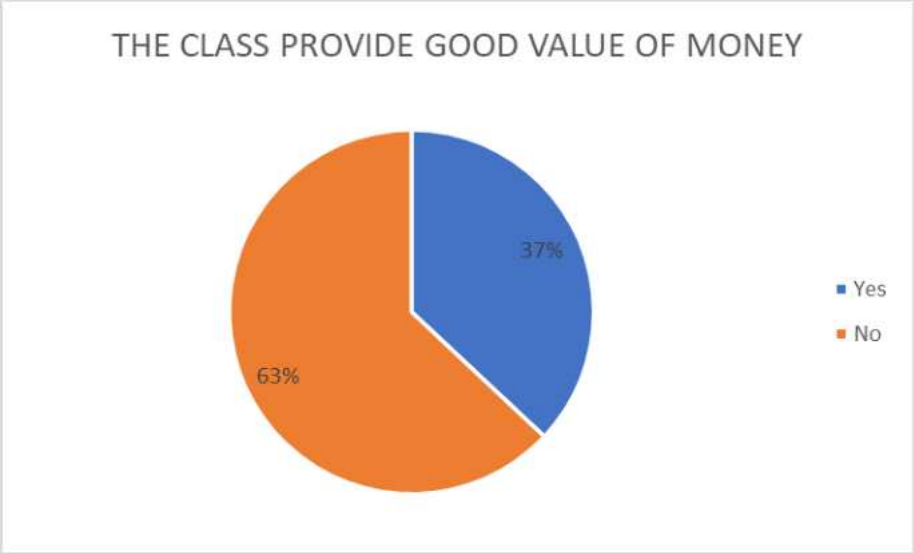
INFERENCE:

The above chart depicts that 49% of the respondents agree with the statement that lockdown has made children passive from active, 40% of the respondents does not have any opinion about that statement and 11 % of the respondents are disagree with that statement. Majority of the respondents agree that the lockdown made children passive from being active.

TABLE 3. 13

THE ONLINE CLASSES PROVIDE GOOD VALUE OF MONEY

Response	No. Of Respondents	% of respondents
Yes	30	37%
No	50	63%
Total	**80**	**100%**



INFERENCE:

The above pie chart depicts that 37% of the respondents feels that the online classes provide good value of money and 63 % of the respondents disagree with them. Majority of the respondents feels that the money provided for online classes are not productive i.e 63%.

TABLE 3.14

ONLINE PLATFORM WILL BE HELPFUL FOR GROWTH

Response	No. Of Respondents	% of respondents
Yes	33	41%
No	47	59%
Total	**80**	**100%**

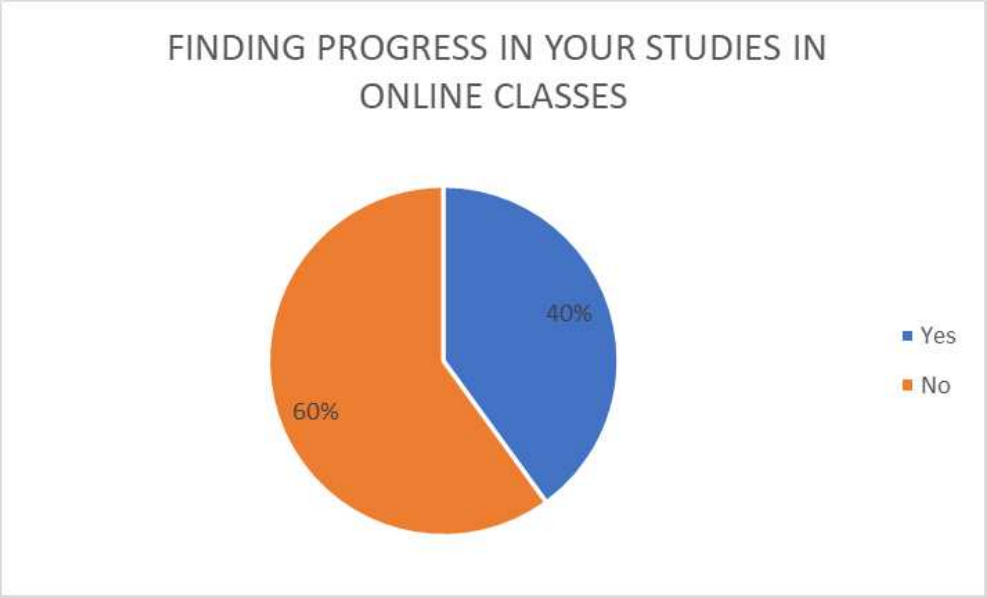
INFERENCE:

The above pie chart shows that 41% of the respondents agree that online platform is more helpful for their career and 59% of the respondents are disagree. Majority of the respondents says that online platform will not be helpful for the growth of their careers i.e 59%.

TABLE 3.15

PROGRESSIN ONLINE CLASSES

Response	No. Of Respondents	% of respondents
Yes	32	40%
No	48	60%
Total	**80**	**100%**



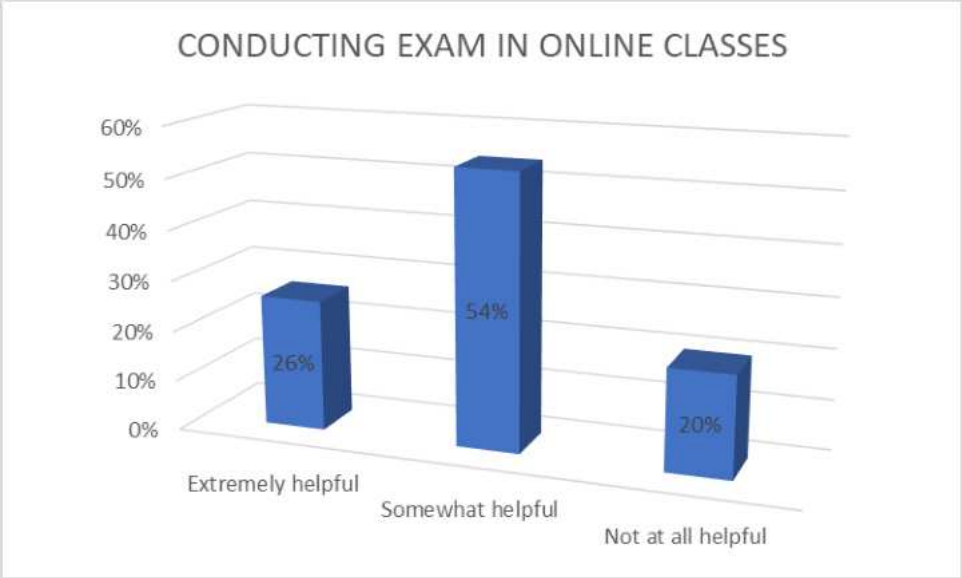
INFERENCE:

The above pie chart portrays that 40% of the respondents find progress in their education and 60% of the respondents do not find any progress. Majority of the respondents do not find any progress in their education in online classes i.e 60%.

TABLE 3.16

EXAMS IN ONLINE CLASSES

Response	No. Of Respondents	% of respondents
Extremely helpful	21	26%
Somewhat helpful	43	54%
Not at all helpful	16	20%
Total	**80**	**100%**



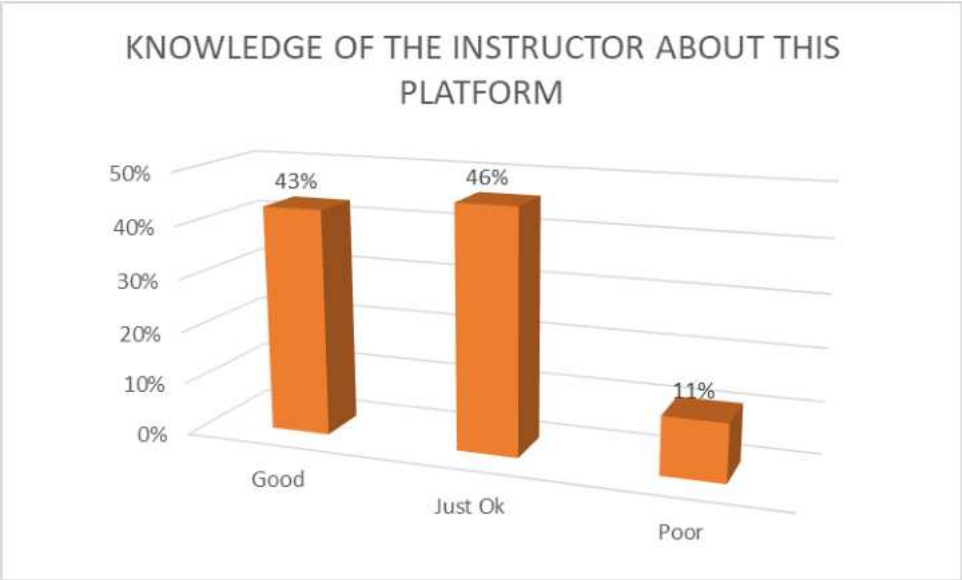
INFERENCE:

The above chart depicts that 26% of the respondents feel that exams conducted in online mode helpful them in a large extent it is extremely helpful, 54% of the respondents feels it is somewhat helpful and 20% of the respondents feels that it is not at all helpful. Majority of the respondents feels that exam conducted in online classes are somewhat helpful to them i.e 54%.

TABLE 3.17

KNOWLEDGE OF THE INSTRUCTOR ABOUT THIS PLATFORM

Response	No. Of Respondents	% of respondents
Good	34	43%
Just Ok	37	46%
Poor	9	11%
Total	**80**	**100%**



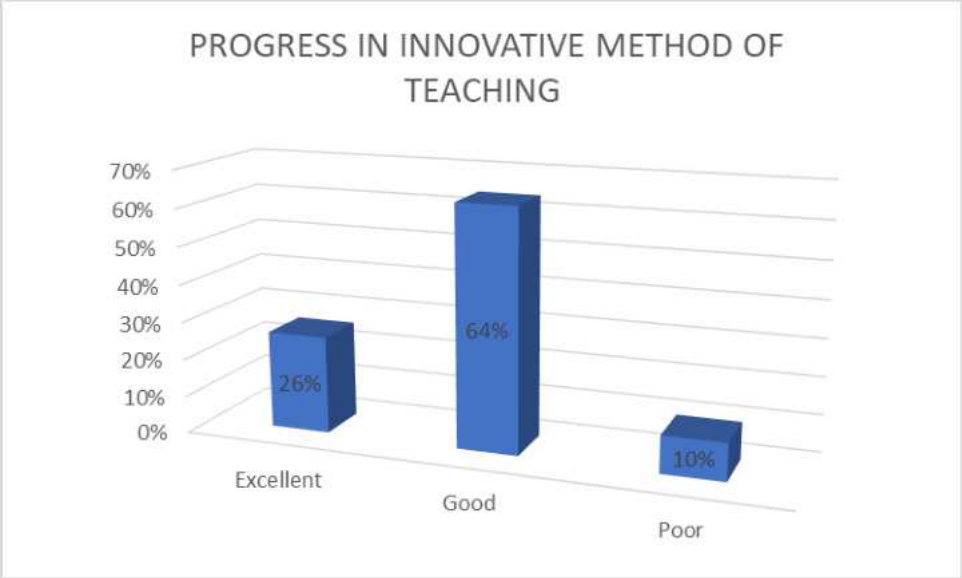
INFERENCE:

The above chart portrays that 43% of the respondents agree that the instructor is having good knowledge, 46% of the respondents have neutral opinion and 11% of the respondents disagreed it. Majority of the respondents say that the instructor are somewhat knowledgeable about the platform they are handling i.e 46%.

TABLE 3.18

PROGRESS IN INNOVATIVE METHOD OF TEACHING

Response	No. Of Respondents	% of respondents
Excellent	21	26%
Good	51	64%
Poor	18	10%
Total	**80**	**100%**



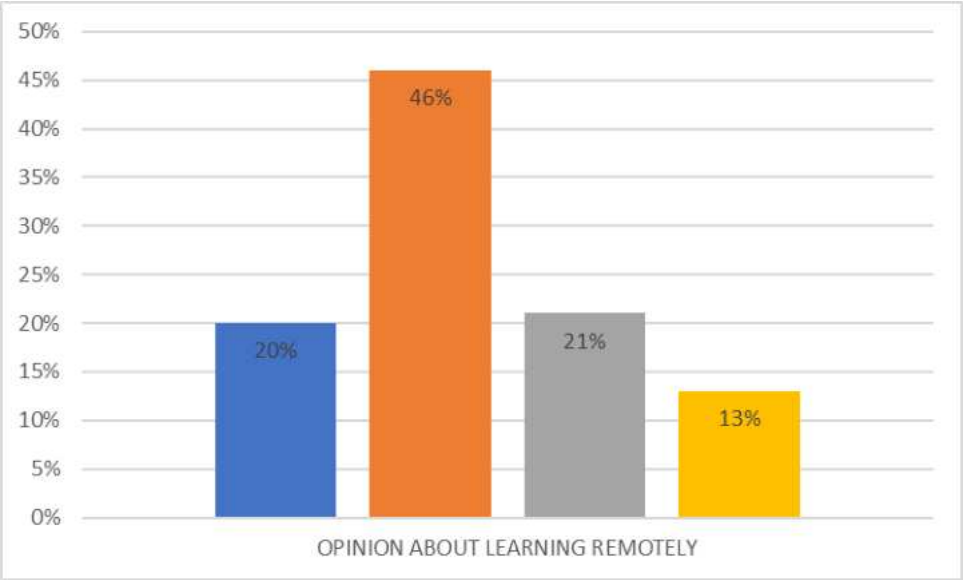
INFERENCE:

The above chart depicts that 26% of the respondents feels this online mode of teaching is excellent, 64% of the respondents feel this method is good and 10% of the respondents are having negative opinion about this method of teaching. Majority of the respondents feels that this innovative method of teaching is somewhat okay i.e 64%.

TABLE 3.19

OPINION ABOUT LEARNING REMOTELY

Response	No. Of Respondents	% of respondents
Yes, absolutely Good	16	20%
Yes, but I would like to change a few things	37	46%
No, there are quite a few challenges	17	21%
No, not at all	10	13%
Total	**80**	**100%**



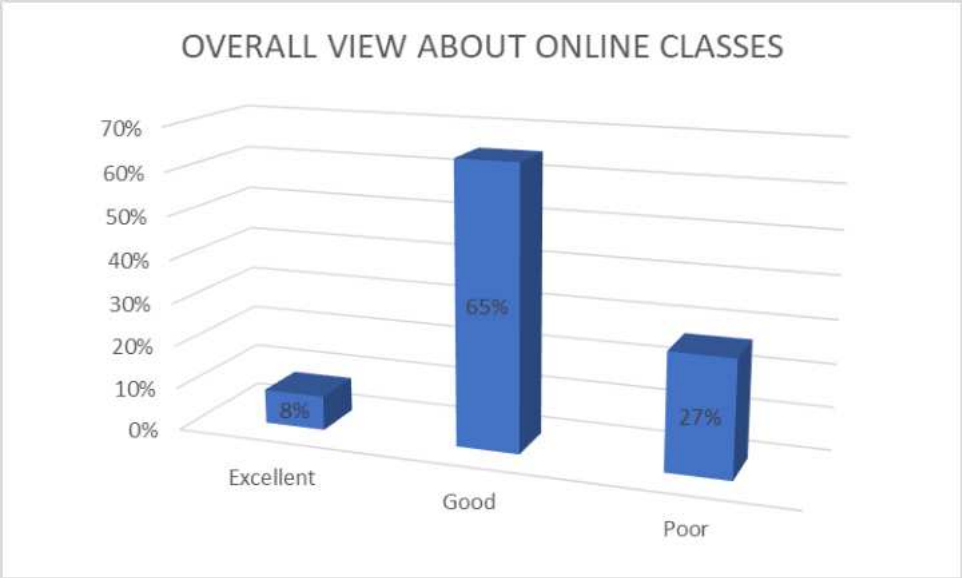
INFERENCE:

The above chart depicts that 20% of the respondents are absolutely enjoyed this method, 46% of the respondents would like to change few things, 21% of the respondents quite few things and 13% of the respondents are not at all enjoyed this method. Majority of the respondents would like to change something in this remote learning i.e 46%.

TABLE 3.20

OVERALL VIEW ABOUT ONLINE CLASSES

Response	No. Of Respondents	% of respondents
Excellent	6	8%
Good	52	65%
Poor	22	27%
Total	**80**	**100%**



INFERENCE:

The above chart portrays that 27% of the respondents never likes this mode, 65% of the respondents feels okay with this and 8% of the respondents are feels excellent in this mode. Majority of the respondents are feels somewhat helpful about this online mode of education i.e 65%.

TABLE 3.21

E-learning Apps

	1	2	3	4	5	Total score	% of the score	Rank
Google Classroom	15	11	15	23	26	236	11.8	V
Google Meet	9	17	14	28	22	233	11.65	IV
Zoom App	4	12	27	13	17	226	11.3	VII
Microsoft Teams	10	17	29	20	14	259	12.95	I
Unacademy	11	15	16	25	23	236	11.8	V
BYJU'S App	11	10	23	27	19	237	11.85	III
Blackboard App	12	14	20	26	18	246	12.3	II

As regards the E-Learning apps the respondents were asked to rank the information factors on a given scale of 1-5 weights. The number of respondents is multiplied by the weight to get the individual score and then sum up to get the total score.

INFERENCE:

From the above table , it is found that Microsoft Teams took the 1strank, Blackboard App took the 2ndrank, BYJU'S App took the 3rdrank, Google meet took the 4thrank, Google Classroom and Unacademy took the 5thrank and Zoom app took the 7thrank. Majority of the respondents ranked for the **Microsoft Teams i.e first rank**

CHAPTER-IV

FINDING AND SUGGESTIONS

CHAPTER-IV

FINDING AND SUGGESTIONS

This chapter deals with the major findings and suggestions of the study.

This chapter is discussed in a concise and summary format rather than descriptive form.

FINDINGS:

The following are the findings in regard to various responses from the respondents regarding the study on impact in education system among the students in private and government schools and colleges during COVID-19 lockdown period.

- The study reveals that most of the respondents are from the age group of 15-25years.
- Majority of the respondents are female.
- Majority of the respondents find difficulties due to lack of android phones.
- The study says that majority of the respondents faced problems related with downloading apps like zoom, meet, teams etc.
- Lack of knowledge in technologies created unnecessary tension and fears in the mind of parents and students.
- Parents of X ,XII ,and final year college students are very much worried about their children's future.
- Majority of the respondents use internet regularly.
- The study says that their experiment between four walls remains the same.
- Majority of the respondents used to connect with their classmates daily.
- The study says that majority of the respondents spent their time with friends
- and family during lockdown.
- The study obviously affirm that most of the respondents can make face to face interaction with their peers.
- Majority of the respondents find difficulties due to poor Internet connection.

- The study says that children are sometimes relay on the support of parents for E-Technology.
- Majority of the respondents feel that it is very difficult to follow online classes when there are more children in a family.
- Most of the respondents use mobile phones for their online classes.
- The study reveals that their level of interest during the online classes are between 25%-50% only
- Usually the respondents spent 1-3 hours in online classes.
- The materials provided in classes are somewhat helpful to them.
- Majority of the parents agree that the lockdown made their children passive from being active.
- The study says that the money provided for online classes are not worthy.
- Majority of the respondents felt discomfort this online mode of education
- Majority of the respondents find no progress in their education during lockdown.
- The respondents feel that the exam conducted in online platform are somewhat helpful to them.
- Majority of the respondents feel that the instructor is somewhat knowledgeable about this online method of teaching.
- The respondents agree that the instructor is motivating and enthusiastic saying "something is better than nothing."
- Majority of the respondents feel good about the innovative methods of teaching.
- The study says that the respondents enjoy learning remotely but they expect to change few things.
- Few respondents felt no difference between online classes from offline.
- Difficulties faced by the students from financially weaker and remote areas can not be explained in words.

SUGGESTIONS:

Following are the suggestions based on the research work

- India should develop creative strategies to ensure that all children must have sustainable access to learning during pandemic COVID-19.
- The other important thing is they should avoid group meeting to prevent the spread of this pandemic corona virus. The use of proper online systems such as zoom meeting can prevent the spread of this virus.
- Online learning and teaching could be a greatest opportunity as a result of this crisis. Students are young and energetic to learn through these online resources. Faculty also should motivate the students and make them participate in the online classes in this difficult situation.
- Universities and colleges should organize the training programs for the faculty to tackle the online teaching methods. There is an advantage with this, as the universities can upgrade their technical infrastructure and can make online teaching and learning as a stronger tool for future endeavors.
- Faculty members, along with the heads of the departments, should prepare flexible assessment guidelines keeping in mind that every student should get benefited. If any student is not able to attend online courses due to health problems or due to any other disturbance, colleges or universities should remain flexible to make sure that he or she will not get any negative impacts in terms of the final grading.
- Some courses, such as laboratories, especially in the medical and dental colleges, cannot be taught online. In such cases, the faculty can simply divide and grade the students, depending on the work they have already done in the past.
- If any student is experiencing a feeling of anxiety about COVID-19, they should be provided with proper psychological support on time. Colleges and universities should observe the matters relating to financial support and

the general living expenses of needy students. Governments, universities, banks,

can help the graduates in many ways, one of which include temporary deferral of student loan payments.

- Govt and educational institutes should plan to continue the educational activities maintaining social distancing. 30-40% students and teachers may attend schools/colleges in two shifts per day to carry on educational activities by obeying guidelines for COVID-19.
- At current times, access to technology and internet is an urgent requirement. So, the digital capabilities and the required infrastructure must reach to the remotest and poorest communities to facilitate the students to continue their education during the pandemics. There is a need to deploy public funds to fix the internet gap and ensure that students continue to learn digitally. The state governments/private organisations should come up with ideas to address this issue of digital education.
- Some significant issues associated with distance learning strategies like the availability and access to digital devices with internet connectivity, the need for safe learning spaces, creating capabilities for teachers, families and students to operate and navigate digital devices, and engaging lesson plans for disabled students and other marginalised groups should be addressed by Govt. and the stakeholders.

CHAPTER-V

CONCLUSION

CHAPTER-V
CONCLUSION

COVID 19 has impacted immensely to the education sector of India. Though it has created many challenges, various opportunities are also evolved. The Indian Government and different stakeholders of education have explored the possibility of Open and Distance Learning (ODL) by adopting different digital technologies to cope up with the present crisis of COVID- 19. India is not fully equipped to make education reach all corners of the nation via digital platforms. The students who aren't privileged like the others will suffer due to the present choice of digital platforms. But universities and the government of India are relentlessly trying to come up with a solution to resolve this problem. The priority should be to utilise digital technology to create an advantageous position for millions of young students in India. It is need of the hour for the educational institutions to strengthen their Knowledge and information Technology infrastructure to be ready for facing COVID-19 like situations.

Even if the COVID-19 crisis stretches longer, there is an urgent need to take efforts on maximum utilisation of online platforms so that students not only complete their degree in this academic year but also to get ready for the future digital oriented environment. The concept of "work from home" has greater relevance in such pandemic situation to reduce spread of COVID-19. India should develop creative strategies to ensure that all children must have sustainable access to learning during pandemic COVID 19. The Indian policies must include various individuals from diverse backgrounds including remote regions, marginalised and minority groups for effective delivery of education. As online practice is benefitting the students immensely, it should be continued after the lockdown. Further detailed statistical study may be undertaken to explore the impact of COVID-19 on education system of India.

ANNEXURE

ANNEXURE

BIBLIOGRAPHY

WEBSITES:

- http:/en.wikipedia.org
- www.google.com
- http:/www.slideshare.net
- www.ncbi.nlm.nih.gov
- line.springer.com

QUESTIONNAIRE:

1.Name:

2. Age group:

a) 15-20 b)20-25 c)25-30

d) Above 30

3. Gender:

a)Male b) female

4.Education Qualification:

a)School b) UG c) PG

d) Profession

5.Marital status:

a)Married b) Unmarried

6.Occupation:

a)Student b) profession c) other

7.Type of family:

a)Joint family b) Nuclear family

8.Income:

a) Below ₹ 10000 b) ₹10000-₹20000 c)₹20000-₹30000 d)Above 30000

9.Area:

a)Rural b)Urban

10.Do you use internet regularly?

a)Yes b) No

11.How was your life between four walls?

a)Much better b)Stay the same
c)Much worst

12.During COVID-19 pandemic, how has you sitting and screen time changed?

a)Significantly increased b) Grossly similar
c)Significantly decreased

13.During COVID-19 pandemic, how has you probability of skipping one of the main meals (breakfast/lunch/ dinner) changed?

a)Significantly increased b) Grossly similar
c)Significantly decreased

14.Were you making place for friends and family during lockdown?

a)Yes b) No

15.Do you miss the face to face interaction with your peers?

a)Yes b) No

16.How much are you connected with your classmates during this lockdown?

a)Always b) Sometimes c)Never

17.Which one among these is your hobbies during lockdown?

a)Cooking b)Reading c) Others

18.How far can the children on the support of parents for E-Technology?

a)Always b)Sometimes c)Never

19.Do you agree that lockdown played a role in weight gain?

a)Agree b)Neutral c)Disagree

20.In a family of three or more children how far it is possible to attend the online classes?

a)Always b)Sometimes c)Never

21.Which mode of gadgets you use for online classes?

a)Mobile Phone b) Tablet c) Laptop

d) Others

22-25. Tick in the following aspects

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I understand why there is a lockdown at the moment					
Am feeling lonely more often during the lockdown					
I adapt this internet technology to stay connect with my near and dear					
Lockdown has affected me in-person					

26. Rank the E-learning Apps 1-5:

	1	2	3	4	5
Google Classroom					
Google Meet					
Zoom App					
Microsoft Teams					
Unacademy					
BYJU'S App					
Blackboard App					

27.What is your level of interest during the online classes?

a)< 25% b) 25%-50% c) 50%-75%

d)75%-100%

28.How much time do you spend each day on an average on online classes?

a)1-3 hour b) 3-5 hour c) 5-7 hour

d) 7-10 hour

29.What is your level of satisfaction for the curriculum set of the class?

a)Satisfied b) Neutral c) Dissatisfied

30.How do you feel overall about the online education?

a)Excellent b) Good c) Poor

31.How helpful was the material provided in class?

a)Extremely helpful b) Somewhat helpful c) Not at all helpful

32.How often do you evaluate in the course of your class?

a)Always b)Sometimes c) Never

33.Do you agree that virtual online education has paved way in discovering and practising new technologies?

a)Agree b) Neutral c) Disagree

34.Did lockdown has made children passive from being active?

a)Agree b) Neutral c) Disagree

35.Do you think the class provide the right amount of theoretical and practical experience?

a) Yes b) No

36.What is theoretical and practical experience from the virtual class provide a holistic development?

a)Agree b)Neutral c) Disagree

37.Do you think the online platform will be helpful for the growth in your career?

a)Yes b) No

38.Do you think the class provided good value for money?

a)Yes b) No

39.Do you find progress in your studies in online classes?

a)Yes b) No

40.What do you think about conducting exam in online platform?

a)Extremely helpful b) Somewhat helpful c) Not at all helpful

41.Do you think that the instructor was very knowledgeable about this platform?

a)Agree b) Neutral c)Disagree

42.Do you think that instructor was good in communication and interaction?

a)Agree b)Neutral c) Disagree

43.Do you think that instructor was motivating and enthusiastic?

a)Agree b) Neutral c)Disagree

44.Do you agree that instructor's method is helpful in understanding the topic better?

a)Agree b)Neutral c) Disagree

45.What is you thought about innovation method of teaching?

a)Excellent b) Good c)Poor

46. state 3 things that you liked most about the class and why?

47. state 3 things that you disliked about the class and why?

48.Do you enjoy learning remotely?

a)Yes, absolutely b)Yes, but I would like to change a few things

c) No, there are quite a few challenges d) No, not at all

49.What are you thankful for during the season of "sheltering in" with your family?

50.Suggestions, if any

PERCEPTION, USAGE AND BRAND SWITCHING AMONG USERS OF SHAMPOO IN THOOTHUKUDI CITY

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

BACHELOR OF COMMERCE

Submitted by

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THOOTHUKUDI

MARCH-2021

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CERTIFICATE

This is to certify that the project entitled " **PERCEPTION, USAGE AND BRAND SWITCHING AMONG USERS OF SHAMPOO IN THOOTHUKUDI CITY"** submitted by the candidates Esther Rebekka.M., Jeffena.J.P., Maria Santos.J., Maria Thasnavis Stephina.R., Pushpa Latha.S., 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

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DECLARATION

We hereby state that the project entitled **"PERCEPTION, USAGE AND BRAND SWITICHING AMONG USERS OF SHAMPOO IN THOOTHUKUDI CITY"** submitted to **St. Mary's College (Autonomous), Thoothukudi** affiliated to **Manonmaniam Sundaranar University, Tirunelveli** for the award of the degree of **"Bachelor of Commerce"** is our original work and that no part of this project has been submitted for any other Degree, Diploma and Fellowship or other similar titles.

Place: Thoothukudi

Date: 10.04.2021

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Thanks is a small word filled with heartfelt gratitude. We express our heartfelt thanks to **GOD ALMIGHTY** for showering his abundant blessings on us for the successful completion of the project.

We also extend our sincere thanks and gratitude to our Principal **Dr.Sr.A.S.J Lucia Rose M.Sc.,M.Phil., Ph.D., PGDCA**, for her constant encouragement and guidance.

It is our real pleasure to extend our sincere thanks to the Head of the Department of Commerce **Dr. G. Stella Beatrice Nirmala M.Com.,M.Phil., Ph.D.,MBA.,DFA.,PGDIT,DGT**. for her valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude and sincere thanks to our guide **Dr. Mary Judith Reene Fernando, Associate Professor, Department of Commerce**, for the excellent and untiring guidance and continuous effort taken by her to complete our project work successfully.

We also thank the respondents for their co-ordination and co-operation. Finally, we record our sincere thanks to our parents and friends for their encouragement and support during the work.

-The Group

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PERCEPTION, USAGE AND BRAND SWITCHING AMONG USERS OF SHAMPOO IN THOOTHUKUDI CITY

CONTENTS

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CHAPTER NO	PARTICULARS	PAGE NO
I	INTRODUCTION AND DESIGN OF THE STUDY • INTRODUCTION • DEFINITION • REVIEW OF LITERATURE • STATEMENT OF THE PROBLEM • OBJECTIVES OF THE STUDY • SCOPE OF THE STUDY • AREA OF STUDY • COLLECTION OF DATA • PERIOD OF STUDY • SAMPLE DESIGN • CONSTRUCTION OF TOOLS • FRAMEWORK OF ANALYSIS • LIMITATIONS OF THE STUDY • CHAPTERISATION	9-18
II	THEORETICAL BACKGROUND OF THE STUDY	19-53
III	ANALYSIS AND INTERPERTATION OF DATA	54-75
IV	SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION	75-81
	ANNEXURE: • BIBILOGRAPHY • QUESTIONNAIRE	82-91

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LIST OF TABLES

TABLE NO	TITLE	PAGE NO
3.1	CLASSIFICATION ON THE BASIS OF AGE	56
3.2	CLASSIFICATION ON THE BASIS OF EDUCATIONAL QUALIFICATION	57
3.3	CLASSIFICATION ON THE BASIS OF GENDER	58
3.4	CLASSIFICATION ON THE BASIS OF NATURE OF THE FAMILY	59
3.5	RESPONSE REGARDING USE OF SHAMPOO FOR CLEANING THE HAIR	60
3.6	SHAMPOO PREFERRED	61
3.7	OPINION ON BRAND CONSCIOUSNESS REGARDING USE OF SHAMPOO	62
3.8	BRAND OF SHAMPOO USED	63
3.9	AWARENESS ABOUT BRAND OF SHAMPOO	64
3.10	FREQUENCY OF USE OF SHAMPOO	65
3.11	RESPONSE REGARDING CHANGE OF SHAMPOO IN THE LAST SIX MONTHS	66
3.12	RESPONSE REGARDING MOTIVATION TO CONTINUE THE SAME BRAND	67
3.13	RESPONSE REGARDING SATISFACTION	68

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3.14	RESPONSE REGARDING 'DID CELEBRITY ENDORSEMENT PROMPT YOU TO SWITCH YOUR BRAND OF SHAMPOO?'	69
3.15	RESPONSE FOR 'HOW LIKELY ARE YOU TO RECOMMEND YOUR FAVOURITE BRAND TO A FRIEND/ASSOCIATE?'	70
3.16	PREFERENCE TOWARDS PACKAGE OF SHAMPOO	71
3.17	DIFFICULTIES FACED BEFORE USING SHAMPOO	72
3.18	RESPONSE FOR 'DID YOUR SHAMPOO BRAND TREAT YOUR HAIR PROBLEM?'	73
3.19	MOTIVATING FACTOR TO BUY THE PARTICULAR BRAND OF SHAMPOO	74
3.20	OPINION ON EFFECT OF ADVERTISEMENT	75

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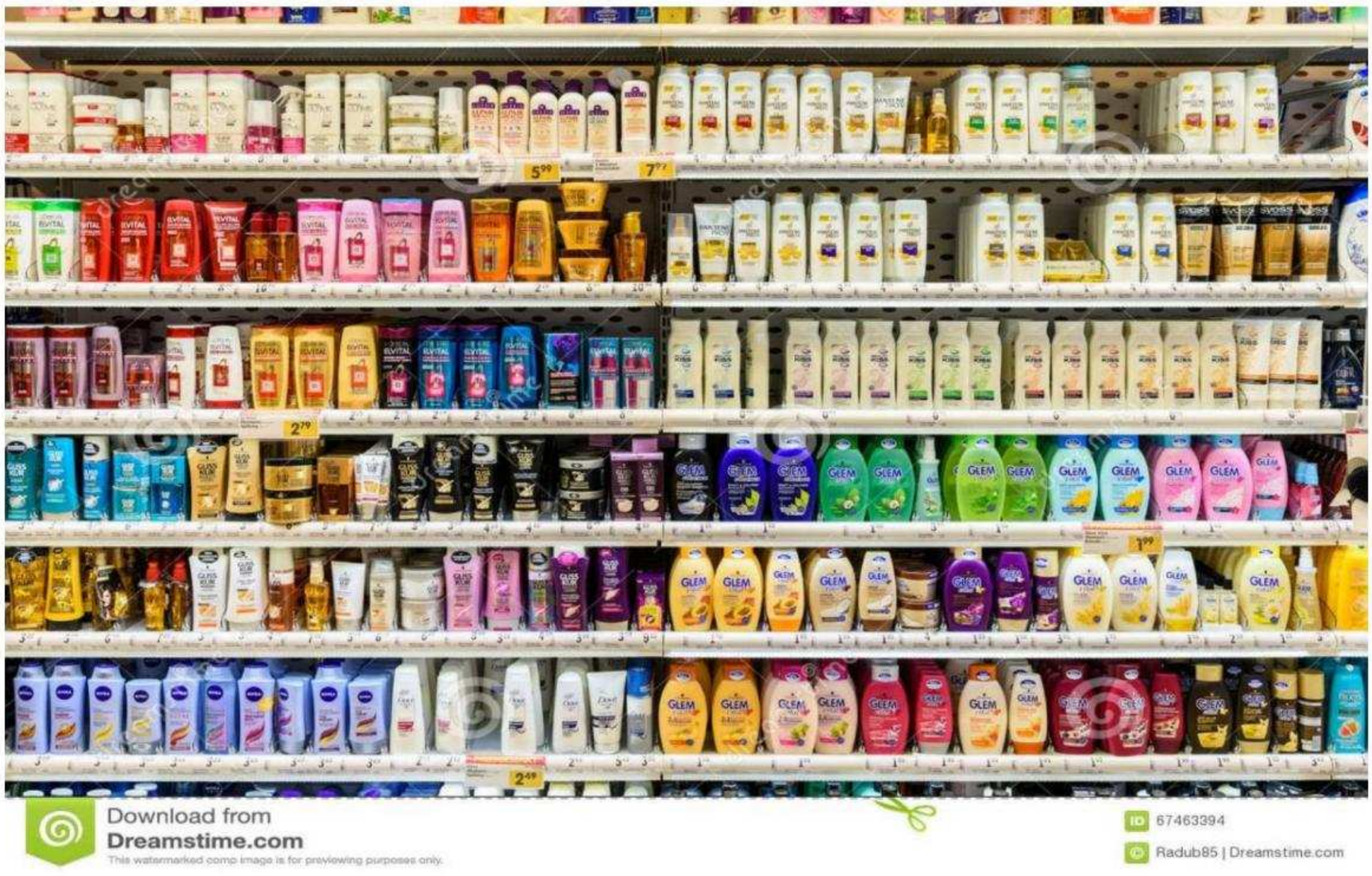
CHAPTER-1



INTRODUCTION

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CHAPTER-I

INTRODUCTION AND DESIGN OF THE STUDY

INTRODUCTION:

Consumers/customers are the valuable assets for any organisation. Consumer is an individual or group of individuals who select, purchase, use, or dispose products, services, ideas, or experience to satisfy their needs and desires. In other words, Consumers are the ultimate destination of any product or service. The study of these individuals, groups, or organizations is what we call consumer behaviour. The processes by which these organisations select, secure, and dispose the products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society is of utmost importance to the orgin. It blends elements from psychology, sociology, social anthropology and economics. Studies on consumer behaviour attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. Customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer.

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In the present competitive global market, it is seen that organisations are increasingly focusing on the retention of their existing customers. Thus, gaining knowledge about customers' switching behaviour is substantively important for the sustainability of any organisation. Customers switching behaviour is the process exhibited by a customer, behaving differently to a particular brand and undergoes alteration in the preference of the existing product or service. Since customers are the ultimate end users of any product or services the success of any organisation depends upon the satisfaction of the consumers, because if they are not satisfied they will switch to other brands. When any organisation loses a customer they are not only losing future earnings but also incurring the cost of finding new customers. Over a period of time, loyal customers become less price-sensitive and therefore, losing loyal customers means giving up high margins. Considering the technological advancements and its easy access to every individual, customers are becoming intolerant and they can dissolve the relationship as soon as any problem arises. Thus, customer retention is the core concern of each and every organization. Due to this reason, the satisfaction of the customers becomes priority for any organisation. The present study is an attempt to indentify the shampoo buying patterns among the individuals, and examine the various factors which influence the consumers to buy a shampoo of a particular brand and the reasons for their switching to other brands.

1.1 DEFINITION:

BRAND:

The American Marketing Association defines Brand as a name, term, sign, symbol, or design or a combination of them, intended to identify the goods or

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services of one seller or group of sellers and to differentiate them from those of competitors.

De Chematony and McDonald stated that 'A Successful brand is a identifiable product, service, person or place augmented in such a way that the buyer or user perceives relevant, unique added values which match their needs most significantly.'

A brand's success results from being able to sustain these added values in the face of competition. "Successful Brand delivers benefits to satisfy customer needs. These needs include rational needs and emotional needs.

BRAND LOYALTY:

Brand Loyalty refers to the consumer behaviour of repeatedly purchasing a specific brand over a certain period of time.

According to Aaker a powerful brand enjoys a high degree of Brand Loyalty. Related brand choice theories claim that in order to increase the sales volume or marketing shares of a particular brand of products, it is necessary to either strengthen the brand loyalty of existing customers or try to persuade the consumers of other

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brands to switch to their brand. A former is called inertia or brand loyalty and latter brand switching.

1.2 REVIEW OF LITERATURE:

The current literature revealed that experts and researchers have been giving more focus on customer retention. To retain customers, organisation have to understand their behaviour and try to satisfy them, by catering to their needs and preferences (Oyeniyi and Abiodun,2010) Consumer behaviour has been defined as those acts of individuals directly involved in obtaining, using and disposing of economic goods and services including the decision process that precede and determine these acts(Engel,et al.,1986) Consumer behaviour analysis helps to determine the directions that consumer behaviour is likely to make and to give preferred trends in product development, attributes of the alternative communication method etc. Consumer behaviour analysis views the consumer as another variable in the marketing sequence, a variable that cannot be controlled and that will interpret the product or service not only in terms of the physical characteristics, but in the context of this image according to the social and psychological makeup of that individual consumer or group of consumers(Proctor and Stone, 1982) Bashir and Malik(2009) in the given study revealed that consumers considered advertisement as a reliable source of knowledge about any product or services. Advertisement can affect any income group individuals. Consumers were influenced by the appeal and personality used in the specific brand advertisements. Ainaimi, Richard Jones and Perkins studied that maintaining a long term relationship with a customer is one of the fundamental factors determining the value that the customer provides to the

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organisation. Thus, a serious threat to achieving a long term relationship is the customer's switching behaviour. The study also revealed that customers switching behaviour (switcher and stayer) is a vital construct to understand the relationship development process between customers and the organisations. A different approach was applies by Bansal (1997) by incorporation some measures of theory of planned behaviour(TPB) in predicting switching intentions.TPB posits a link between attitudes and behaviour . In combination, perceived behavioural control, subjective norm and attitude toward the behaviour lead towards "behavioural intention" (Ajzen, 1991). Bansal (1997) measured the impact of one's attitude towards switching behaviour, perceived behaviour control (termed as perceived switching costs) and satisfaction with the product or service provided with the intention to switch. Results confirm the significant influence of all three variables on switching intentions. A simple indicator of consumer satisfaction in a competitive market is the buyers repeat purchase rate over time. Brand switching analysis is also useful to forecast the brand dynamic evolution. This approach is based on the analysis of purchase sequences.

1.3 STATEMENT OF THE PROBLEM:

The consumer is the king in the market, and they have the deciding authority to buy a product/service. All firms are watching the consumer deeply for this purpose and consumer research occupies a vital role in every organisation. All firms spend a considerable amount for undertaking consumer research. In most of the organizations there are separate departments for marketing research. A marketer must study the target customers' wants preference, shopping and buying behaviors.

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This will provide clues to them for developing new products. Product features prices, channels and other marketing mix elements. This study is therefore undertaken to indentify the buying preference dynamics of customers.

1.4 OBJECTIVES OF THE STUDY:

* To examine the consumer awareness on shampoo usage.

* To study the reasons for consumer switching and impact of advertising and promotions on brand switcher and brand loyal segments of shampoo.

* To study the effect of advertising and promotion consumer's brand choice for shampoo.

* Investigate the influence of peers, family and brand relationships on switching intentions amongst young consumers.

1.5 SCOPE OF THE STUDY:

This research study has a wider scope. It covers various aspects. They are as follows: It helps to identify the preference of consumers in the selection of shampoo. It shows us which is leading brand of shampoo. It indicates the various reasons for selection of a particular shampoo. It provides information on how a firm can improve its sales.

1.5.1 AREA OF THE STUDY:

A study on the perception usage and the brand switching among users of shampoo was conducted in the area of Thoothukudi. It is a port city and an industrial

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hub in the Indian state of Tamil Nadu. The city lies in the Coromandal Coast of Bay of Bengal. Thoothukudi is known as **"PEARL CITY"** due to pearl fishing carried out in the town. It is a major commercial seaport which serves the inland cities of southern India and is one of the sea-gate of Tamil Nadu.

1.6 COLLECTION OF DATA:

The study is done with the help of both primary & secondary data. The primary data was collected through questionnaire and secondary data was collected from books, journals, websites, and periodicals.

1.7 PERIOD OF THE STUDY:

The research period is December 2020 to March 2021.

1.8 SAMPLING DESIGN:

In this study, convenience sampling method was adopted by the researcher.

1.9 CONSTRUCTION OF TOOLS:

The research team had a discussion with a group of consumers. Based on the discussion the researcher constructed a questionnaire in google form. A structured questionnaire was framed for collecting the data and the link was given to 98 respondents.

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1.10 FRAME WORK OF ANALYSIS:

The main object was to collect appropriate data which work as a base for drawing conclusion and deriving the results. The data collected through questionnaire were analyzed through the statistical tool viz., percentage analysis and ranking.

PERCENTAGE ANALYSIS:

Percentage analysis is one of the simplest statistical tools used in the interpretation and analysis of data. Percentage is used for the purpose of comparison of data. A person is the number of hunderth part.

RANKING METHOD:

Ranking refers to the data transformation in which numerical or ordinal values are replaced by their rank when the data are sorted.

1.11 LIMITATIONS OF THE STUDY:

1. Time is one of the major constraints, which limits effective data collection.
2. Reliability and accuracy of analysis depends on the respondents openness and trueness towards each questions in the questionnaire.

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1.12 CHAPTERISATION:

Chapter I – Introduction

Chapter II – Theoretical background of the study

Chapter III – Analysis and interpretation of data.

Chapter IV – Summary of Findings, suggestions and conclusion

Annexure I – Bibliography

Annexure II – Questionnaire

CHAPTER-II

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THEORETICAL BACKGROUND OF THE STUDY

CHAPTER-II

THEORETICAL BACKGROUND OF THE STUDY

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CUSTOMER PERCEPTION:

Derived from the word 'perceive', perception refers to the ability to give meaning to whatever stimuli are sensed by our sense organs. The stimuli are inputs to any of our sensory receptors, be it vision, hearing, smell, taste, or touch. An individual uses the perceptual mechanism to select a stimulus from many in the environment, organizes them into a coherent picture, and interprets it to derive meaning out of it. Perception is the process through which an individual interprets his sensory impressions to give meaning to them.

BRAND SWITCHING:

Brand switching is a situation where a brand loses a once loyal customer to a competitor. In other words, a shopper changes their buying habits, choosing deliberately to purchase another brand instead of their usual choice.

Brand switching is a term in which your customers change **brands**. It's an easy concept to understand, but preventing it from happening to your customers is an entirely different matter. It is widely known that acquiring new customers is generally more expensive than spending to keep your old ones.

SHAMPOO

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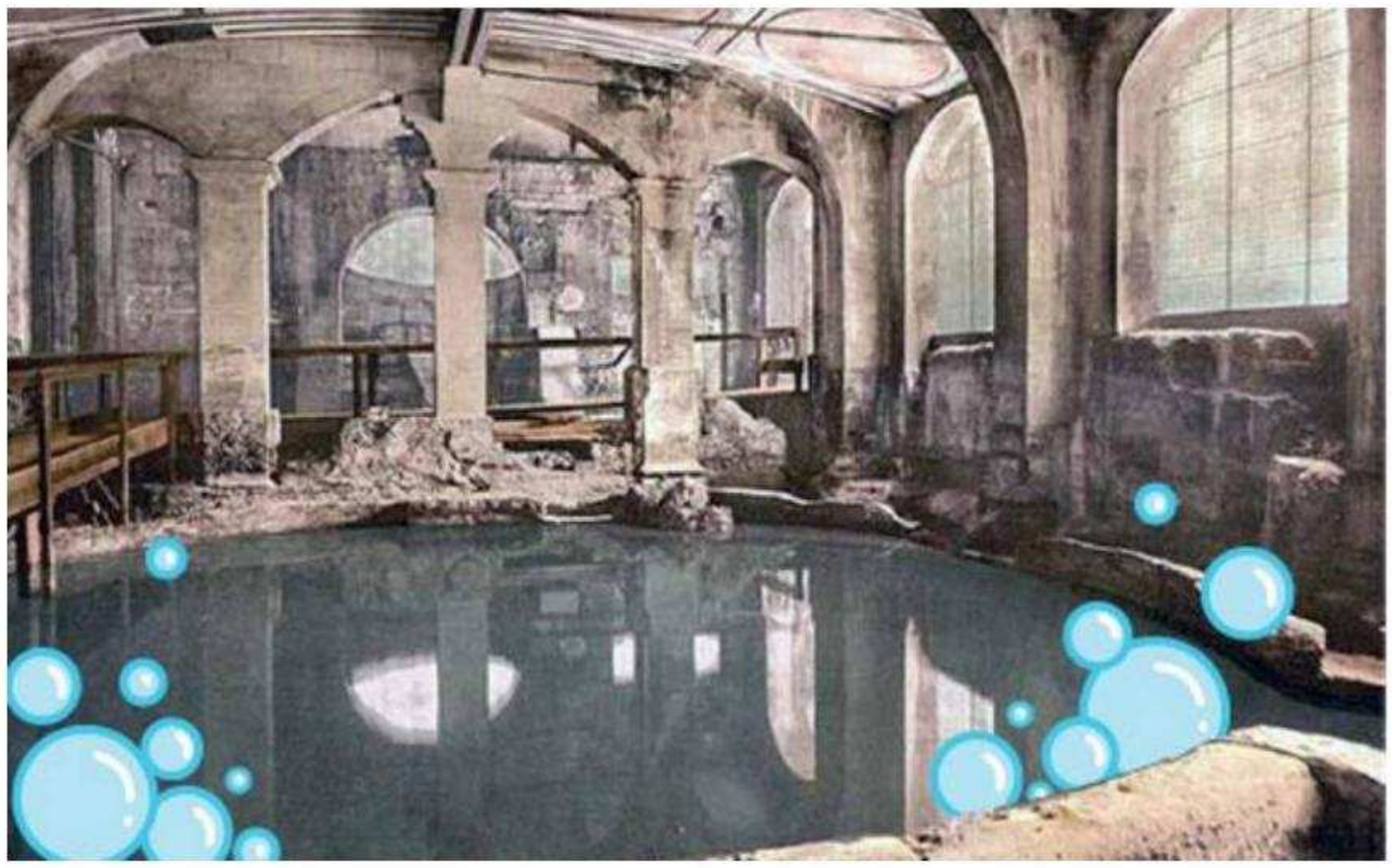
Shampoo is a hair care product, typically in the form of a viscous liquid, that is used for cleaning hair. Less commonly, shampoo is available in bar form, like a bar of soap. Shampoo is used by applying it to wet hair, massaging the product into the scalp, and then rinsing it out. Some users may follow a shampooing with the use of hair conditioner.

THE HISTORY OF SHAMPOO

The story of what we call shampoo is a story that reaches back less than a century, but the story of washing our hair is thousands of years old, or as long as we've had hair to wash. Until modern science put the process under a microscope, hair was maintained with various inventions using readily available ingredients, animal, vegetable, and mineral.



4000B.C.

Cosmetic routines emerge from bathhouses to hairstyling, reserved for the upper echelon of society.

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3000B.C.

The belief becomes widespread that grooming and adornments separated humans from all other animals. Babylonian courts contain multiple bathrooms complete with clean, running water; soap made from animal fats boiled with ashes is stored in clay jars.

1500B.C.

Egyptian cosmeticians harvest plants, such as lotus flowers, for essential oils, and combine animal and vegetable oils with alkaline salts to form a soap-like material for treating skin and for washing.

MIDDLEAGE:

In Europe, Purity of the soul is emphasized over the cleanliness of the outer. In Japan, daily bathing becomes a common custom. In Iceland, pools warmed with water from hot springs are popular gathering places on Saturday evenings.

800A.D.

In Aleppo, Syria, soap is made by combining olive oil, sweet bay oil, water and lye, then heated, left to cool, cut, and left to age for seven months.

1100A.D.

European Crusaders encounter caravans along the Silk Road filled with Aleppo soap, bring home large quantities, and start discovering ways to create it.

1200A.D.

European soap making spreads with the arrival of Muslim soap makers in

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Spain and Italy. The Italian city of Castile becomes well-known among Spanish and European royal houses.

1500A.D.

Castile soap travels all over Europe to England where it is imported in large quantities by sea. English hair stylists boil shaved soap in water and add herbs to give hair shine and fragrance. But besides irritating the eyes, most soaps are difficult to rinse, and leave a dulling film.

1800A.D.

Early colonial traders in India discover hair and body massage, called champo, and introduce "champing" to Europe – and the origin of the word "shampoo"

1898

Berlin chemist, Hans Schwarzkopf, opens a drugstore dedicated to perfume and focuses his efforts on hair care products, including a popular, water-soluble, dry shampoo that despite the convenience, still causes dulling, alkaline reactions.

1900

Conditioner, which originated as "brilliantine," is created by Frenchman Edouard Pinaud and introduced at the World Fair to soften moustaches and beards.

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1908

The New York Times outlines "simple rules" on How to Shampoo the Hair. It claims that hair is best shampooed at night, following thorough combing and brushing, and singeing split ends. Castile soap is applied with a stiff brush and rinsed four times every month to six weeks.

1914

Kasey Hebert invents the first commercial shampoo. Ads for Canthrox Shampoo show young women at camp washing their hair in a lake; magazine ads by Rexall feature Harmony Hair Beautifier and Shampoo.

1927

Hans Schwarzkopf introduces one of the world's premiere liquid shampoos and launches his international empire of hairdressing institutes.

1930

The first shampoo containing synthetic surfactants is introduced as Drene. Dr. John Breck introduces one of the first shampoos to America and develops one of the first pH-balanced shampoos.

1946

The first "built" detergent (containing a surfactant/builder combination) was introduced in the U.S. The surfactant is a detergent product's basic cleaning ingredient, while the builder helps the surfactant to work more efficiently.

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1960s

Chemists discover ways to suspend polymers in shampoo, to fill in the bumps and ruts where hair is damaged by detergent.

1970s

Ads featuring hair icons Farrah Fawcett and Christie Brinkley assert that it is unhealthy not to shampoo several times a week.

1980s

Chemists discover ways to suspend silicones in shampoo, resulting in "2-in-1" formulations and a flurry of patents. When rinsed, they are "triggered" by water to bind to hair, which can be hit-or-miss; large amounts of silicone are added to ensure that enough if left behind. Thus began our collective love affair with shampoo and the sensation of lather on our heads. As with many products marketed to both professionals and consumers, shampoo became increasingly specialized to address a number of desires and conditions – thin, thick, curly, dry, oily, blonde, colored, ethnic, young, old – and to sell as much of it as possible. And for every shampoo, there is a companion: Conditioner.

The quest for a better shampoo has been the Holy Grail of hairdressing, but as long as detergent in its many modern forms is an ingredient, and as long as our love of lather continues, shampoo manufacturers will be essentially spinning their wheels. You could probably see this coming from the first sentence in this article, but Hair story has rewritten the shampoo saga.

2015

While we'll always support the original spirit of the word and love a good

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scalp massage as anyone does, New Wash is the most significant evolution of hair cleansing in ages – and may just be the final chapter in the sham

THE STRANGE HISTORY OF SHAMPOO

Shampoo is probably my top beauty product.

It gets rid of that two-day grease, boosts volume and makes my mane smell amazing.

1. Creation of shampoo

While we have the ancient Egyptians to thank for a lot of our beauty staples, shampoo was actually invented in India. As early as the 1500s, India's innovators used the pulp of soapberries (which contains a not-so-sudsy detergent) combined with herbs and hibiscus flowers to keep their hair looking fab.

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They were clearly onto something with the herbs. These are some of our fave herby shampoos:

- Aveda Clove Shampoo
- Paul Mitchell Lavender Mint Moisturising Shampoo
- Redken Diamond Oil Shampoo
- Pureology Pure Volume Shampoo

2. It starts catching on…

At the same time, British colonial traders were going back and forth between India and England. They caught wind of the mysterious shampoo (and loved it, obvs) and brought it over to Europe. Prior to this, hair in the Western world would have been *pretty* rank. Just sayin'.

The word 'shampoo' entered the English language around this time. For those who're interested, it dates to 1762 and is derived from the Hindi word *'chāmpo'* (which is itself derived from the Sanskrit root *'capayati'*, which means to press, knead, soothe). That's your fun fact of the day, sorted!

3. European expansion (of shampoo)

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Initially, shampoo wasn't available to the mass market. Only professional hairstylists got to use it, and it came in a solid form, a lot like a bar of soap!

Thankfully, by the 1800s, the rest of society was happily lathering up at home. But not regularly, mind you: shampoo was a luxury product, so they were only using it about once a month.

4. Usage of shampoo

In 1908 Times news announced it was fine for shampoo-lovers to wash their hair every couple of weeks (hey, it's an improvement). Unfortunately, this only applied to those with unhealthy hair:

"…specialists recommend the shampooing of the hair as often as every two weeks, but from a month to six weeks should be a better interval if the hair is in fairly good condition."

White castile soap or tar soap were both recommended as good shampoos. They weren't exactly luxe, though…

5. Liquid shampoo is invented

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Liquid shampoo was invented in the 1920s (yay)! As a result, shampooing became a LOT easier. Fast forward to the 1930s, and the first pH-balanced shampoo was developed.

6. Today's shampoos

We've definitely improved on the original formula, with hair scientists creating specialised shampoos (and conditioners) to meet specific hair needs.

Some of us are keen to wash our hair every day, but dermatologists and beauty experts say it's a bad idea. They suggest aiming for two to three times a week.

7. Co-washing

It's shampoo, but not as you know it. Co-washers are scrapping the usual two-to-one ratio of shampoo and conditioner, and using just one product to clean and condition their hair.

Devotees of this method say it's great for curly, textured or frizzy hair, as it nurtures locks and controls oil.

REASONS FOR USING SHAMPOO:

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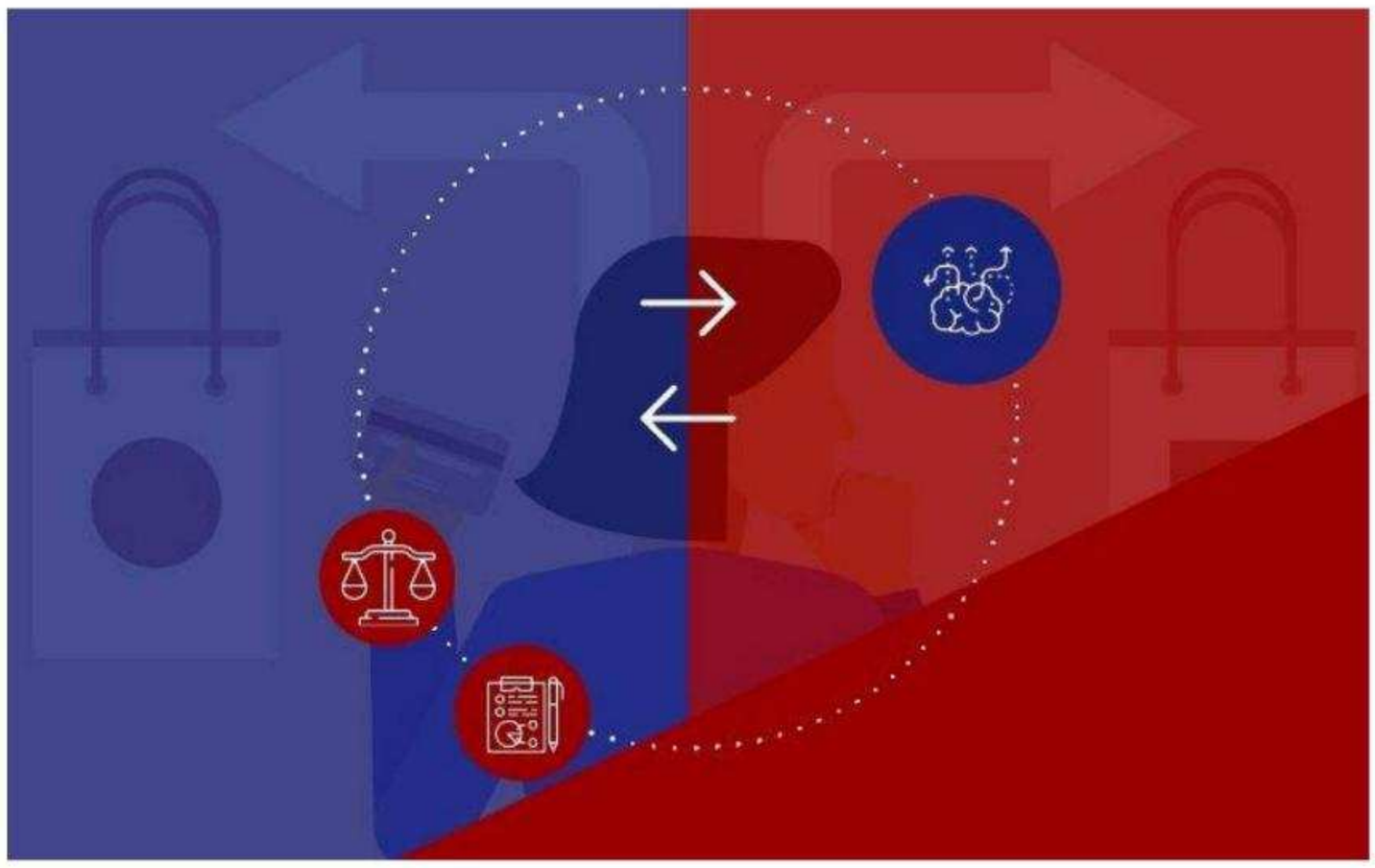
The typical reason of using shampoo is to remove the unwanted build-up of sebum in the hair without stripping out so much as to make hair unmanageable. Shampoo is generally made by combining a surfactant, most often sodium lauryl sulfate or sodium laureth sulfate, with a co-surfactant, most often cocamidopropyl betaine in water. The sulphate ingredient acts as a surfactant, essentially heavy-duty soap that makes it easier to trap oil and grease.

Specialty shampoos are marketed to people with dandruff, color-treated hair, gluten or wheat allergies, an interest in using an organic product, infants and young children ("baby shampoo" is less irritating). There are also shampoos intended for animals that may contain insecticides or other medications to treat skin conditions or parasite infestations such as fleas.

4 REASONS WHY BRAND SWITCHING HAPPENS



It's a widely-held belief that winning new customers costs more than it does to keep existing ones. According to the market research company, it'll cost

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a person five times more. Knowing that makes it that much more vital for one to guard against the problem that is brand switching.

BRAND SWITCHING:

Brand switching is a situation where a brand loses a once loyal customer to a competitor. In other words, a shopper changes their buying habits, choosing deliberately to purchase another brand instead of their usual choice.

As a side note, it's worth pointing out that this isn't the same as a customer who is brand agnostic and thus regularly switches between different products within a particular category. In that case, there is no threat of lost loyalty since there isn't any to begin with.

But we digress. To truly understand the problem that is brand switching, it's worth looking at its long-term effects on a brand. The easiest way to do that is to present a practical example. Like Brand X that you might find at a specific FMCG retailer.

Let's say Brand X is found in the Carbonated Soft Drinks category and it's set up as the retailer's house brand, which means it's also a competitor to the brand leader. Within this particular category, Brand A has been the best selling item for a while. However, since the introduction of Brand X, which is 30% cheaper and tastes very similar to Brand A, there has been a noticeable drop in sales for the brand leader. Of course, since Brand A's parent company could be selling its products in multiple locations across the world, they might not notice the drop.

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However, if this trend moves to other retailers, something would need to change, be that their price point, positioning or something else. Even if it doesn't spread, they'd still need to monitor the situation.

That said, besides a loss in sales, the other long-term effect is a loss in market share. The example here, is BlackBerry smart phones. At one point, they were the darlings of the smart phone market. However, as time went on and more smart phone brands entered the market, they suffered. Today, BlackBerry is non-existent.

In fact, according to research and advisory firm, Gartner, the company had a 0% market share for the fourth quarter of 2016.

Reason for brand switching

1. The price of the product doesn't match its value

There is little doubt about the fact that your customers want value for their money. You only need to consider anyone who walks into your store to shop. Let's say you're a convenience store and a customer pops in on their way home from work to pick up a few items.

For the sake of this example, their shopping list includes Bread, Milk, Cereal, and a variety of other smaller items. Notice how it's a list of products and not brands? Of course, they might have an idea of what type of Cereal brand they want to buy. However, until they reach the shelf, there is every possibility for them to change their mind.

The probability of them changing their mind increases when they get to the shelf and find a product that is priced far higher than they had expected. Or,

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if their preferred choice is out of stock. That hesitancy, is the first step towards switching to an alternative product. It has them thinking. The second step is if there is similar product merchandised nearby at a lower price, and the customer sees it as equal. If their preferred choice is out of stock, they need a viable alternative.

That said, there are a few actions you can take to stop this from happening. Most efforts, quite naturally, revolve around reevaluating your pricing strategy.

In this instance, the first action to take would be to look at your target market. Who is your customer? What are they able to spend? More importantly, what are they willing to spend on the product? Are they driven by a lower price or the value of the product?

Once you've established that, it's time to turn to your competitors. What are they charging for your equivalent brand? What does their offering include in comparison to your product? Does the value they offer beat your product? Then, of course, there are the economic and market conditions to consider when calculating the most appropriate retail price.

It's also worth reading this piece about how to find the perfect price point.

2. The level of customer service is either poor or lacking

The level of customer service you offer goes a long way to helping you attract new customers, and continue to satisfy your regulars. More specifically, it can mean the difference between gaining loyal customers or struggling with fair-weather ones.

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In a medicinal environment such as a pharmacy retailer, for example, many of your customers might not have the ability to come in and collect their medicines. Thus, good customer service could include setting up a delivery service for all customers who need chronic medication. Besides pleasing your customers, you're establishing a personal relationship with them and encouraging them to return to you for their medicinal needs.

The above example speaks more to a store's overall retail brand. You could also look at customer service from a product level point of view.

For example, after buying a specific item, a customer might want to return it for whatever reason. It's at this point where your level of service can either lead to a satisfied customer (a brand advocate who sings you praises) or an unhappy customer who will never buy your products again. You only need to visit Hello peter or any similar website to read up on the different complaints that brands receive.

That said, it's worth adding a caveat here. There is a big difference between poor customer service and service that is perceived as non-existent by a customer. While the first is your fault, the second has nothing to do with you.

To prevent customers from switching to a competitive brand, it's worth setting up a process chain with as many resources as possible. At the same time, you'd need to empower the right people to make decisions without having to wait for permission.

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Also, place the appropriate people in charge. Like people persons. After all, the last thing you'd want is to have an unfriendly person dealing with a customer who is angry and frustrated before they even arrive.

3. Customers are suffering from brand fatigue

There is truth in the matter that overexposure can harm a brand or product. It's especially pertinent to the retail industry where there are always new products coming out to compete for market share. If your customer becomes tired of your brand, there is always another to replace it.

That means that you can't rest on your laurels. While you may enjoy a large market share today, that can all change at any time. Kodak is the perfect example here.

In 2007, Kodak was fourth in U.S. digital camera sales with a market share of 9.6%. This, even after it was slow to anticipate the demand for digital cameras. By 2010, however, it had slipped to seventh place. In 2012, it filed for bankruptcy and also announced it would stop making digital cameras.

On the other hand, there is Canon, who continually innovates and brings out different ranges and add ons in a bid to excite customers. That said, as much as they innovate, they also ensure that they don't stray too far away from their core range. That's to ensure that the brand doesn't become unrecognisable to their customers.

And that's the key. As much as innovation is good, it can become too much. You run the risk of changing the whole purpose of your brand. An inconsistent brand image can be a product killer.

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What can you do to safeguard your brand so that your customers don't suffer from brand fatigue?

First off, you need to admit to yourself that it could happen to you. That doesn't mean that it will, but as soon as you accept the possibility that it can happen, you'll be better prepared. More importantly, you won't take anything for granted.

Then, as soon as you notice a drop-off, be that in sales or profit, understand the causes of why it's happening.

Why is your customer no longer interested in buying the brand?

It could be that a new product has entered the market and your customers are curious enough to try it. It could be that your customers don't recognise your brand anymore. Or, that you aren't listening to what your customers want or expect from your product.

Once you understand the cause, you can start rectifying the mistakes to build your brand up again. If you don't think a brand can "come back from the dead", here's a little inspiration.

4. Customers are not understood well

If you don't understand why you customer is buying your product, you also won't know why they switch to a different brand. After all, if you can't satisfy their needs, they'll buy something else, elsewhere.

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Fortunately, there is a lot you can do to stop this. Better yet, there is a lot you can do to prevent it from happening. All it takes is a willingness to engage with your customer directly.

Surveys, online or in-store, are always good barometers of customer sentiment. Listening to social media is also good, as is the introduction of a loyalty programme. On the loyalty programme, it's a rich source of information and insight and can help you to offer your customer exactly what they need. Book a personal consultation with a Dotactiv Account Advisor to hear how we can turn your retail data into actionable insights.

Let's take the example of a Brand B, which happens to be a unisex deodorant but isn't selling as well as your initial market research had indicated. Why is that? On social media, you might find comments around the fact that women aren't buying it because it's usually merchandised in the men's section and they feel uneasy going there. Likewise for men if you only stock it in the women's section.

On the other hand, you might conduct a survey, and the most common criticism revolves around the main ingredient, which many customers perceive to be dangerous to their health. Or, you test the product on animals.

With this information, your company can look at creating a better image of the product, by substituting that specific ingredient for another, demonstrating that you're listening. More importantly, you can show that your customers are more than just opportunities for you to make money.

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Do that, and you will reduce the risk of once loyal customers turning away from you and your brand.

DARREN GILBERT

With over 10 years of writing and marketing experience, Darren joined DotActiv in 2017 as a content writer where he was responsible for producing blogs, Ebooks and more. He has since worked himself up to the role of content manager, where he oversees all and any content produced by the company.

USES OF SHAMPOO:

When the shampoo is dusted into the hair and then brushed out, they carry along excess hair oil and dirt have. It leaves an extremely thin oily film. The film makes the hair easier to handle. The shampoo overcomes the disadvantage of soap. It forms sticky curds that dull the hair. It makes the hair silky to touch. Most of them use the shampoo for fragrance, to overcome hair brittling, to avoid unpleasant odour and to clean and revitalize dull, oily, limp hair. It prevents hair breakage, softens rough and dry hair and helps to avoid dandruff. It is easy to wash the hair with less.

SHAMPOO BRANDS IN INDIA

Shampoo rank among the topmost hair care products worldwide.

According to various sources, the organized and unorganized shampoo market in India is estimated at Rs.5 billion to Rs.5.5 billion per year.

On average, an Indian uses only about 150ml of shampoo per year, which is much below certain other countries in Asia.

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These figures do not imply that Indians neglect hair care. On the contrary, Indians have very advanced hair care solutions that date back to centuries.

Instead of commercial shampoos, they prefer traditional herbal concoctions made at home using ingredients that find mention in Ayurveda.

In India, the bulk of commercial and mass-produced shampoo consumption- about 80 percent- is from urban centres.

The scenario is rapidly changing as shampoo manufacturers come with new variants and resort to aggressive advertising in newspapers, radio, and TV.

TYPES OF SHAMPOO IN INDIA

Broadly, shampoo in India can be classified into four types.

- Cosmetic Shampoo: The most common type sold and used in India. Most manufacturers make cosmetic shampoo.
- Herbal or Ayurvedic Shampoo: Made using a blend of herbs and chemicals, this is the fastest growing segment of shampoo in India.
- Medical Shampoo: These are expensive shampoo variants. The medical shampoo is used to treat various problems with scalp and hair.
- Anti-Dandruff Shampoo: This is a variant of the above three types of shampoo and is commonly used for the control and prevention of dandruff.

These four types contribute to making the 10 largest selling shampoo brand Names in India.

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THE 10 MOST POPULAR SHAMPOO BRANDS that are favourite among Indian customers.

List of Top 10 Best Shampoo Brands in India:

1. Pantene (Proctor & Gamble India)

Pantene ranks as India's most famous cosmetic shampoo and is manufactured here by a multinational company (MNC), Proctor & Gamble.

There are nearly a dozen variants of Pantene shampoo Brand available in the Indian market.

Pantene shampoo is available in bottles and affordably priced single-use sachets too.

Pantene also has a range of shampoos for use at hair clinics by professionals.

Pantene is also one of the topmost shampoo brands of India.

2. Kesh Kanti (Patanjali Ayurved Ltd)

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About five years ago, rural India accounted for a measly 12 to 15 percent of shampoo sales in India as people in these areas were wary of using expensive chemical-based products for hair care and it is the best shampoo for hair growth and thickening in India

This scenario changed drastically with the launch of Kesh Kanti, a range of herbal shampoo by Patanjali Ayurved.

Priced affordably, Kesh Kanti is giving a run for money and market share to all MNCs and local shampoo manufacturers in India.

Kesh Kanti shampoo is available in about half a dozen variants and also in form of a herbal 'Hair Cleaner' powder.

3. Sunsilk (Hindustan Unilever Ltd)

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Available in different variants, Sunsilk is a very popular brand of shampoo in India. It is a product of Multinational companies (MNC's), Hindustan Unilever.

Also available in different variants, Sunsilk shampoo is available across India.

It is also a global brand and available in many other countries around the world.

Sunsilk is also sold in single-use sachets for the Indian consumer.

4. TRESemm'e (Hindustan Unilever Ltd)

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TRESemm'e is a shampoo brand that has been manufactured and sold for nearly seven decades worldwide.

In India, you can buy some 10 variants of TRESemm'e shampoo, each made to suit various types of hair and applications.

TRESemm'e is the best shampoo name that was used by hair care professionals and celebrities.

Now, it is available at all major stores in India and online. You can buy TRESemm'e professional shampoo in bottles and sachets.

5. Vatika (Dabur India Ltd)

Vatika is a very popular brand of herbal shampoo from one of the oldest Ayurvedic medicines and Fast Moving Consumer Goods (FMCG) manufacturer, Dabur India Ltd.

Vatika shampoo is available in three variants. Further, Dabur also has two special shampoos- Dabur Almond Shampoo and Vatika Anti-Dandruff Shampoo.

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6. Fructis (Garnier India Ltd)

French MNC Garnier Labs has a stunning range of 15 assorted shampoos under its Fructis brand.

These shampoos are made to suit almost every type of hair and scalp and treat various conditions like split ends, hair loss, and fragile hair and to protect dyed hair.

The brand 'Fructis' gets its name from nutrients derived from fruits that are added to these shampoos.

Additionally, Garnier India also makes Ultra Blends range of professional shampoos in India that are very popular among urban consumers.

7. Head & Shoulders (Proctor & Gamble India)

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Another global brand of shampoo, Head & Shoulders ranks as top-sellers in India. Head & Shoulders is available in eight variants in the Indian market.

The brand has a history of over 70 years and made its first appearance in the US in 1950.

Proctor & Gamble make Head & Shoulders shampoo that is specifically beneficial to Indian hair types and applications.

Head & Shoulders shampoo is also available in economically priced, single-use sachets.

8. Himalaya Shampoo (The Himalaya Drug Co)

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Himalaya Herbals makes five exclusive herb-based shampoos for the Indian and export markets.

Himalaya shampoos are a hair care product of choice for discerning clientele and are primarily available in urban India and online and It is also the best shampoo for dry hair in India.

Himalaya shampoos are made using formulas based on the ancient Indian herbal medical systems Ayurveda and Unani.

The company uses some rare and exquisite herbs know to promote hair and scalp health in manufacturing these shampoos.

9. Dove (Hindustan Unilever Ltd)

Dove emerged as a brand of moisturizing bathing bars for women and eventually diversified into other beauty products including skin crème and shampoo.

Since launching in India in 2007, Dove has become the fastest growing shampoo brand in the country. “It’s highly conditioned formulation delivers the moisture promise of Dove.

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The range includes Daily Shine, Dryness Care, Dandruff Care, Hair Fall Rescue, Intense Repair Therapy, Nourishing Oil Care and Color Rescue," says the company website.

10. L'Oreal (L'Oreal India Pvt. Ltd)

L'Oreal is a very exclusive range of shampoos available in India. It comes from the French skincare and beauty products MNC, L'Oreal.

The company makes an astounding range of over 15 different types of shampoos for regular and professional hair care.

L'Oreal shampoos are made using the latest technologies in hair care that are developed by the company's scientists worldwide.

In India, L'Oreal holds a very major slice of the shampoo market.

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1. Park Avenue Beer Shampoo

Raymonds renowned for its superior quality fabrics, also has Park Avenue range of cosmetics for men.

Park Avenue Beer Shampoo is the only such hair care product that uses extracts of the alcoholic brew.

Beer is known to be rich in a B-complex group of vitamins and its property for the lending gloss to the hair. Its packaging resembles a typical beer bottle.

The shampoo also bears the distinct, golden hue of beer.

2. Sri Sri Tattva

Sri Sri Tattva, an FMCG company operated by the spiritual organization, Art of Living Foundation, Bangalore, also makes three herbal shampoos for the Indian and export market.

These shampoos are available at SriSri Tattva brand stores across India and leading retailers.

They can also be bought online.

The company claims to use purest, natural ingredients, including organic products, for its shampoos.

3. KP Namboodiri's Ayurvedics

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Kerala-based KP Namboodiri's Ayurvedics is a major manufacturer of herbal shampoos. The company's products are very popular in South India as well as countries in the Arabian Gulf region.

KP Namboodiri's Ayurvedic makes two types of shampoos and one hair cleanser liquid.

These shampoos are made with renowned coconut oil of Kerala and herbal extracts.

They are available at speciality stores in India and have a huge market in the Middle East.

WHAT ARE THE ADVANTAGES AND DISADVANTAGES OF SHAMPOO?

The list of advantages of using Hair Shampoo for both men and women

- Hair shampoos fight dryness and oiliness: Using shampoos specially made for the dry hairs and scalp removes the dryness effectively and also brings up the soft strands. using shampoos for the oily hairs does the contrary best thing to your hair.
- Relieves itch and irritation: To relieve the scalp irritation, you should treat a little hairs therapy using a good shampoo.
- Removes the redness: In this case, people with sensitive skin can easily get inflamed skin which eventually leads to many other hair related problems. The regular use of mild and high -quality products can give you better results in every way.

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What are the advantages and disadvantages of shampoo?

Advantages of shampoo:

- Shampoo keeps hair silky and smooth.
- Keeps dirt, dust, oil and pollutants away.
- Shampoo is easy to rinse.
- There is minimum skin and eye irritation.
- Is less toxic.
- It is slightly acidic.
- Causes less damage to hair.
- Repairs damaged hair.

Disadvantages of shampoo:

- Sodium laureth sulfate is commonly used in shampoos which may harm eyes and skin .
- It can cause headache and vertigo and soreness in the eyes, nose, throat and lungs.
- The use of SLES decreases new hair growth and extends hair loss period.
- The existence of SLES in hair might worsen follicles of hair increase scalp.

Types of shampoos

1. Regular shampoo

A regular hair shampoo is designed for people who don't have any specific hair needs or treatments. Regular shampoos are gentle cleansers with simple ingredients formulated to clean normal sebum production without stripping your

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scalp's natural oil, hydration, and shine from your strands. Regular shampoos can be formulated for dry, normal, or oily hair

2. Everyday shampoo

Greasier-haired gals tend to need to shampoo more often, and that's where everyday shampoo comes in. An everyday shampoo is a mild cleanser containing far fewer surfactants when compared to a regular shampoo. They also are soap and alkaline-free which make their everyday use sustainable. And like regular shampoos, everyday shampoos may have a small number of conditioning agents in them.

3. Clarifying shampoo

If you use a lot of styling products on the regular, it's most likely time for a clarifying shampoo. Clarifying shampoo deep cleans, clearing out build-up in the hair and scalp from extended use of things like silicones, styling products, and conditioners. The catch is, clarifying shampoos can be harsh, so be sure to follow up with a conditioner and use it only once a week. While clarifying shampoo is safe to use, using it anymore can make your hair dry and frizzy.

4. Anti-breakage shampoo

Anti-breakage shampoos are formulated for long or damaged hair. They're designed to gently cleanse the hair, and create a glossy shine. They help restore your hair's pH balance and repair damage. You can use and **anti-breakage shampoo** to cut down on frizz and get healthier, stronger hair.

5. Purifying shampoo

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Focusing more on the scalp than on the hair itself, a **purifying shampoo** has cleansing, soothing, and antimicrobial benefits. Purifying shampoos specifically target dandruff-prone hair. Some common botanical ingredients in these types of shampoos include dandelion, willow bark extract, and tea tree oil.

6. Dry shampoo

Dry shampoo isn't (technically) a shampoo because it simply absorbs hair oils as opposed to actually cleaning the hair or scalp. Dry shampoos can be liquid, powder, or come in an aerosol spray. Perfect for those in-between wash days, take a small amount of **dry shampoo** and spread it through your roots to absorb excess oil and grease. It will instantly absorb sebum from your roots, making your hair appear and smell fresher than ever. Although, it's important to note that relying solely on dry shampoo for long stretches of time can cause build-up and adverse effects on your hair and scalp.

7. Moisturizing shampoo

One of the main reasons for dry or weak hair is because of a lack of moisture in the scalp. If the scalp fails to produce enough oil to lock moisture in, the result is dry, brittle strands, ultimately **leading to dandruff**. This is the time to use a moisturizing shampoo. But you don't have to have dry hair to reap the benefits, moisturizing shampoo can also help to strengthen your hair and make it look shinier. The only time we don't recommend using a moisturizing shampoo is if you have oily hair.

8. Volumizing shampoo

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As the name suggests, volumizing shampoos are designed specifically to give volume to fine, thin hair. They are created from lighter formulas, so as not to weigh your hair down. A volumizing shampoo works by opening the hair cuticle, encouraging growth. Some volume shampoos even have keratin protein as an active ingredient to help strengthen strands from the roots to the ends.

9. Color-treated hair shampoo

If you have color-treated hair, you're likely dealing with dry locks, fading color, and a lack of moisture. For this reason, it's important to use a shampoo specifically designed for colored hair. Unlike ordinary shampoos, a **shampoo for color-treated hair** contains ingredients that won't strip your hair of its hue. This helps keep your strands hydrated, healthy, and protected from damage.

10. Curly hair shampoo

If you're naturally curly, then you're probably well aware of the fact that not all shampoos are created equal. Curly hair tends to be drier and frizzier than other hair types, which is why it's critical to use super hydrating ingredients in a shampoo. A **curly hair shampoo** gently cleanses frizzy hair, making it smooth and shiny.

CHAPTER-III

ANALYSIS AND

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INTERPRETATION

OF

DATA

CHAPTER-III

ANALYSIS AND INTERPRETATION OF DATA

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INTRODUCTION:

In this chapter, the researchers have analysed the data collected through (questionnaire) google form to the respondents. A structured questionnaire was framed for collecting the data and the link was given to 98 respondents. The collected data are systematically analyzed in this chapter.

TABLE: 3.1

CLASSIFICATION ON THE BASIS OF AGE

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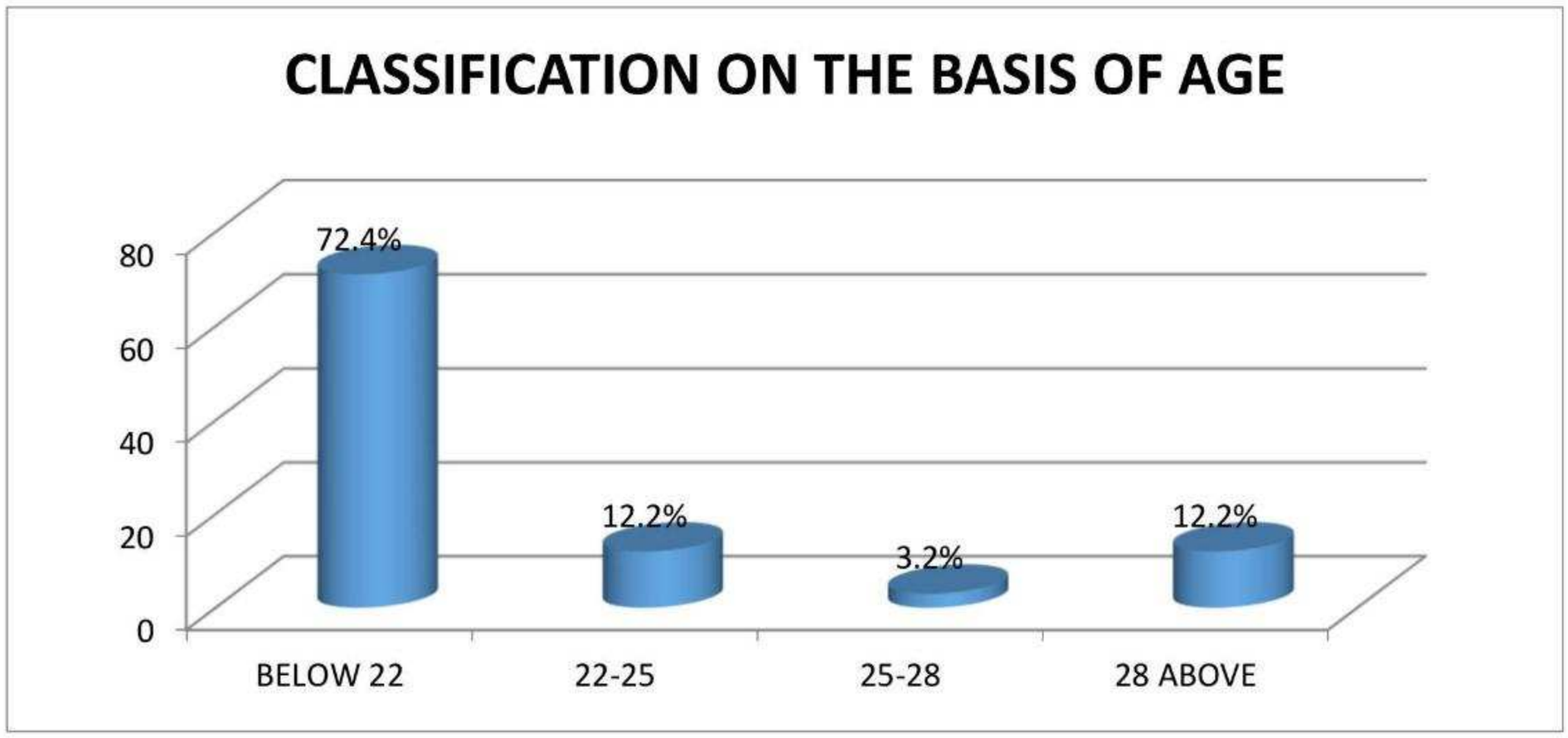
AGE	NO OF RESPONDENTS	PERCENTAGE
BELOW 22	71	72.4
22-25	12	12.2
25-28	3	3.2
28 ABOVE	12	12.2
TOTAL	**98**	**100**

Source: Primary Data



INFERENCE:

Table 3.1 shows that 72.4% of the respondents are below the age of 22, 12.2% are aged between 22 and 25 years, 3.2% of them are in the age group 25 to 28 years while 12.2% of them are above 28 years of age.

Thus, majority of the respondents are less than 22 years of age.

TABLE: 3.2

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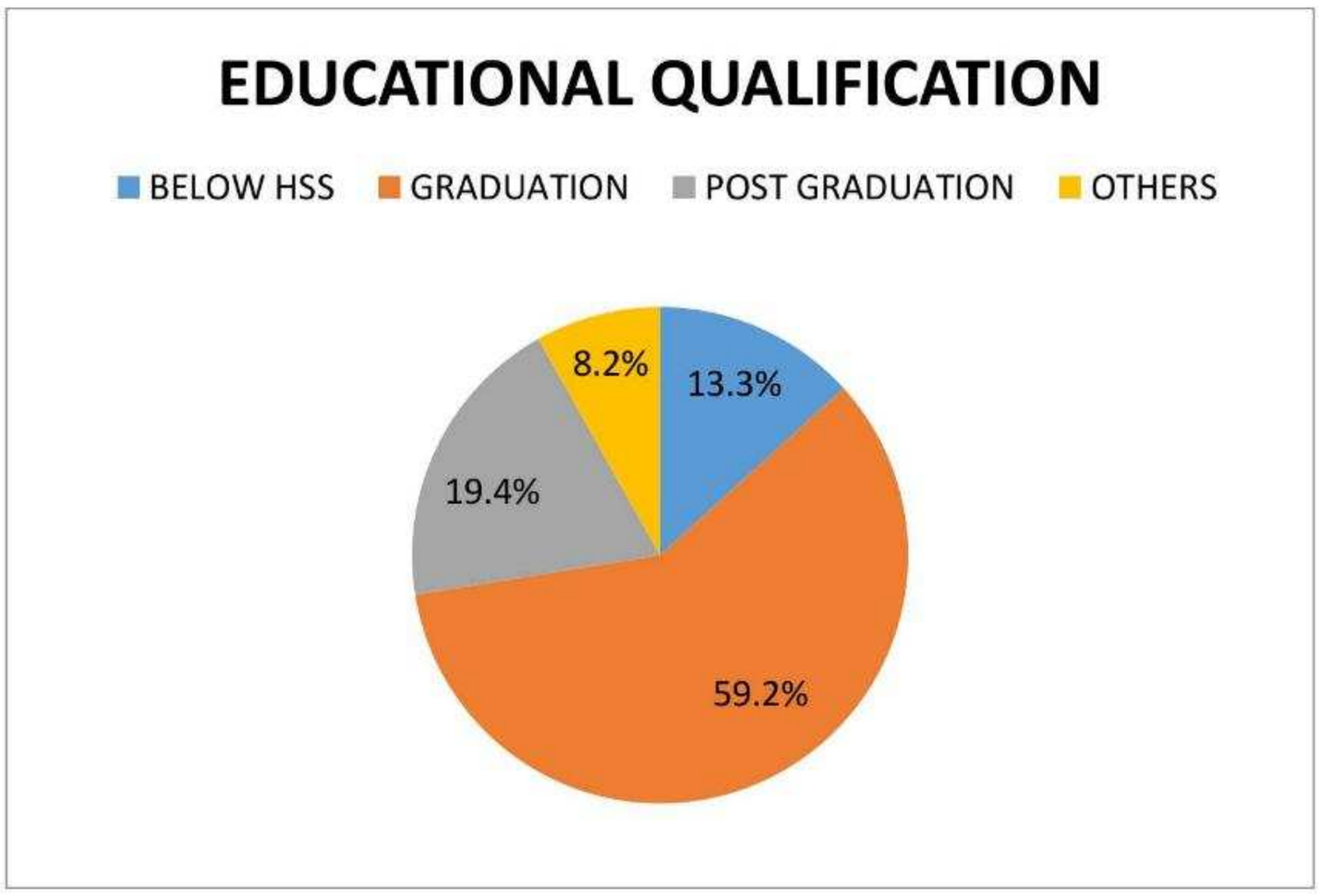
CLASSIFICATION ON THE BASIS OF EDUCATIONAL QUALIFICATION

EDUCATIONAL QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE
BELOW HSS	13	13.3
GRADUATION	58	59.2
POST GRADUATION	19	19.4
OTHERS	8	8.2
TOTAL	**98**	**100**

Source: Primary Data



INFERENCE:

Table 3.2 reveals that 13.3% of respondents had school education, 59% are graduates, 19.4% are Post Graduates, while 8.2% of the respondents hold other educational qualification.

Thus it is inferred that more one half of the respondents are graduates.

TABLE: 3.3

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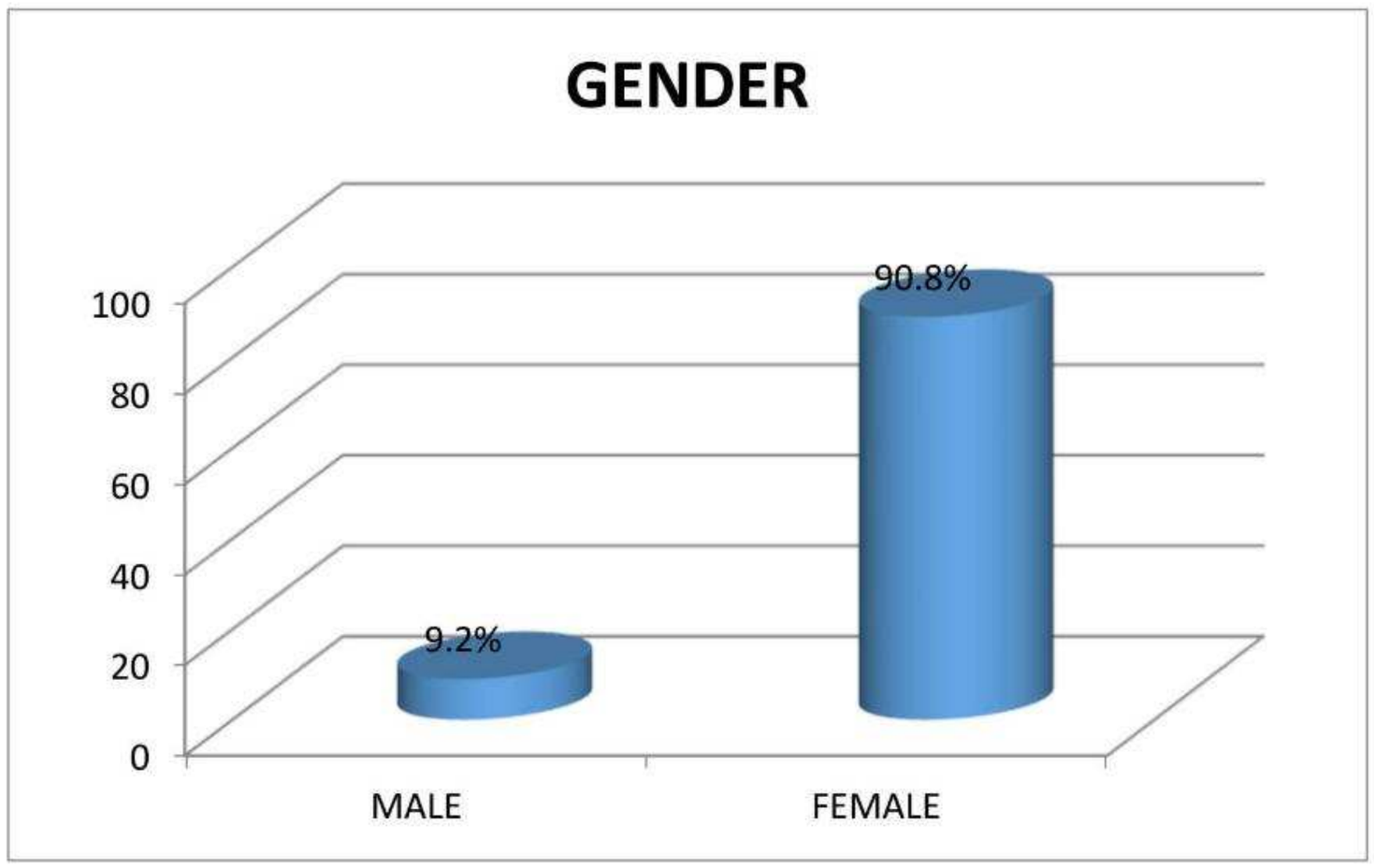
CLASSIFICATION ON THE BASIS OF GENDER

GENDER	NO OF RESPONDENTS	PERCENTAGE
MALE	9	9.2
FEMALE	89	90.8
TOTAL	**98**	**100**

Source: Primary Data



INFERENCE:

It is evident from table 3.3 that 9.2% of the respondents are male members while 90.8% of them are female members.

Thus, a clear majority of the respondents are female.

TABLE: 3.4

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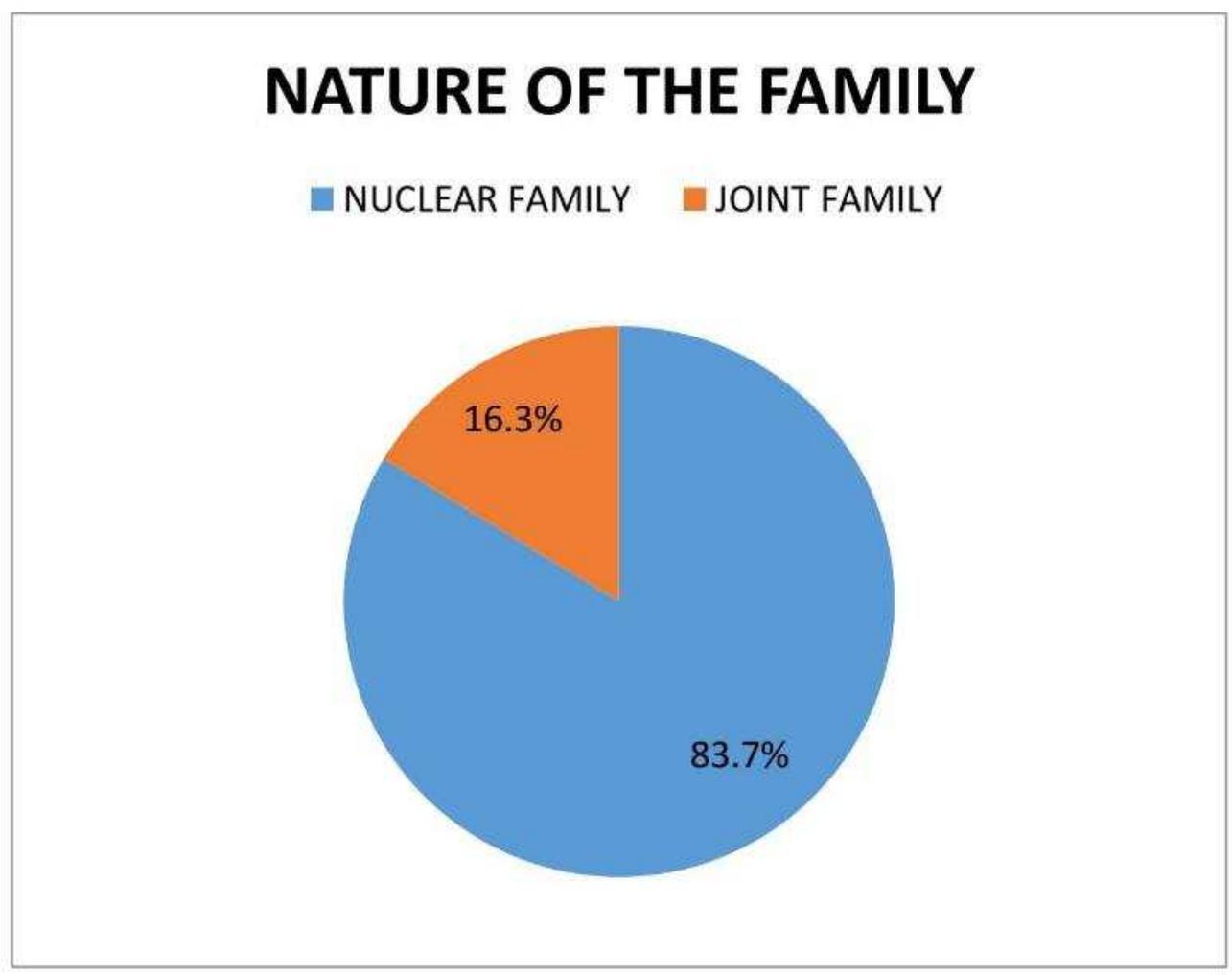
CLASSIFICATION ON THE BASIS OF NATURE OF THE FAMILY

NATURE OF THE FAMILY	NO OF RESPONDENTS	PERCENTAGE
NUCLEAR FAMILY	82	83.7
JOINT FAMILY	16	16.3
TOTAL	**98**	**100**

Source: Primary Data



INFERENCE:

The nature of the family as revealed in table 3.4 indicates that 83.7% of the respondents belong to nuclear family while the rest ie., 16.3% belong to joint family.

Thus, it is evident that majority of the respondent are from nuclear family.

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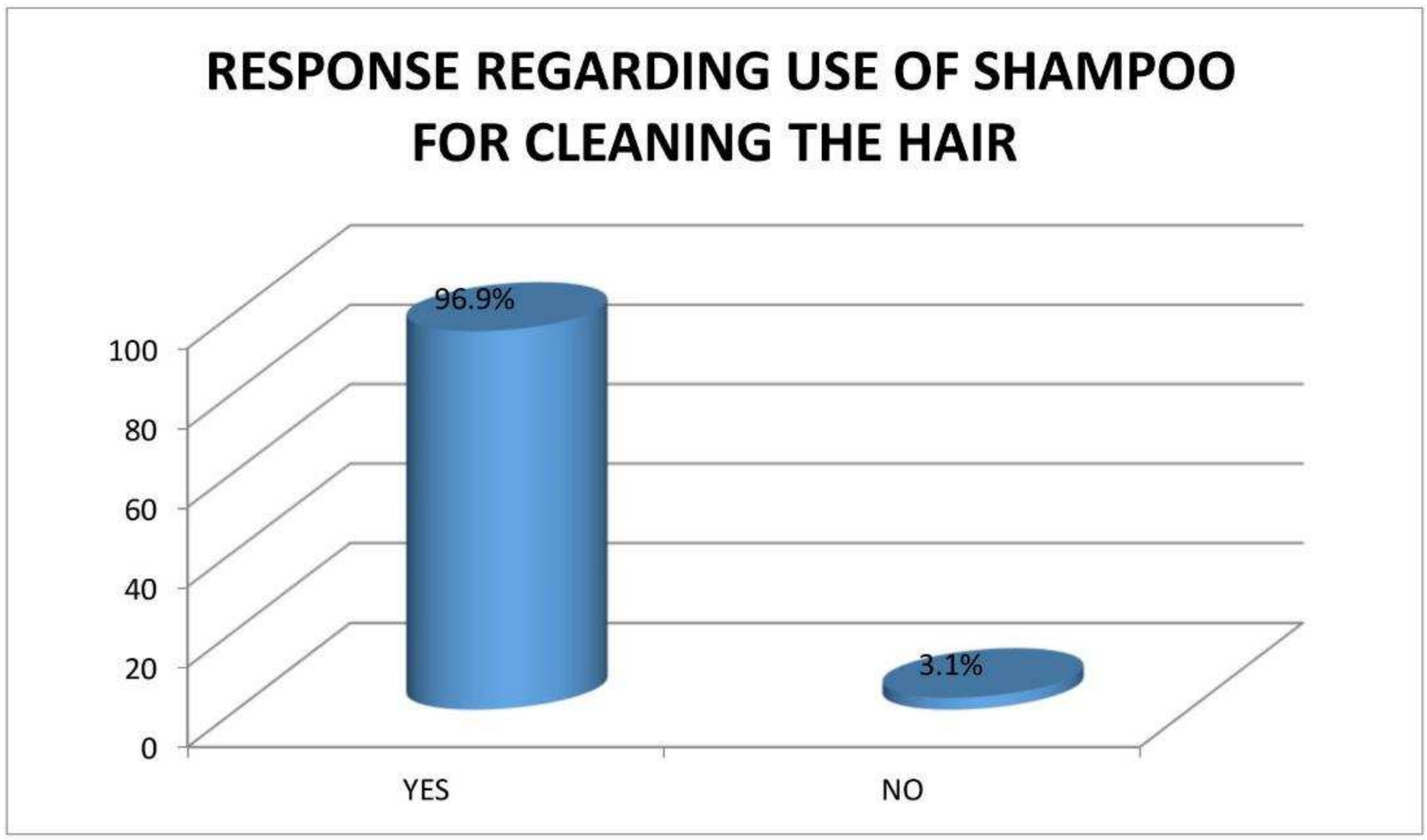
TABLE: 3.5

RESPONSE REGARDING USE OF SHAMPOO FOR CLEANING THE HAIR

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
YES	95	96.9
NO	3	3.1
TOTAL	**98**	**100**

Source: Primary Data



INFERENCE:

Table 3.5 indicates that 96.9% of the respondents use shampoo for cleaning the hair while the rest (31%) do not use shampoo. Thus, it is inferred that vast majority of respondents make use of shampoo for cleaning their hair.

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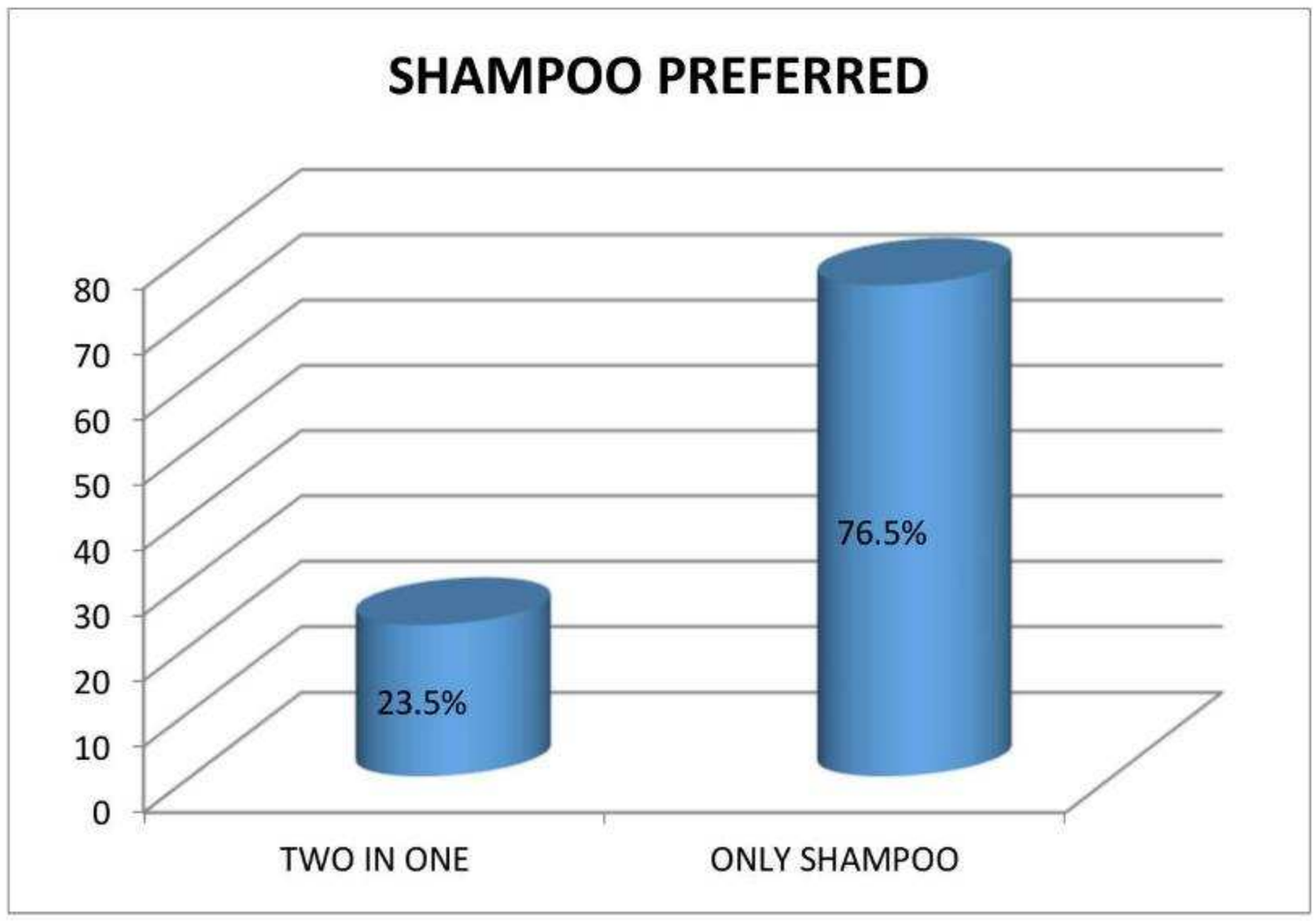
TABLE: 3.6

SHAMPOO PREFERRED

SHAMPOO PREFERRED	NO.OF.RESPONDENTS	PERCENTAGE
TWO IN ONE	23	23.5
ONLY SHAMPOO	75	76.5
TOTAL	**98**	**100**

Source: Primary Data



INFERENCE

It is found in table 3.6 that 23.5% of the respondents use two in one shampoo i.e., (shampoo and conditioner) while the others i.e., 76.5% of the respondents use only the shampoo.

Thus, 3/4th majority of the respondents prefer to use only shampoo.

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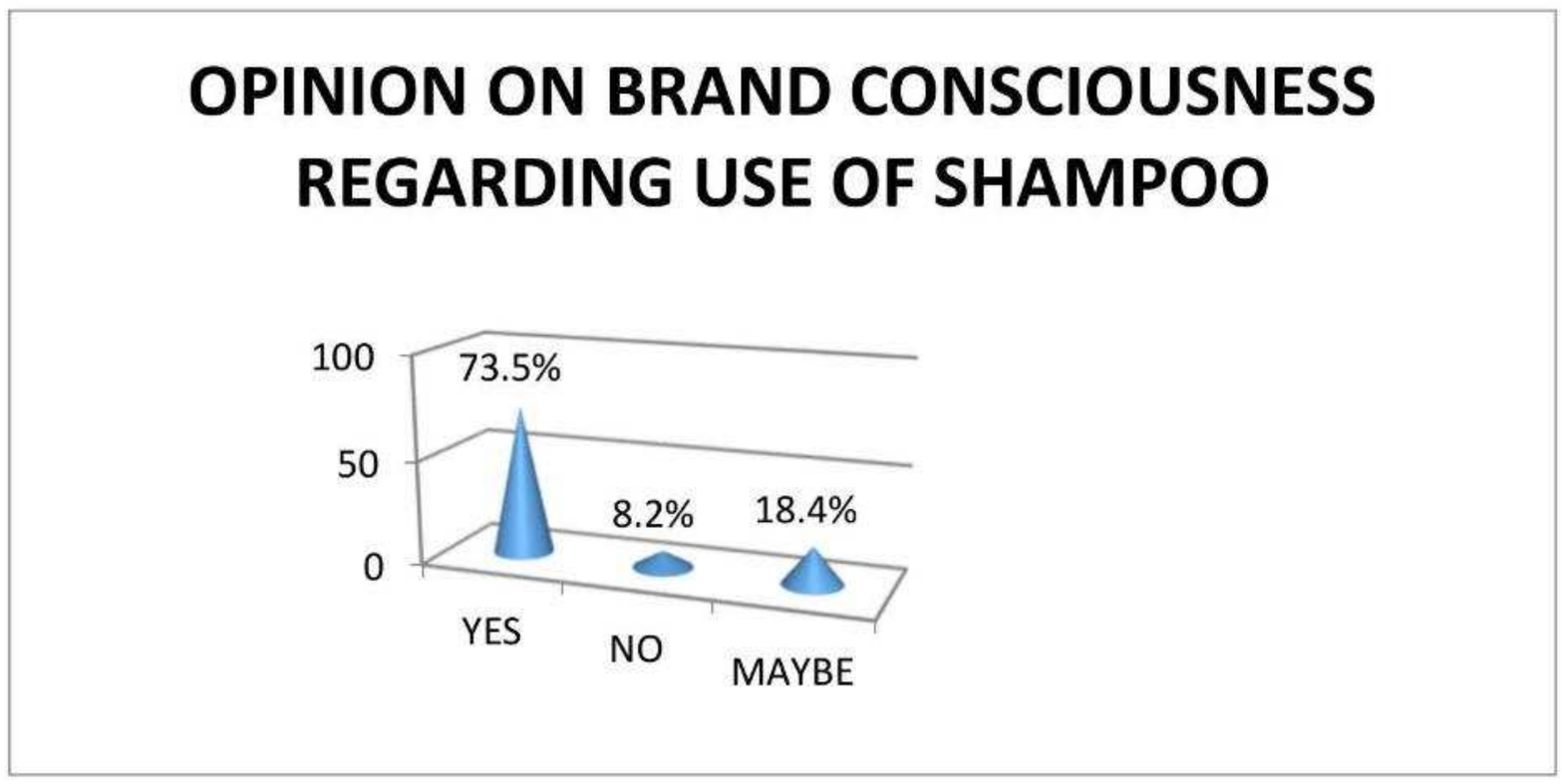
TABLE: 3.7

OPINION ON BRAND CONSCIOUSNESS REGARDING USE OF SHAMPOO

RESPONSE	NO.OF.RESPONDENTS	PERCENTAGE
YES	72	73.5
NO	8	8.2
MAY BE	18	18.4
TOTAL	**98**	**100**

Source: Primary Data



INFERENCE

The opinion regarding brand consciousness of shampoos in table 3.7 indicates that 73.5% of the respondents are exhibiting brand consciousness, 8.2% of the respondents have no brand consciousness while the rest i.e., 18.4% are not very sure about their brand consciousness. Thus, almost 3/4th majority of the respondents are found to possess brand consciousness.

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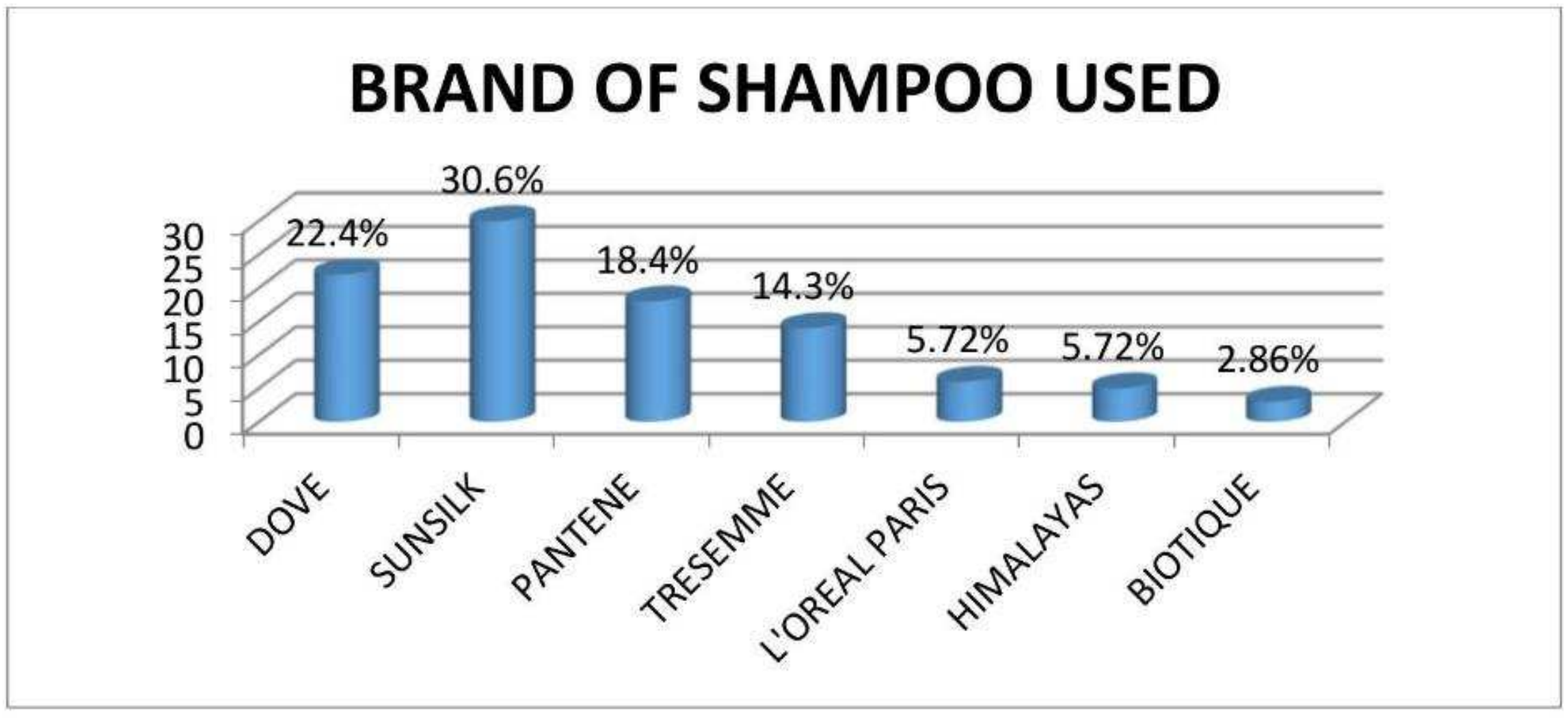
TABLE: 3.8

BRAND OF SHAMPOO USED

BRAND OF SHAMPOO	NO.OF.RESPONDENTS	PERCENTAGE
DOVE	22	22.4
SUNSILK	30	30.6
PANTENE	18	18.4
TRESEMME	14	14.3
L'OREAL PARIS	6	5.72
HIMALAYAS	5	5.72
BIOTIQUE	3	2.86
TOTAL	**98**	**100**

Source: Primary Data



INFERENCE

Table 3.8 potrays that 22.4% of the respondents prefer 'Dove', 30.6% of the respondents use 'Sunsilk', 18.4% use 'Pantene', 14.3% use 'Tresseme', 5.72% each used 'Loreal Paris' and 'Himalayas' while a meagre 2.86% of the respondents use 'Biotique' shampoo.

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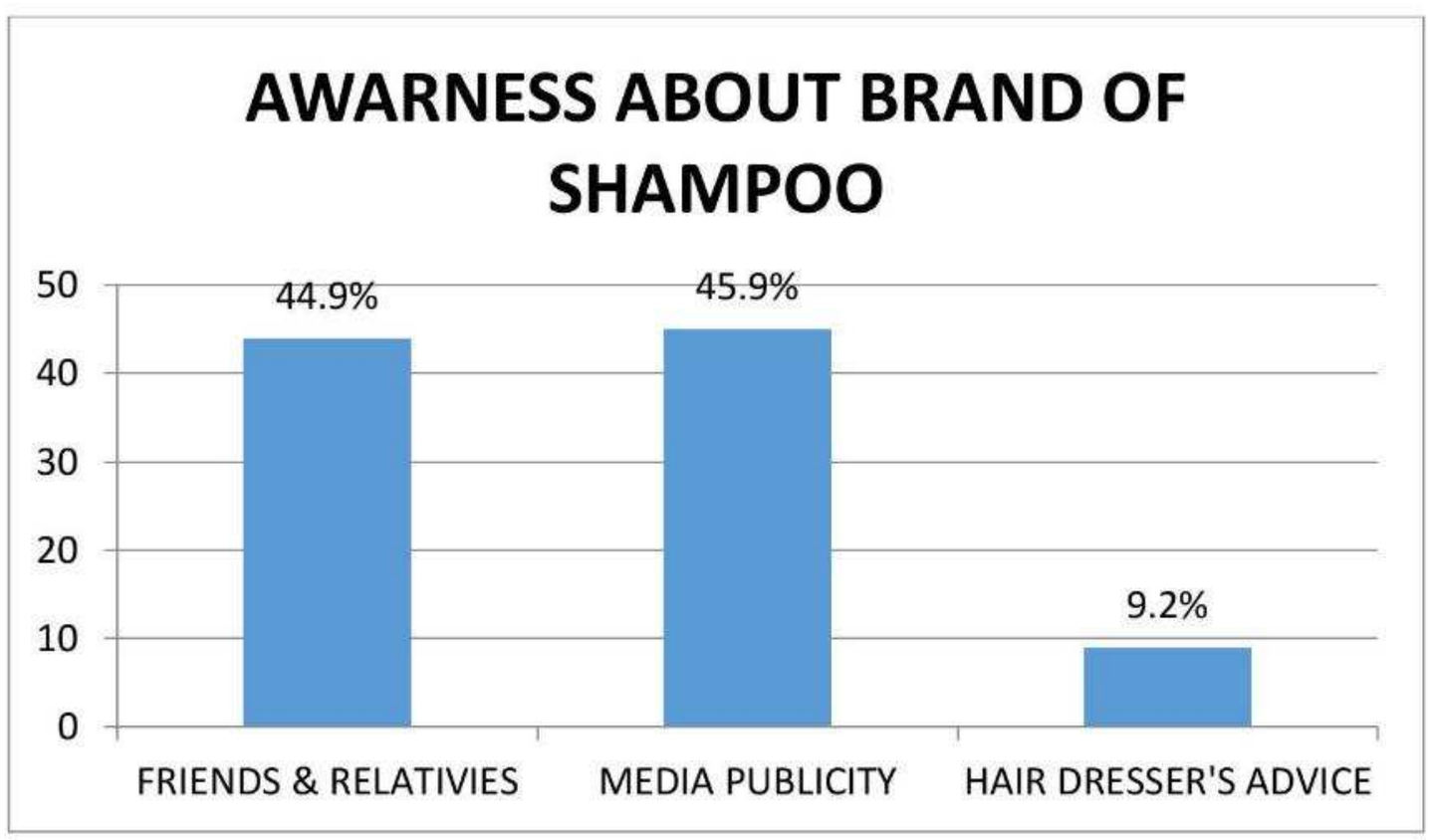
Thus, it is found that around 1/3rd majority of the respondents prefer 'Sunsilk' shampoo.

TABLE: 3.9

AWARENESS ABOUT BRAND OF SHAMPOO

AWARENESS	NO.OF.RESPONDENTS	PERCENTAGE
FRIENDS&RELATIVES	44	44.9
MEDIA PUBLICITY	45	45.9
HAIR DRESSER'S ADVICE	9	9.2
TOTAL	**98**	**100**

Source: Primary Data



INFERENCE:

Table 3.9 indicates that 44.9% of the respondents had an awareness about their brand of shampoo through friends and relatives, 45.9% of the respondents say that they had an awareness through media publicity while the remaining 9.2% of the

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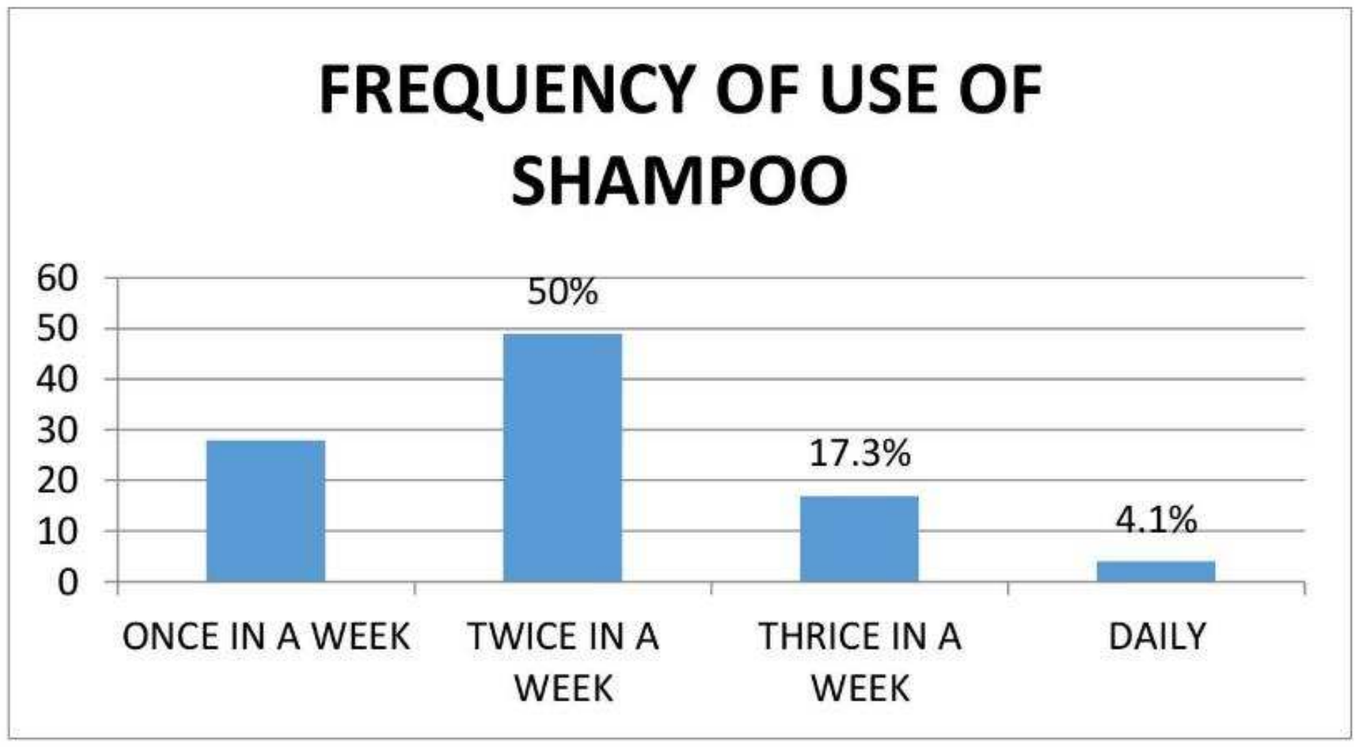
respondents say that they use it as per their hair dresser's advice. Thus it is inferred that around half the majority of the respondents had an awareness through media.

TABLE:3.10

FREQUENCY OF USE OF SHAMPOO

FREQUENCY	NO.OF.RESPONDENTS	PERCENTAGE
ONCE IN A WEEK	28	28.6
TWICE IN A WEEK	49	50
THRICE IN A WEEK	17	17.3
DAILY	4	4.1
TOTAL	**98**	**100**

Source: Primary Data



INFERENCE:

Table 3.10 shows that 28.2% of the respondents use the shampoo once in a week, 50% of the respondents use it twice a week, 17.3% of the respondents use the shampoo three times in a week while 4.1% of the respondents use the shampoo one daily basis. Thus around half the majority of respondents use the shampoo twice in a week.

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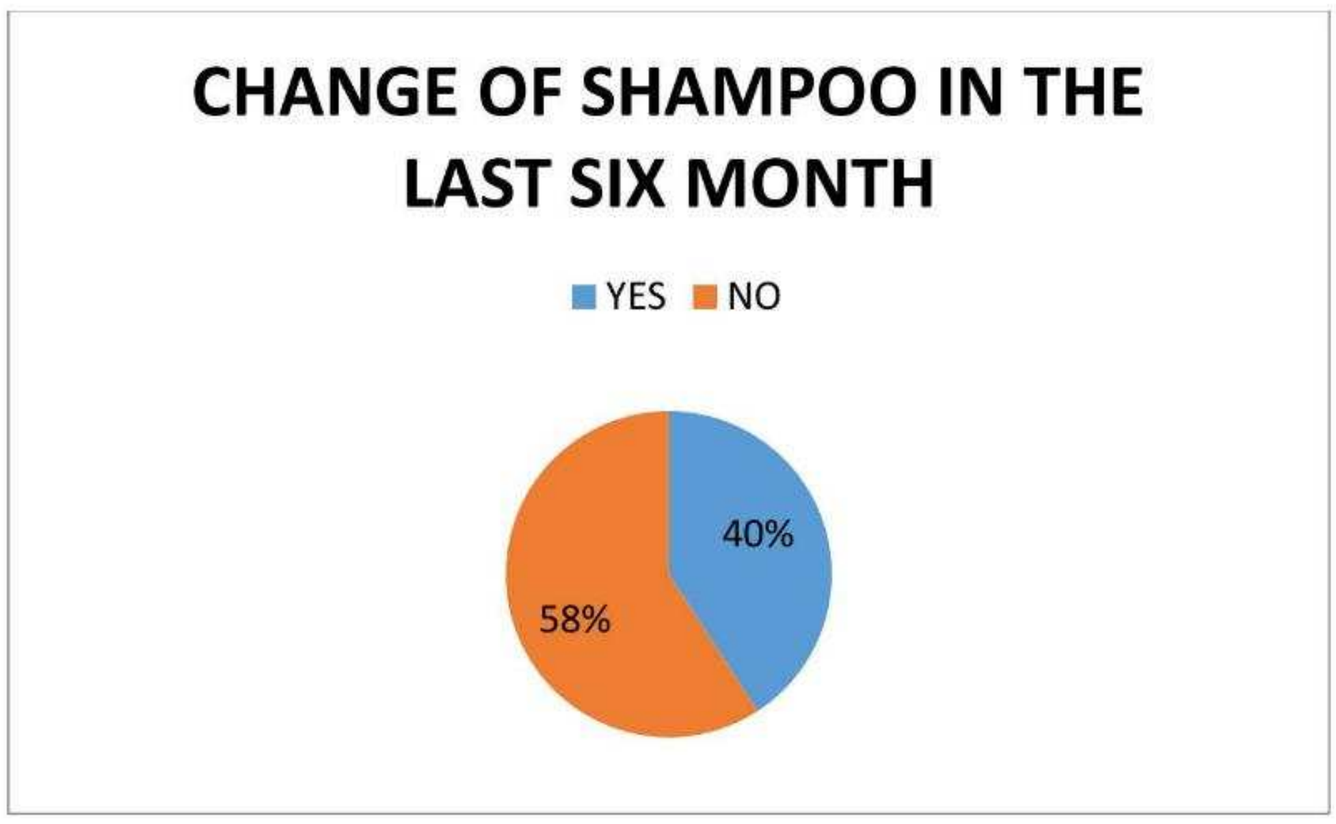
TABLE: 3.11

RESPONSE REGARDING CHANGE OF SHAMPOO IN THE LAST SIX MONTHS

RESPONSE	NO.OF.RESPONDENTS	PERCENTAGE
YES	40	40.8
NO	58	59.2
TOTAL	**98**	**100**

Source: Primary Data



INFERENCE:

Table 3.11 shows that 40.8% of the respondents have changed the shampoo during the last six months of usage, while and the rest 59.3% of the respondents have not changed their brand of shampoo during the last six months. Thus a major

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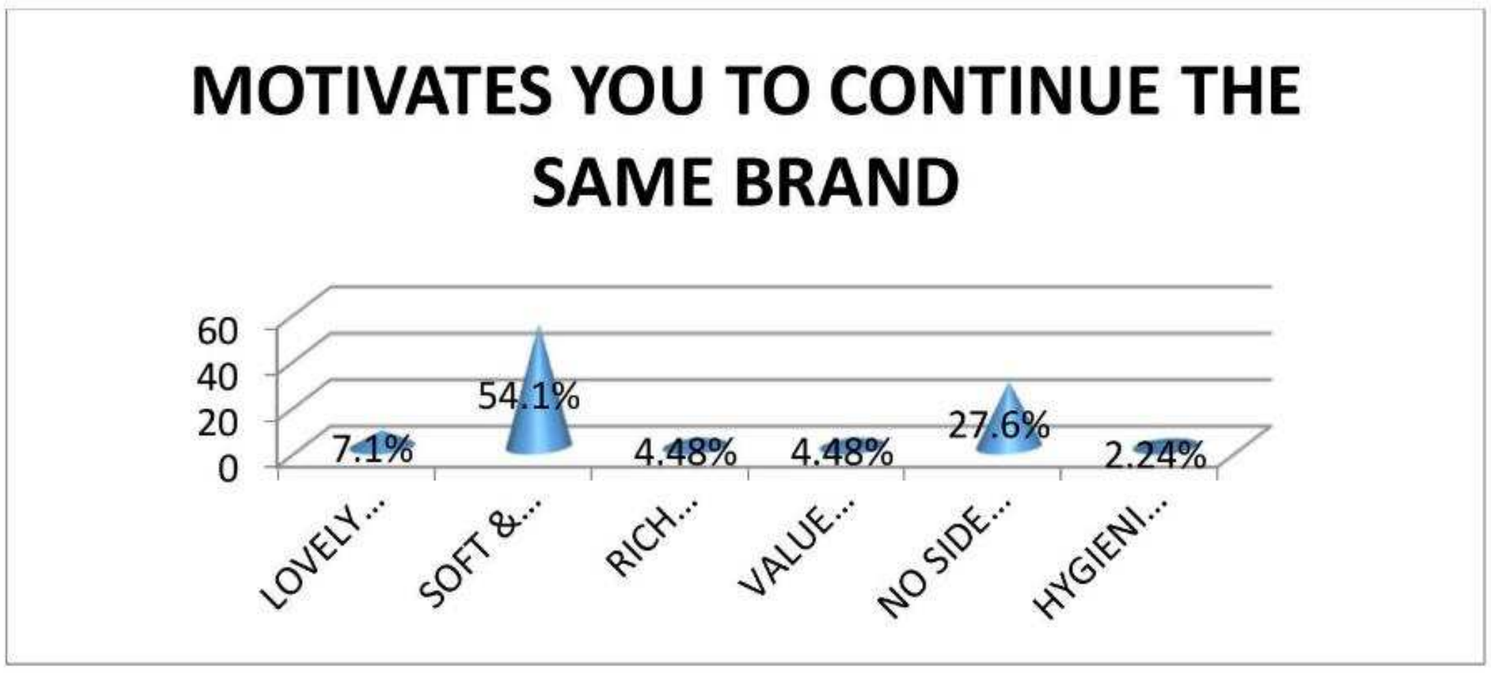
proportion of respondents have not changed their brand of shampoo during the last six months.

TABLE: 3.12

RESPONSE REGARDING MOTIVATION TO CONTINUE THE SAME BRAND

RESPONSE	NO.OF.RESPONDENTS	PERCENTAGE
LOVELY AROMA	7	7.1
SMOOTH & SOFT HAIR	53	54.1
RICH LATHER	4	4.48
VALUE FOR MONEY	4	4.48
NO SIDE EFFECT	28	27.6
HYGIENIC PROPERTIES	2	2.24
TOTAL	**98**	**100**

Source: Primary Data



INFERENCE:

Table 3.12 indicates that 7.1% of the respondents have continued to use the same brand of shampoo due to the lovely aroma, 54.1% of the respondents use it

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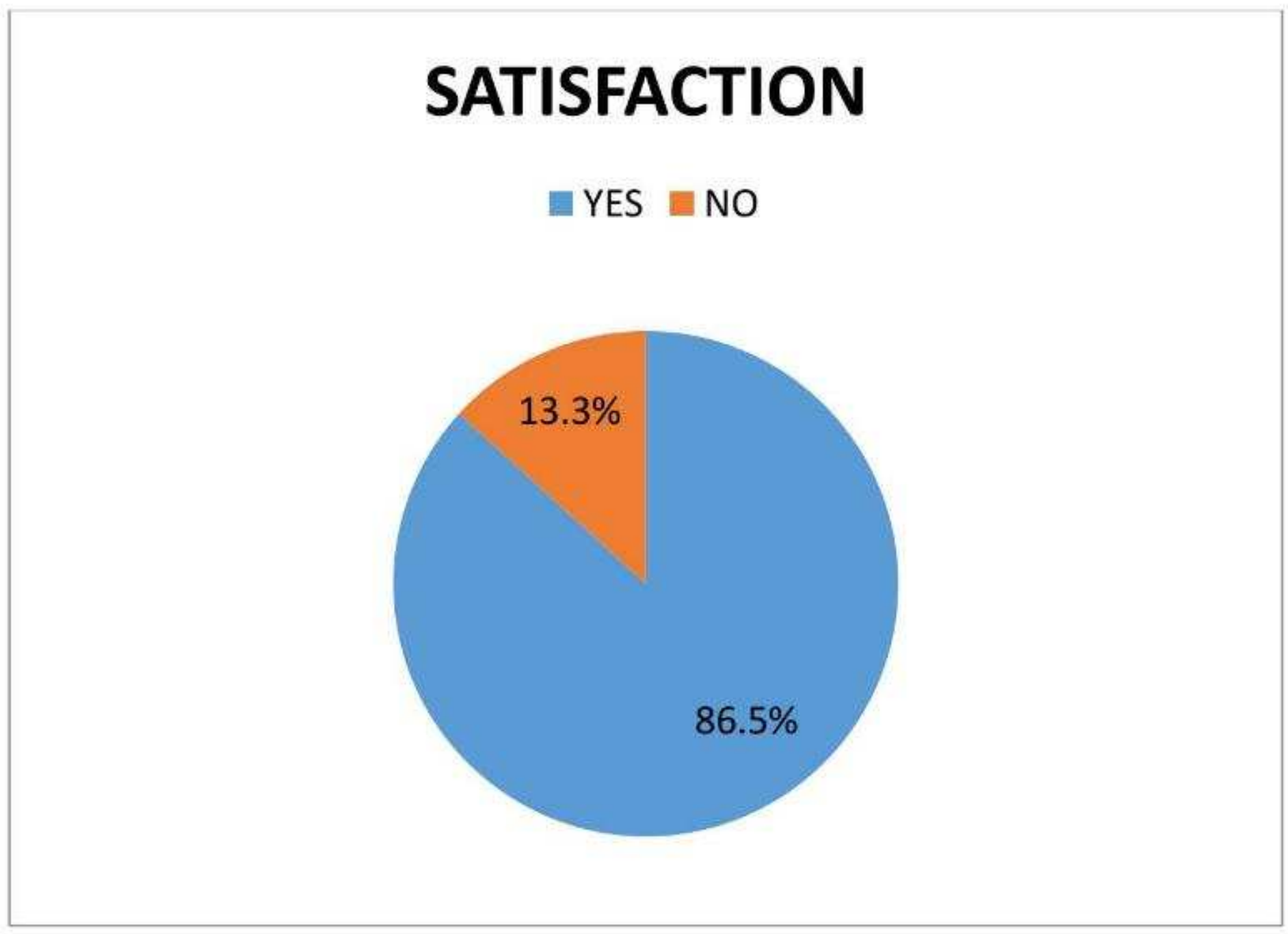
because it results in soft and smooth hair, 4.48%(each) have used it for its rich lather and money value, 27.6% have used it since it has no side effects, while the rest(2.24%) of the respondents have used the same brand since it possesses hygienic properties. Thus around half the majority of respondents have continued the same brand due to the softness and smoothness of hair.

TABLE: 3.13

RESPOSE REGARDING SATISFACTION

RESPONSE	NO.OF.RESPONDENTS	PERCENTAGE
YES	85	86.5
NO	13	13.3
TOTAL	**98**	**100**

Source: Primary Data



INFERENCE:

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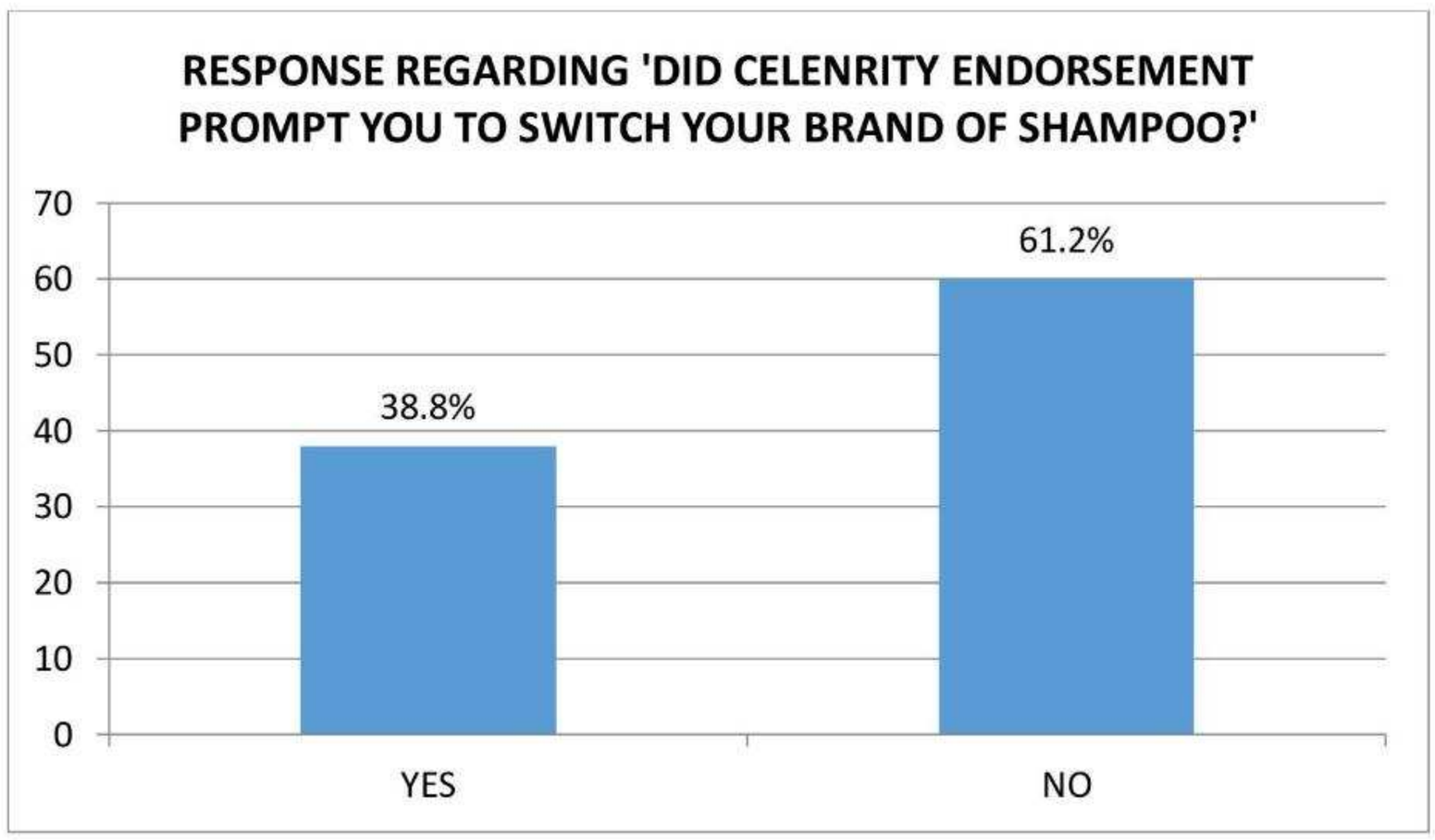
Table 3.13 reveals that 86.5% of the respondents are satisfied with their brand of shampoo while the rest 13.3% of the respondents are not satisfied with their brand of shampoo. Thus, it is inferred that majority of the respondents are satisfied with their brand of shampoo.

TABLE: 3.14

RESPONSE REGARDING 'DID CELENRITY ENDORSEMENT PROMPT YOU TO SWITCH YOUR BRAND OF SHAMPOO?'

RESPONSE	NO.OF.RESPONDENTS	PERCENTAGE
YES	38	38.8
NO	60	61.2
TOTAL	**98**	**100**

Source: Primary Data



INFERENCE:

Scanned by TapScanner

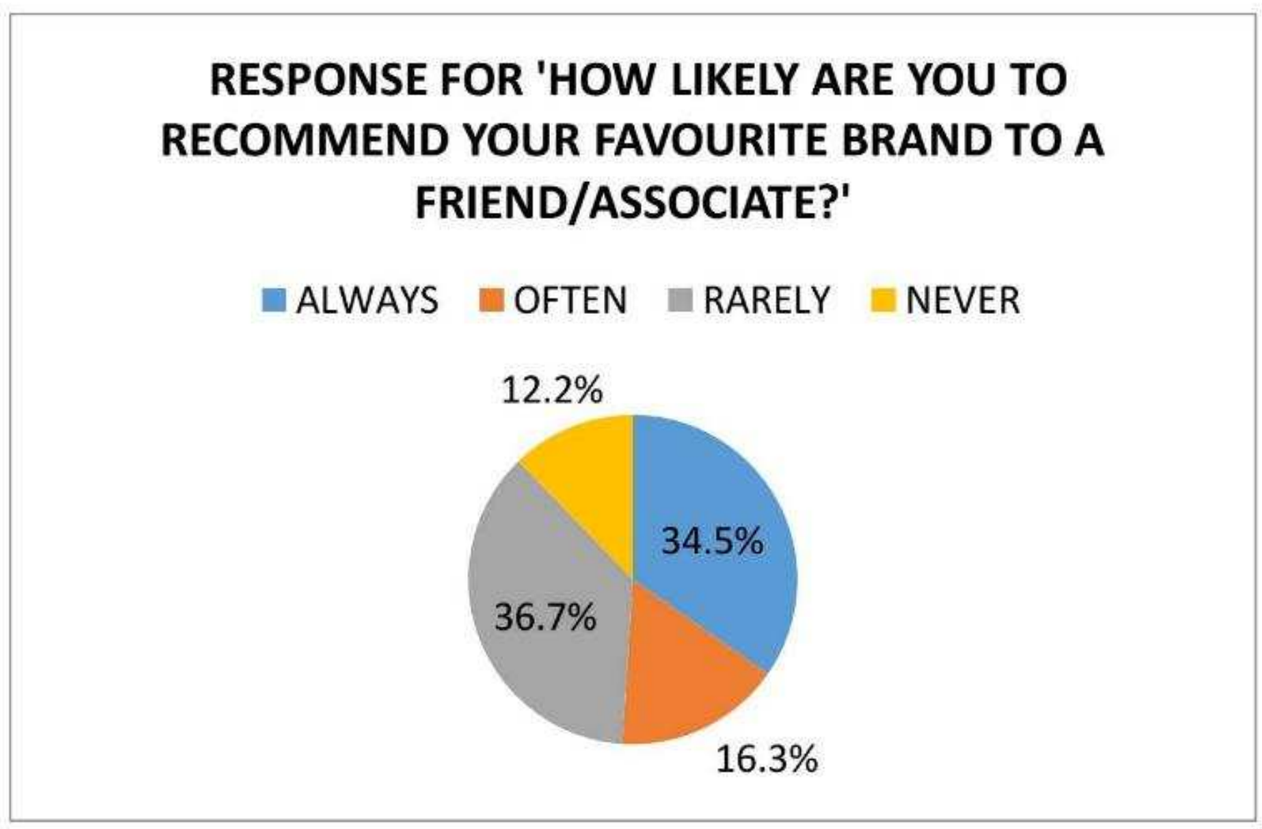
Table 3.14 indicates that 38.8% of the respondents are induced by celebrity endorsement to switch the shampoo brand while 61.2% of the respondents were not induced by celebrity endorsement. Thus, around 2/3rd of the respondents were not prompted to change their brand of shampoo after celebrity endorsement.

TABLE: 3.15

RESPONSE FOR 'HOW LIKELY ARE YOU TO RECOMMEND YOUR FAVOURITE BRAND TO A FRIEND/ASSOCIATE?'

RESPONSE	NO.OF.RESPONDENTS	PERCENTAGE
ALWAYS	34	34.5%
OFTEN	16	16.3%
RARELY	36	36.7%
NEVER	12	12.2%
TOTAL	**98**	**100**

Source: Primary Data



INFERENCE:

Scanned by TapScanner

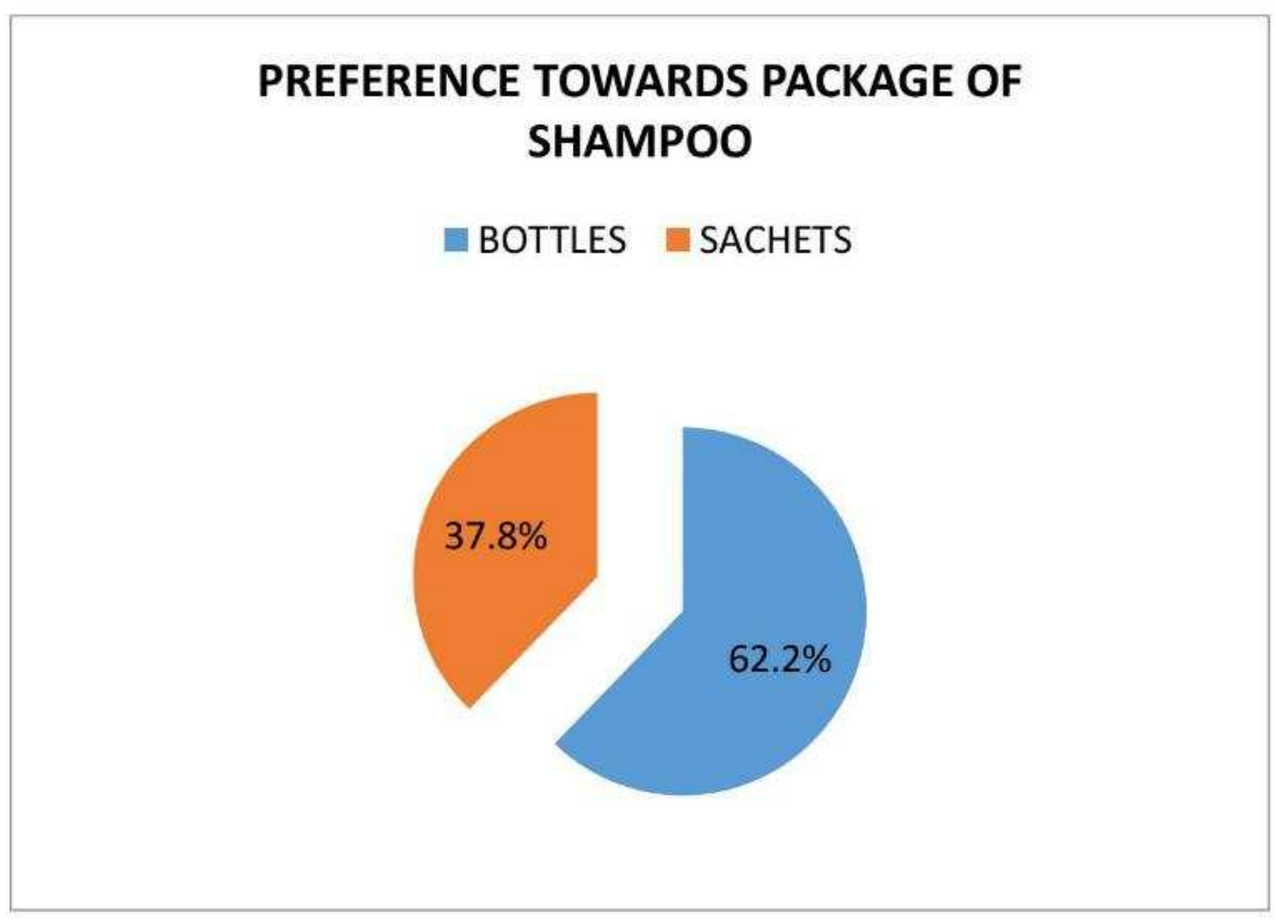
Table 3.15 shows that 34.5% of the respondents always recommend their shampoo brand to a friend/associate, 16.3% of the respondents often recommend it often 36.7% of the respondents say they rarely recommend it , 12.2% of the respondents say they never recommend it to their friend/associate. Thus, it is inferred that a major proportion of the respondents rarely recommend their shampoo brand to their friend/associate

TABLE: 3.16

PREFERENCE TOWARDS PACKAGE OF SHAMPOO

PACKAGE	NO.OF.RESPONDENTS	PERCENTAGE
BOTTLES	61	62.2
SACHETS	37	37.8
TOTAL	**98**	**100**

Source: Primary Data



INFERENCE:

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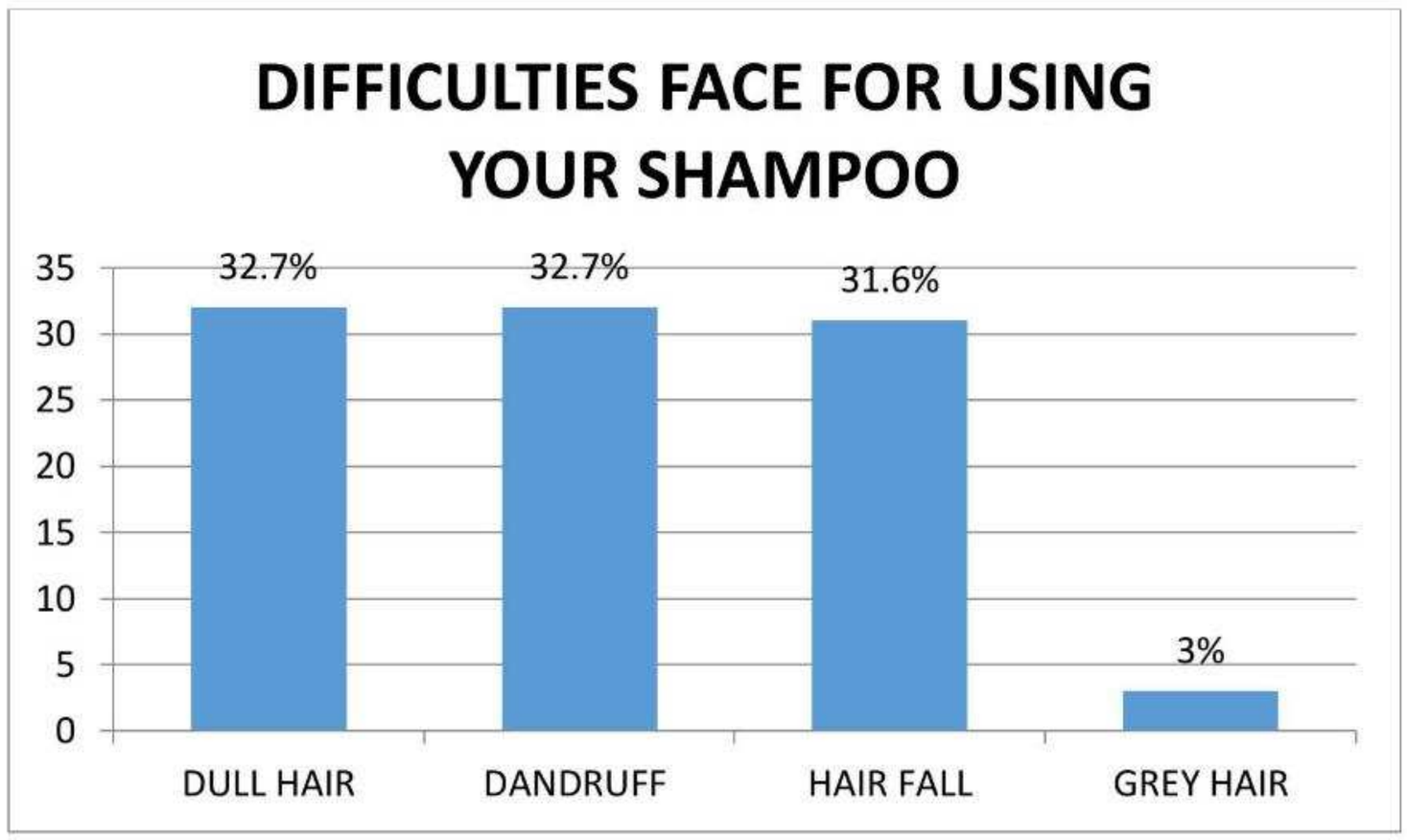
Table 3.16 reveals that 62.2% of the respondents prefer to buy their shampoo packed in bottles, while 37.8% of the respondents prefer sachets. Thus it is inferred that around 2/3rd majority of the respondents prefer bottles to sachets.

TABLE: 3.17

DIFFICULTIES FACED BEFORE USING SHAMPOO

DIFFICULTIES	NO.OF.RESPONDENTS	PERCENTAGE
DULL HAIR	32	32.7
DANDRUFF	32	32.7
HAIR FALL	31	31.6
GREY HAIR	3	3
TOTAL	**98**	**100**

Source: Primary Data



INFERENCE:

Scanned by TapScanner

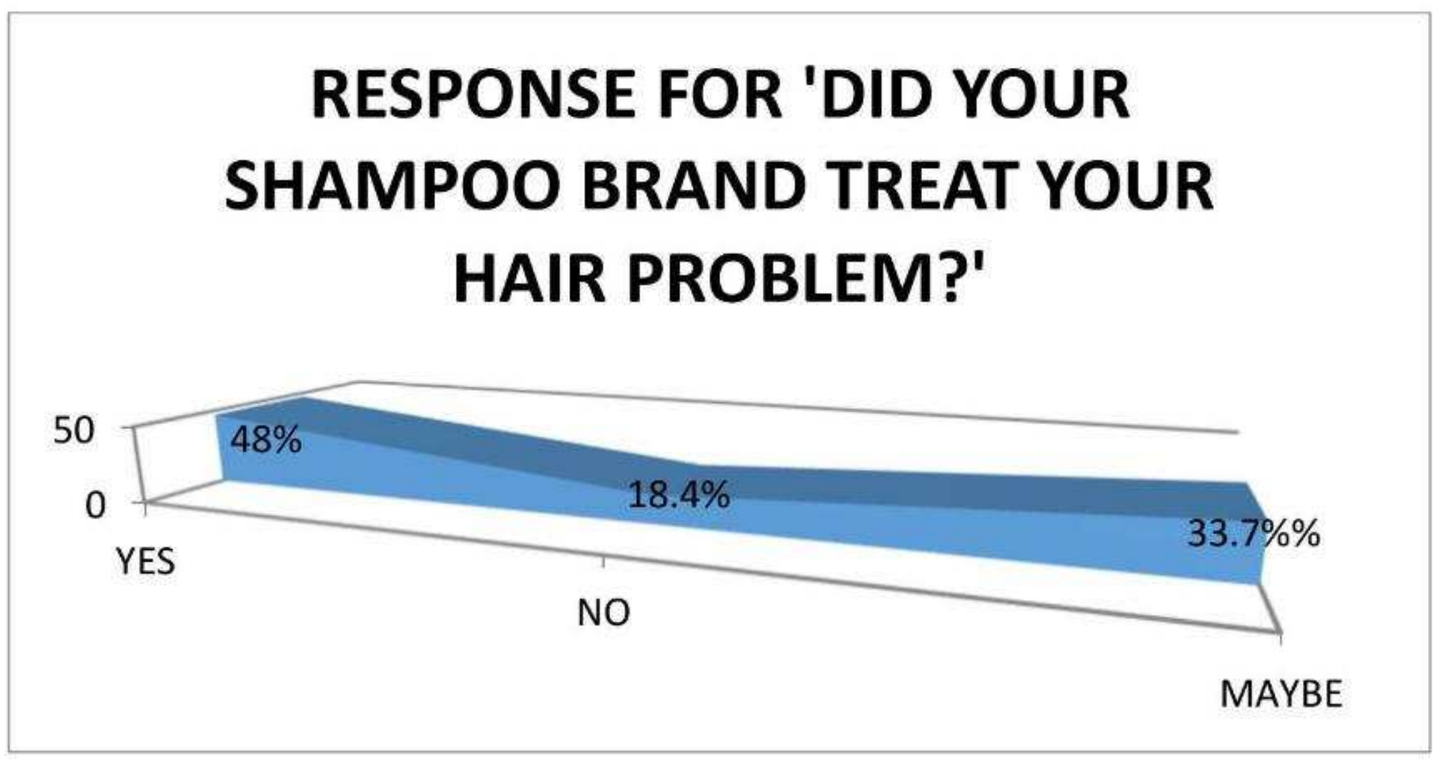
Table 3.17 portrays that 32.7%(each) of the respondents have faced the problem of dull hair and dandruff, 31.6% have suffered hairfall while the rest 3% of the respondents have faced the problem of grey hair. Thus, around 1/3rd majority of the respondents each have faced difficulties of dull hair and dandruff and hairfall.

TABLE: 3.18

RESPONSE FOR 'DID YOUR SHAMPOO BRAND TREAT YOUR HAIR PROBLEM?'

RESPONSE	NO.OF.RESPONDENTS	PERCENTAGE
YES	47	48
NO	18	18.4
MAYBE	33	33.7
TOTAL	**98**	**100**

Source: Primary Data



INFERENCE:

Table 3.18 indicates that 48% of the respondents say that their shampoo brand have helped them to treat their hair problems, 18.4% of the respondents say that their

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brand of shampoo has not helped them to treat their hair problems while the rest 33.7% of the respondents are unsure about it. Thus, around half the majority of the respondents say that their shampoo brand has helped them to set right their hair problems.

TABLE: 3.19

MOTIVATING FACTOR TO BUY THE PARTICULAR BRAND OF SHAMPOO

MOTIVATING FACTOR	NO.OF.RESPONDENTS	PERCENTAGE
POPULARITY	10	10.2
EASY AVAILABILITY	17	17.3
BETTER QUALITY	44	44.9
GOOD REVIEW ABOUT THE BRAND	24	24.5
WIDE PUBLICITY	1	1
REDUCED PRICE	2	2.1
TOTAL	**98**	**100**

Source: Primary Data

INFERENCE:

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Table 3.19 indicates that 10.2% of the respondents are induced to buy since the brand was popular, 17.3% of the respondents were induced because of its easy availability, 44.9% of the respondents brought it for the good quality, 24.5% of the respondents are induced by good reviews about the brand, 1% were induced by wide publicity while rest 2.1% of the respondents were induced by the reduction in price of the product. Thus, a major proportion of the respondents bought the particular brand since it was a quality product.

TABLE: 3.20

OPINION ON EFFECT OF ADVERTISEMENT

STATEMENT	NO.OF.RESPONDENTS				PERCENTAGE			
	Strongly agree	**Agree**	**Strongly disagree**	**Disagree**	**Strongly agree**	**Agree**	**Strongly disagree**	**Disagree**
Advertising makes aware of the shampoo product brand	29	57	7	5	30	58	7	5
Advertising induces to try the shampoo product brand	34	46	10	8	35	47	10	8
Advertising motivates me to buy the shampoo product brand	29	28	19	22	30	29	19	23
TOTAL	**98**	**98**	**98**	**98**	**100**	**100**	**100**	**100**

Source: Primary Data

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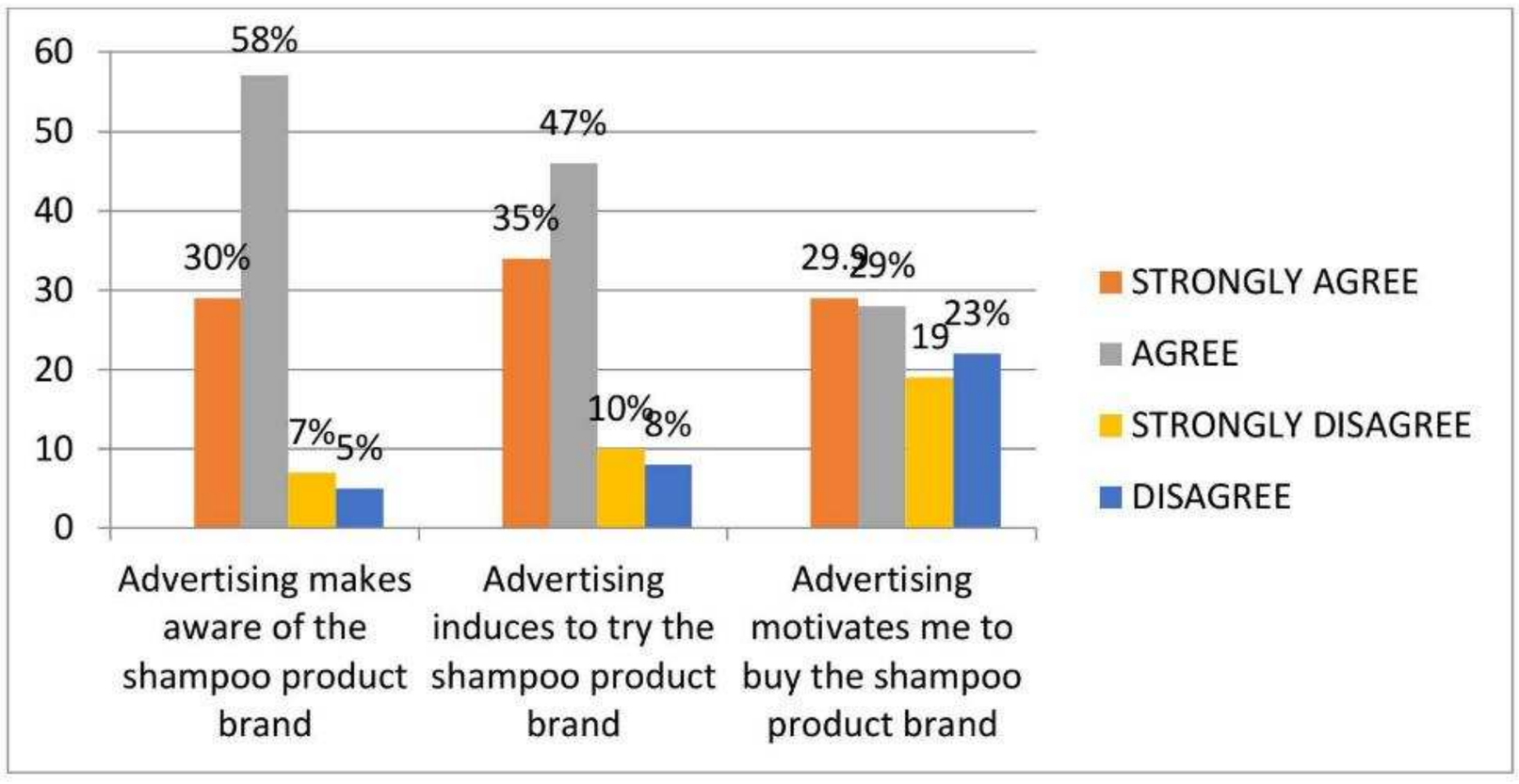

INFERENCE:

Table 3.20 reveals that majority of the respondents have either strongly agreed or disagreed on the statements relating to effect of advertisement.

CHAPTER-IV
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

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FINDINGS:

The Research has reveales the following findings from the study

- Majority (72.4%) of the respondents are less than 22 years of age.
- Around half the majority (59.2%) of the respondents are graduates.
- Vast majority (90.8%) of the respondents are female.
- Majority (83.7%) of the respondents are from nuclear family.
- A clear majority (96.9%) of the respondents make use of shampoo for cleaning their hair.
- Majority (76.5%) of the respondents prefer to use only shampoo.
- Majority (73.5%) of the respondents are found to possess brand consciousness.

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- A major proportion (30.6%) of the respondents prefer "Sunsilk" shampoo.
- Around ½ the Majority (45.9%) of the respondents had an awareness through Media.
- Half the Majority (50%) of the respondents use the shampoo twice in a week.
- A major proportion (59.2%) of the respondents have not changed their brand of shampoo.
- Around half the majority (54.1%) of the respondents have continued the same brand due to the softness and smoothness of hair.
- Majority (86.5%) of the respondents are satisfied with their brand of shampoo.
- Around 2/3rd majority of the respondents were not prompted to change their brand of shampoo after celebrity endorsement.
- A major proportion (36.7%) of the respondents rarely recommend their shampoo brand to their friend/associate.
- Two – third majority (62.2%) of the respondents prefer to buy shampoo packed in bottles.
- Major proportion (32.7%) of the respondents face difficulties of dull hair and dandruff.
- Around half the majority (48%) of the respondents say that their shampoo brand have treated their hair problems
- A major proportion (44.9%) of the respondents bought the particular brand since it was a quality product.
- Majority of the respondents have either strongly agreed or disagreed on the statements relating to effect of advertisement.

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SUGGESTIONS:

In this age of cut-throat competition in the fast moving consumer goods sector (eg. Shampoo), which is prone to brand switching because of low risk involvement, marketers should adapt strategies that would help them retain their current customers and influence other customers to buy their products.

- Marketing agents should emphasize on improving the quality of their products and keep to their promotional promises so that their current customers do not switch over to some other shampoo due to dissatisfaction.
- Advertisements should be done in all form of media ranging from newspapers, magazines, billboards to television and internet advertisements.

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- Advertisements create an impact on the mind of the consumers. Brand loyal people go for repeated purchase of the same product. At the same time, it makes consumers aware of a particular shampoo and try the shampoo, this happens in the case of the brand switching segment.
- Effective promotional tools should be adopted by marketing strategists such as freebics, which tend to attract the brand switching segment of people. Free sachets accompanying electricity bills and newspapers make consumers to try a particular product free of cost, and in future, the consumer purchases the product if he/she is satisfied by it's intial performance.
- Strategies should emphasize on building good brand image. Roping in reowned celebrities as brand endorsers can be made secondary; good packaging is also not necessary for increasing sales as these factors clearly do not affect the sample studied.
- Shampoo should be designed in such a way such that they keep to their promotional promises and customers do not switch over to other brands as a result of dissatisfaction with the present one.

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CONCLUSION:

From the survey, it can be said that promotional activities have made huge impact on increase in sales of the product. So companies want to enhance the promotional activities to attract most of the customers. Mostly consumers are purchasing sachets on a daily basis and bottles are consumed in weekly or monthly basis. The media used for the promotional activities are print media like magazine (size-wise, audience-wise, and geography-wise) and Newspaper (display advertisements and pamphlet advertisements) and also promoting through television. Today's generation mostly spends time on television so it is one of the best media to attract the younger generation.

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ANNEXURE- I

BIBLIOGRAPHY

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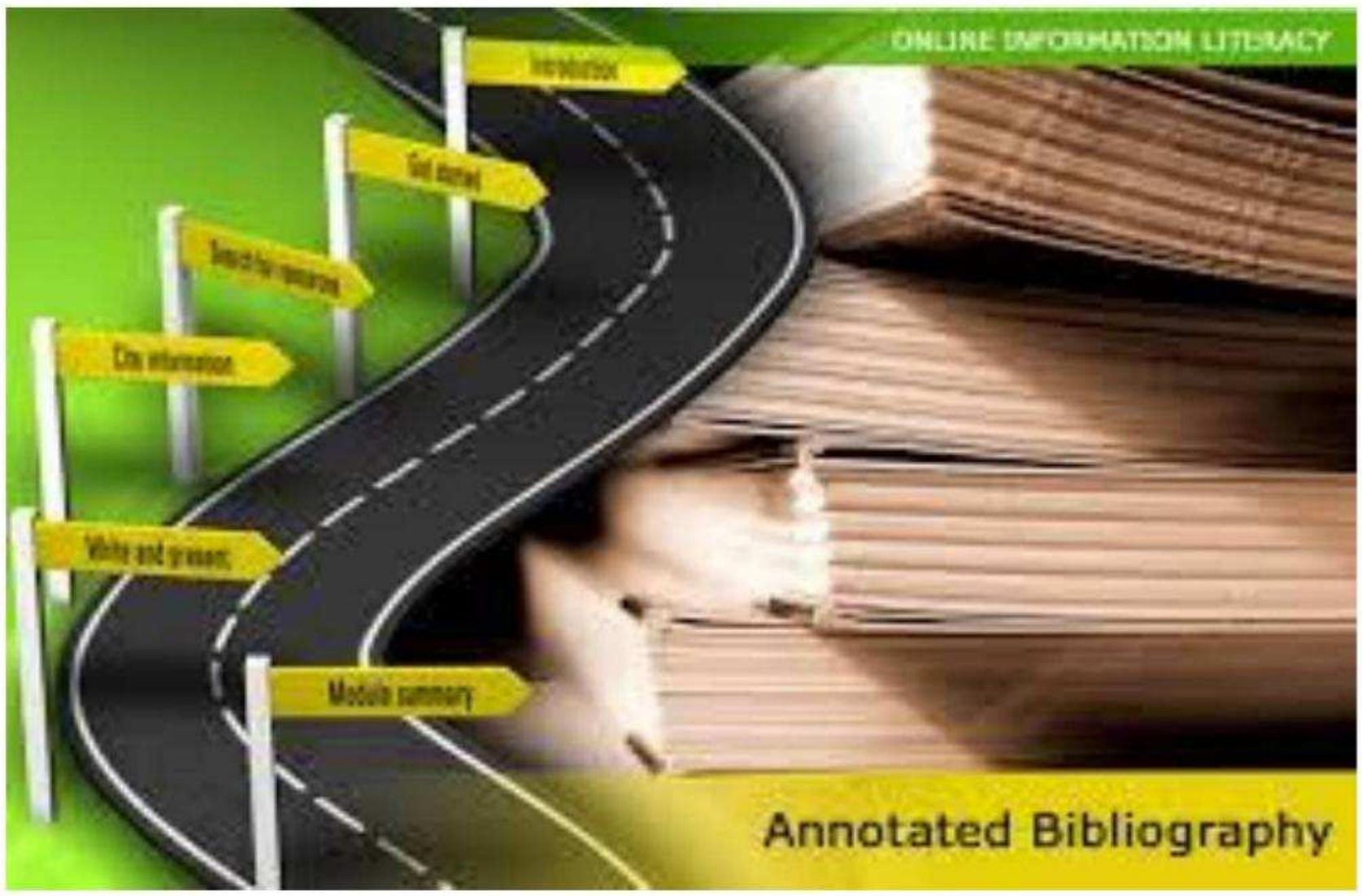

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- Anju Thapa(JRF) Ph.D. Research scholar, The Business School, University of Jammu.
- Ahana Ghosh(Birla Institute of Technology and Science, Pilani, Hyderabhad Campus)

ANNEXURE-II

QUESTIONNAIRE

PERCEPTION, USAGE AND BRAND SWITCHING AMONG USERS OF SHAMPOO

1) Name of the Informant :_____
2) Age :

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a) Below 22

b) 22-25

c) 25-28

d) 28 and above

3) Gender:

a) Male

b) Female

4) Educational Qualification:

a) Below HSS

b) Graduation

c) Post Graduation

d) Others

5) Occupation:

a) Student

b) Government Employee

c) Private Employee

d) Business /Entrepreneur

e) Professional

f) Homemaker

g) Others

6) Size of the family:

a) No of Male Members_____

b) No of Female Members_____

7) Nature of the family:

a) Nuclear family

b) Joint family

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8) Income :(per month)

a) Below Rs.25000

b) Rs.25000-Rs.30000

c) Rs.50000

d) Above Rs.50000

9) Do you use shampoo, for cleaning your hair?

a) Yes

b) No

10) What would you prefer to buy?

a) Two in one(shampoo with conditioner)

b) Only shampoo

11) Are you brand conscious for Shampoos?

a) Yes

b) No

c) May be

12) If yes, which brand of Shampoo do you use?

a) Dove

b) Sunsilk

c) L'Oreal Paris

d) TRESemme

e) Himalayas

f) Biotique

g) Pantene

13) How did you get to know your brand of shampoo?

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a) Through friends and relatives

b) Media publicity

c) Hair dressers recommendation.

14) On an average how often do you use Shampoo for your hair care in a week?

a) Once a week

b) Twice in a week

c) Thrice in a week

d) Daily

15) Have you changed Shampoo brand during the last six months?

a) Yes

b) No

16) If yes, how many brands?

a) Two

b) More than two

17) What is the first brand that comes to your mind when you think of Shampoos?

a) _____

18) State the most important reason for using the shampoo

a) To clean the hair

b) Get rid of dandruff

c) Prevent hair fall

d) Treat dull hair

e) Long and smooth hair

f) Others

19) Which factor induced you to buy the particular brand of Shampoo?

a) Popularity

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b) Easy availability

c) Reduced price

d) Better quality

e) Good review about the brand

f) Wide publicity

20) Which factors played an important role in switching to other brand of Shampoo?

a) Advertising

b) Sales promotion

c) Peer influence

d) Price difference

e) Public opinion(review)

f) Break monotony in usage

g) Experience new fragrance and quality

h) Celebrity endorsement

21) How familiar are you with these Shampoos?

(Ouidad/Nexxus/Moroccannoi/Aveda/Kerastase)

a) I have never heard of them

b) I have heard of them but never buy their products

c) I buy their products occassionally

d) I buy them on a regular basis

22) Rank the attributes associated with your brand of shampoo on the basis of priority.

a) Affordable

b) Easy to use

c) Safe

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d) Popular

e) Essential

23) How loyal are you to your brand?

a) 10%

b) 25%

c) 50%

d) 80%

24) How likely are you to recommend your favourite brand to a friend/associate?

a) Always

b) often

c) Rarely

d) Never

25) What kind of packaging you personally prefer?

a) Bottles

b) Sachets

26) If bottles, what quantity do you use per month?

a) 100ml

b) 250ml

c) 500ml

27) If sachets, how many do you use per month?

a) 10

b) More than 10

28) What difficulties did you face before using the shampoo?

a) Dull hair

b) Dandruff

c) Hair fall

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d) Grey hair

29) Did your brand treat your hair problems?

a) Yes

b) No

c) Maybe

30) Are you satisfied with your brand?

a) Yes

b) No

31) What motivates you to continue the same brand?

a) Lovely aroma

b) Soft and smooth hair

c) Rich lather

d) Hygenic properties

e) Value for money

f) No side effect

32) Did celebrity endorsement prompt you to switch your brand of Shampoo?

a) Yes

b) No

33) Which factors of "sales promotion" influenced your brand switching intention ?

Say "Yes or No" for each of the following questions:

Serial no	Statement	Answer
1	I have switched to a competing brand due **to price discount**.	
2	I have switched to other brand due **to buy one get one offer**.	

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3	I have switched to a competing brand due **to free gifts**.	
4	I have switched to another brand due **to extra quantity** 1 get (e.g) 20% extra.	

Effect of Advertisement:

34) What role the advertisement plays in your brand switching intention the most? Please select the level of your agreement for each following statement.

Serial no	Statement	Strongly agree	Agree	Strongly disagree	Disagree
1	Advertising makes me **aware** of the shampoo product brand				
2	Advertising induces me to **try** the shampoo product brand				
3	Advertising motivates me to **buy** the shampoo product brand				

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A STUDY ON CONSUMER'S PREFERENCE TOWARDS HOTELS IN THOOTHUKUDI CITY- WITH PARTICULAR REFERENCE TO BELL HOTEL AND SUGAM HOTEL.

A project report submitted to

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

in partial Fulfilment of the requirements

for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

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Jenifer. S	18AUCO22
Maria Arockia Rosemary Shalini. A	18AUCO28
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Under the supervision and guidance of

Dr. Fernando Alexandria M.Com., Ph.D

PG&RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (AUTONOMOUS)

Re-accredited with "A+"grade by NAAC

April-2021

Dr. Fernando Alexandria M.Com, Ph.D.
Associate Professor of commerce,
St. Mary's College (Autonomous)
Thoothukudi 628001.

CERTIFICATE

This is to certify that the project entitled "**A STUDY ON CONSUMER'S PREFERENCE TOWARDS HOTELS IN THOOTHUKUDI CITY- WITH PARTICULAR REFERENCE TO BELL HOTEL AND SUGAM HOTEL.**" submitted by the candidates, **Harini. C, Heaven Celin. R, Jenifer. S, Maria Arockia Rosemary Shalini. A, Meritta. X,** impartial fulfilment of the requirements for the degree of **"Bachelor of Commerce"** to **St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli,** is a work done by them during the period of their study under my guidance and supervision.

Place: Thoothukudi

Date: 10.04.2021

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Thoothukudi - 628 001.

DECLARATION

We hereby state the project entitled **"A STUDY ON CONSUMER'S PREFERENCE TOWARDS HOTELS IN THOOTHUKUDI CITY- WITH REFERENCE TO BELL HOTEL AND SUGAM HOTEL"** is submitted to **St. Mary's College (Autonomous)**, Thoothukudi, affiliated to **Manonmaniam Sundaranar University, Tirunelveli,** for the award of the degree of Bachelor of Commerce is our unique work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

Date: 10.04.2021

Signature of the candidates

1) C. Nandini
2) R Heaven Celin
3) S. Jenifer
4) A Maria Anaka Rosemary Sali
5) Neitta X

Fernando Alexanderia

[Counter Signed]

(Guide)

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ACKNOWLEDGEMENT

We acknowledge the abundant blessings and grace of **God Almighty** who has been our source of energy and knowledge.

We extend our special thanks to our Principal **Dr.Sr.A.S.J. Lucia Rose M.Sc., PGDCA, MPhil, Ph.D**. for the constant encouragement and blessings for doing this work successfully.

It is our pleasure to extend our thanks to the Head of the Department of Commerce **Dr.G.Stella BeatricNirmala M.Com, M.Phil., Ph.D., MBA., DFA., PGDIT, DGT** for her valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude to our guide **Dr. Fernando Alexandria M.Com. Ph.D.,** for the excellent and untiring guidance and continuous efforts taken by her to complete our project work successfully.

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

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

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TABLE OF CONTENTS

CHAPTER	TITLE	PAGE NO.
I	**Introduction and Design of the study**	1-9
	1.1 Introduction	
	1.2 Review of the literature	
	1.3 Statement of the problem	
	1.4 Objectives	
	1.5 Scope of the study	
	1.6 Limitations	
	1.7 Research and methodology	
	1.8 Collection of data	
	1.9 Construction of tools	
	1.10 Chapterization	
II	**PROFILE OF THE STUDY**	10-37
	2.1 Introduction	
	2.2 History of hotels	
	2.3 Origin and evolution of hotels	
	2.4 Advantages of hotel	
	2.5 Disadvantages of hotel	
	2.6 Hotel organization structure	
	2.7 Hotel facility based on stars	
	2.8 Types of hotels	
	2.9 Restaurant	
	2.10 History of the restaurant	
	2.11 Restaurant staff	
	2.12 Hotels in Tuticorin	
III	**Analysis and Interpretation of data**	38-62
IV	**Findings and suggestions**	63-65
V	**Conclusion**	66-68
	Annexure	69-79
	Bibliography	
	Questionnaire	

LIST OF TABLES

S. NO	TITLE	PAGE NO.
3.1	Age wise classification	40
3.2	Gender wise classification	41
3.3	Educational qualifications	42
3.4	Occupation	43
3.5	Frequency of visits	44
3.6	Online food delivery app	45
3.7	Preferred mode of payment	46
3.8	Preferred cuisine	47
3.9	Frequency of ordering varieties of food	48
3.10	Ranking on the basis of factors influencing the choice of the hotel	49-50
3.11	Varieties of food offered	51
3.12	Varieties of desserts offered	52
3.13	Varieties of starters offered	53
3.14	Parking facilities in the hotels	54
3.15	Location affects the factors of selecting hotel	55
3.16	Ambience of hotels	56
3.17	Reasonable billing in hotel	57
3.18	Preferred hotel	58
3.19	Relationship between the monthly income and the food ordered through online apps	59-61
3.20	Overall rating for hotel	62

CHAPTER I
INTRODUCTION AND DESIGN OF THE STUDY

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INTRODUCTION AND DESIGN OF THE STUDY

1.1INTRODUCTION:

Hotels and restaurants are found in every country. The economy of hotels and restaurants is intimately tied to the tourism industry, to business travel and to conventions. In many countries, the tourism industry is a major part of the overall economy.

A hotel may be defined as an establishment whose primary business is to provide lodging facilities to a genuine traveler along with food, beverages and sometimes recreational facilities too on a chargeable basis.

According to Hotel Proprietor's Act, "hotel is an establishment held out by the proprietor as offering food, drinks, lodging facilities to any traveler who appears able and willing to pay a reasonable sum of money for the services and facilities provided".

The primary function of a restaurant is to provide food and drink to people outside the home. Types of restaurant include restaurants with dining rooms and extensive serving staffs and cafes. Many restaurants have separate bar or lounge areas, where alcoholic beverages are served, and many larger restaurants provide special banquet rooms for group of people. Street vendors serving food from carts and stalls are common in most countries, often as part of the informal sector of the economy.

The primary function of hotel is to provide lodging facilities for the guests. Types of hotels ranges from the basic overnight facilities, such as inns and motels that cater to business travelers and tourists, to elaborate luxury complexes such as resorts, spas and conventional hotel. Many hotel offer auxiliary services such as restaurants, bars, laundries, health and fitness club, beauty salon, barber shops, business centers.

Restaurants and hotels can be individually and family-owned operated, owned by partnership or owned by large corporate entities. Many corporations actually do not own individual restaurants or hotels in the chain but rather grant a franchise of a name and style to local owners.

The restaurant workforce can include chefs and other kitchen staff, waiters and head waiters, table busing staffs, bartenders, a cashier and coatroom personnel. Larger restaurants have staffs which can be highly specialized in their job functions. The workforce in a large hotel will typically include receptionist, door and bell persons, security personnel, kitchen and restaurant workers and office staffs.

Most hotels are "blue collar" and require minimal language and literacy skills. Women and immigrant workers comprise the bulk of workforce in most hotels in developed countries today. In developing countries, hotels tend to be staffed by local residents. Because hotel occupancy level tends to be seasonal, there is usually a small group of full-time employee with a sizeable number of part-time and seasonal workers. Salaries tend to be in the middle to low income range. As a result of these factors, employee turnover is relatively high.

In restaurants, workforce characteristics are similar, although men compromise a larger proportion of the workforce in restaurants than in hotels. In many countries salaries are low and the staff waiting on and busing tables may depend on gratuities for a major portion of their income. In many places a service charge is automatically added to the bill. In fast food restaurants the workforce are often teenagers and the pay is at the minimum wage.

1.1.1 CUSTOMER:

In Sales, commerce and economics, a customer is the recipient of goods and services and idea obtained from a seller, vendor, and supplier via financial transactions or exchange for money. In a hotel, a customer is called as guest. Customers are important because they drive revenues. Without them businesses cannot continue to exist.

1.1.2 CUSTOMER PREFERENCE:

Customer from different cultures have different preferences for hotel facilities and services. Customer preference is what type of product or service an individual customer likes. In hotels customer expects high quality customer service. All the service providers are trying their best to improve their service

quality in order to make customers satisfied with their service, especially the hotel industry.

1.1.3 BELL HOTEL:

Bell hotel is a hotel located near beach and it has very good reputation in the locality. It is an amazing place with a great ambience. It has a function hall which is a good place for gatherings and family functions. The Hotel caters both Vegetarian and Non vegetarian at equal priority. It is probably the oldest hotel at Tuticorin and it is located at beach road near to Lady of Snows. It is one of the famous hotel in Tuticorin and all most 75% of the Tuticorin people know about this hotel

The restored theme of Bell Hotels reflects the culture and heritage. The hotel claims modesty and flamboyance in its aesthetics and creates a skirmish of emotions. Contemporary furniture is offset by rich pickings related to the areas heritage; art-deco theme blends into an area where every modern comfort is catered for.

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The bell hotel has a function hall with centralized AC which is really good for family gatherings. The rate charge for is completely free which is one of the tremendous thing. There are nearly 6 container rooms in Bell hotel which is useful for those who book their hall and even it is useful for outsiders too.

OWNER DETAILS:

Bina and Vichitra Raja Singh are the owners of bell hotel. Bell Hotels PVT LTD is a Non-government company, incorporated on 08 Aug, 1991. It's a private unlisted company and is classified as company limited by shares'. Company's authorized capital stands at Rs 498.6 lakhs and has 99.79944% paid-up capital which is Rs 497.6 lakhs.

1.1.4 SUGAM HOTEL:

Sugam hotel is located in the main area of Tuticorin with good parking facility. It is also one of the oldest hotel in the city. It has both Vegetarian and Non Vegetarian dishes and it maintains a good quality over years. Hotel Sugam is one of the traditional hotel with good amenities. This hotel is the center attraction of the city and they have Friendly staffs with goodwill. The hotel have a roof top ambience which attracts many customers. The location is one of the major factor that attracts customers. Since it is located in the main area it is easy for the customers to choose the hotel. Even though it is an old hotel which is there in the market for many years it maintains a hygiene and good standard in foods.

There are many types of rooms available in Sugam hotel which is preferred by many customers. They are:

1. Non-AC rooms
2. A-C rooms
3. Luxury suites
4. Executive rooms.

OWNER DETAILS:

Sugam hotel is owned by Mr. Suresh. He is from Sri Lanka who came to Tamil Nadu and start up his own business. At the beginning he struggled a lot to reach success, after his great struggle he owned a hotel and it became one of the popular hotel in Thoothukudi. Sugam hotel Pvt Ltd is a non-government company.

1.2 REVIEW OF LITERATURE:

Bagri S.C, (2012) in an effort to increase guest satisfaction, hotel should make a concerted effort to increase employees satisfaction through policies and programs that these employees view as beneficial. Employee friendly policy and programs help to provide motivation. Motivation is considered to be a primary factor or variable that can act upon employees and inspire them to render effective service.

Ahmad T., (2012) Based on the results of statistical analysis, which show the impact of Customer Relations Management on the level of client's satisfacti on, confidence and the retaining of the clients of the State Hotel of India, it is clear that there is no company in the world dropped from defects and imperfect. Without doubt, every company should scrutinize and upgrade its plans despite of its success to identify the new strategies, which appropriate to the developed management surroundings, which specified the needs and desires of old, or new consumers.

Ambardar A. (2013) Training is found to be one of the most significant human resource practices in any industry. The implementation of these practices in proper manner decides the overall performance of any organizations. Trained employees are more likely to take pride in organizational achievements; believe in the goals; committed to their organization and values of the organization and, therefore, exhibit higher levels of performance. Hence, the hotel organization has to endorse the training of its workforce to broaden their knowledge and skills, re-orient their culture and values, and encourage individuals to become idea champions.

Jeganathan G. S. and Srinivasulu Y. (2014), Hotels are stepping away from the traditional bottom line which mostly concentrate on profit making. Most of the entities are following triple bottom line approach of sustainable development which includes society and environmental contribution in addition to profit making. Women empowerment, children's education, digital infrastructure program and helping slum people are some of the milestones achieved by the hospitality firms in a recent past. Green hotel, eco-friendly equipment and renewable energy are success of sustainable development.

Kalaskar P. (2013) In India the hotels are classified on the basis of general features and facilities offered, hence they are classified as five star deluxe, five star, four star, three star, two star, one star and heritage hotels. These are the classification given by Ministry of Tourism, Government of India. Every five years these ratings are put under review. The 5 star hotels are included in the premium and luxury segment, 3 and 4 star hotels are included in the mid-market segment, 1 and 2 star hotels are included in the Budget hotels.

Mathai R. (2014) Indian hotel industry is a boom with international and Indian owned hotel with domestic and foreign tourists in the county. Knowledgeable and skilled employees are proved to be an asset in hospitality industry. In order to enhance their competitiveness and skills, training and development of employees are essential. E-learning can be used by the management for rapid delivery of information, more reliable and better learning opportunities for employees. ELearning has several advantages such as online testing of employees, user friendly design process, flexibility, self-learning, and self-practice and also software's can be updated.

Mishra L. and champion (2012) The major reason for people being attracted to Hill stations is the calm, cool and serene environments and scenic beauty they offer. The natural environment and the Biodiversity offered by hill stations is one of the basic ingredients of tourism and have historically been behind the development of Tourism and related activities. In India, quite notably Hill Tourism developed in Mughal and British Times, wherein the hill destinations served as resorts for the royals. These resorts later evolved into present day Hill Stations.

1.3 STATEMENT OF PROBLEM:

- The preference of the customers varies from choosing the hotel, taste, quality, location etc.
- It is not sure that every hotel offers excellent customer service.
- The location of the hotel may affect the customers in choosing hotels.
- Customer have a unique budget with which they can purchase, if the prices are charged high in hotels it may affect customers.
- Nowadays customers are willing to explore new varieties of food but due to the impact of Covid 19 customers are very conscious about having hygiene food.

1.4 OBJECTIVES:

- To know about the factors influencing the customers hotel selection.
- To know about the customer's view on hotel foods before and after lockdown.
- To know the customer's favorite hotel in Thoothukudi city.
- To make a comparative study among Bell hotel and Sugam hotel.
- To know about the services offered by the hotel.
- To identify the factors influencing the choice of factor.

1.5 SCOPE OF THE STUDY:

The study was done within Thoothukudi. The study entitled "Customers preference towards hotel in Thoothukudi city- with reference to Bell hotel and Sugam hotel" aims to find out the customers preference of hotels in Thoothukudi. The analysis helps us to now about the customer's most preferred hotel among Bell hotel and Sugam hotel. The study also helps to know about the customer's view that on what basis the customer choose the hotel.

AREA OF STUDY:

The study is conducted with regard to Bell hotel and Sugam hotel in Thoothukudi city.

Thoothukudi also known as "Pearl City" due to pearl fishing which is prevalent in this area for decades, and it is the "Sea Gateway of South India".

PERIOD OF STUDY:

The study has been conducted during the period of December 2020 to march 2021.

1.6 LIMITATIONS OF THE STUDY:

- The study was limited to Thoothukudi.
- It is difficult to know if all the given respondents gave the correct information.
- The resources constraints have limited the scope of study.
- The sources of data were not adequate.
- Some of the replies of the respondents may be biased.
- Due to time constraints, only the most important data are taken for consideration.

1.7 RESEARCH METHODOLOGY:

The present study is analytical and descriptive in nature. A questionnaire was constructed to elicit the required information from the respondents. 90 copies of the questionnaire were taken and circulated among the respondents. A copy of the questionnaire is appended.

The study is based on "Customers preference towards hotel in Thoothukudi city-with reference to Bell hotel and Sugam hotel". Hence the questions are related to various factors of customer selection of hotels like taste, quality, hygiene, parking facility, location, friendly service, etc.

1.8 COLLECTON OF DATA:

Primary data were collected by framing a questionnaire. A set of questionnaire were prepared and Data have been collected from both primary and secondary data.

PRIMARY DATA

Primary data is given to public to analyze the preference towards hotel.

SECONDARY DATA:

The secondary data were collected from websites, magazines, books and journals.

1.9 CONSTRUCTION OF TOOLS:

The following statistical tools were used to analyze the data:

- Percentage Analysis
- Likert's Five Points Scale Technique
- Garrett Ranking Method

1.10 CHAPTERISATION:

The chapters are classified as follows:

- Chapter I - Introduction and Design of the study
- Chapter II - Profile of the study
- Chapter III - Analysis and interpretation the study
- Chapter IV - Findings and suggestions
- Chapter V - Conclusion
- Annexure
- Bibliography
- Questionnaire

CHAPTER II

PROFILE OF THE STUDY

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PROFILE OF THE STUDY

2.1 INTRODUCTION:

In the hotel industry the primary aspect is about the customer's satisfaction and happiness in order to boost loyalty. Guest experience is crucial to the success of the hotel, so the hotel needs to provide the right amenities and the overall service must be good. High quality customer service will continue to be a major guest expectations. Polite, helpful and approachable staff and a good standard of best amenities contributes to a great customer service.

In a hotel customer expect a comfortable bed, a good shower, clean rooms and corridors, a reliable quality, a good restaurant, a reliable Wi-Fi connection and a contemporary toiletries. But great customer services goes above and beyond all of these things to make sure that their guests have a perfect stay and want to come back. If a hotel can meet all the main guest expectations then they are good at satisfying their customers and hopefully turning them into a loyal brand. For many customers functionality is a primary need. A customer expects everything that fulfil their need and make them feel satisfied. This will help hotels to create loyal customers that spread positive feedback.

A hotel is an establishment that provides paid lodging on a short-term basis. A hotel is a small sized low-rise lodging with direct access to individual rooms from the car park. Boutique hotels are typically hotels with a unique environment or intimate setting. A number of hotels have entered the public consciousness through popular culture, such as the Ritz hotel in London. Some hotels are built specifically as destinations in themselves, for example casinos and holiday resorts.

Most hotel establishments are run by a General Manager who serves as the head executive, department heads who oversee various departments within a hotel , middle managers, administrative staff, and line-level supervisors. The organizational chart and volume of job positions and hierarchy varies by hotel size, function and class, and is often determined by hotel ownership and managing companies.

Hotel operations vary in size, function, complexity, and cost. Most hotels and major hospitality companies have set industry standards to classify hotel types. An upscale full-service hotel facility offers luxury amenities, full-service accommodations, an on-site restaurant, and the highest level of personalized service, such as a concierge, room service, and clothes pressing staff.

Full service hotels often contain upscale full-service facilities with many full-service accommodations, an on-site full-service restaurant, and a variety of on-site amenities. Boutique hotels are smaller independent, non-branded hotels that often contain upscale facilities. S mall to medium-sized hotel establishments offer a limited amount of onsite amenities.

Economy hotels are small to medium sized hotel establishments that offer basic accommodations with little to no services. Extended stay hotels are small to medium-sized hotels that offer longer term full-service accommodations compared to a traditional hotel.

Facilities provided inside a hotel room may range from a modest-quality mattress in a small room to large suites with bigger, higher-quality beds, a dresser, a refrigerator and other kitchen facilities, upholstered chairs, a flat screen television, and en-suite bathrooms. Small, lowerpriced hotels may offer only the most basic guest services and facilities. Larger, higher priced hotels may provide additional guest facilities such as a swimming pool, business center (with computers, printers, and other office equipment), childcare, conference and event facilities, tennis or basketball courts, gymnasium, restaurants, day spa, and social function services. Hotel rooms are usually numbered to allow guests to identify their room. Some boutique, high end hotels have custom decorated rooms. Some hotels offer meals as part of a room and board arrangement. In the United Kingdom, a hotel is required by law to serve food and drinks to all guests within certain stated hours. In Japan hotels provide a tiny room suitable only for sleeping and shared bathroom facilities.

2.2 HISTORY OF HOTELS:

The precursor to the modern hotel was the inn of medieval Europe. For a period of about 200 years from the mid-17th century, coaching inns served as a place for lodging for coach travelers. Inns began to cater to richer clients in the mid-18th century. One of the first hotels in a modern sense was opened in Exeterin 1768. Hotels proliferated throughout Western Europe and North America in the early 19th century, and luxury hotels began to spring up in the later part of the 19th century.

The invention of currency and wheels sometime in the 5th century BC are regarded as the two main factors that led to the emergence of inn-keeping and hospitality as a commercial activity. While Europe can safely be regarded as the cradle of the organized hotel business, it is in the American continent that one sees the evolution of the modern hotel industry over the past century.

From the rudimentary ancient inns to the present day state-of-art establishment that provides everything under the sum of the modern traveler, the hotel industry has come a long way.

2.3 ORIGIN AND EVOLUTION OF HOTEL INDUSTRY:

The origin and growth of the hotel industry can be broadly studied under the following periods

- ANCIENT ERA
- COLONIAL ERA
- MODERN ERA

2.3.1 Ancient Era:

The earliest recorded evidence of the hospitality facilities in Europe dates back to 500BC. An ancient city, such as Corinth in Greece, had a substantial number of establishments that offered foods and drinks as well as beds to the travelers. The inns of the biblical era were of the primitive type, offering a cot or bench in the corner of a room and at times, even a table. Travelers used to stay in a large hall. Privacy and personal sanitation were non-existent.

In 3rd century AD, numerous lodging premises mushroomed along with the extensive network of brick paved roads throughout Europe and part of Asia adjoining Europe. The lodging hotels were known as mansion that time.

These conditions prevailed for several hundred years, until the industrial revolution in England let to the development of railways and steamship, making travelling more efficient, comfortable and faster.

The lead in organized hotel- keeping as we see it today was taken by the emerging nations of Europe, especially Switzerland. The early establishment was mainly patronized by the aristocracy and took shape in small cottages and small hotels that provided a variety of services. Between 1750 and 1825, inns in Britain gained the reputation of being the finest hospitality establishments.

2.3.2 Colonial Era:

The organized existence of the hotel industry in India started taking shape during the colonial period, with the advent of Europeans in the seventeenth century. The early hotels were mostly operated by people of foreign origin to cater to the needs of the European colonizers and later officials of the Raj.

Among the first such properties were taverns like Portuguese Georges, Paddy Goose's, and Racquet Court, which opened in Bombay between 1837 and 1840. However, within a period of about ten years, most of the taverns disappeared and more respectable hotels like Hope Hall Family Hotel began to make an appearance.

Until 1900, almost all hotels were constructed and run as per Western traditions. The first Indian style hotels were Sardar Griha, which opened in 1900, and Madhavashram in 1908. The two world wars brought a fresh lot of hotels in Mumbai, an important port city of the times.

2.3.3 Modern Era:

The improvisation in the mode of transport made journey safer, easier and faster, enable economical as well as frequent mass movement. The introduction of funiculars (the ropeway) made high altitude mountains accessible, mountains leading to the growth of many hotels in Alpine rages.

The two world wars, especially the second war (1939-45) took their toll on hospitality industry. The massive destruction caused by the war and the resulting economic depression proved to be a major setback to the travel business. The 1950s witnessed a slow and steady growth of travel on the European continent.

The decade of the great depression in the 1930s witnessed the liquidity of most of the hotels in America. The hotel industry streamlined with the slow and steady growth during the 1940s. The increase in automobile travel in the 1950s led to the rise of motor hotel or motels, a new category in the hotel industry.

The following decades saw the growth of motels on a large scale and also the introduction of budget hotels that offered basic facilities at half on the rates. Gradually with the passage of time, they evolved into countrywide and international chains.

The development of aircraft and commercial passenger flight across the Atlantic stimulated that cross globe, and in process accelerated the growth of the hotel industry.

Prior to the establishment of City Hotel lodging facilities in the American continent was patterned on the European style taverns or inns.

2.4 ADVAN TAGES OF HOTELS:

1. There are different hotels to suit all budgets and they come in a range of comfort and quality levels. From 5 star to 2 star budget, we have the option to choose whichever suits our wallet and our personal requirements.
2. Convenience is another key advantage of staying in a hotel. They are almost always conveniently located near to major transport links such as motorways, railway stations and airports. The majority includes restaurants so we do not need to worry about catering.
3. There are always staff available at all times of the day or night to arrange transport, bookings and provide local information to help during our stay. If on business trip, you will find equipment such as phones, fax machines and other messaging services to assist you in any way.

2.5 DISADVANTAGES OF HOTELS:

1. It can be difficult to find adequate levels of peace and privacy in a large chain hotel.
2. Room checks are carried out unless you leave a 'do not disturb' sign on the door and the walls can be so thin that you might be continually disturbed by noise from other guests.
3. Reading reviews does not always supply the most accurate picture either. The best reviews might not have been written.

2.6 HOTEL ORGANISATION STRUCTURE:

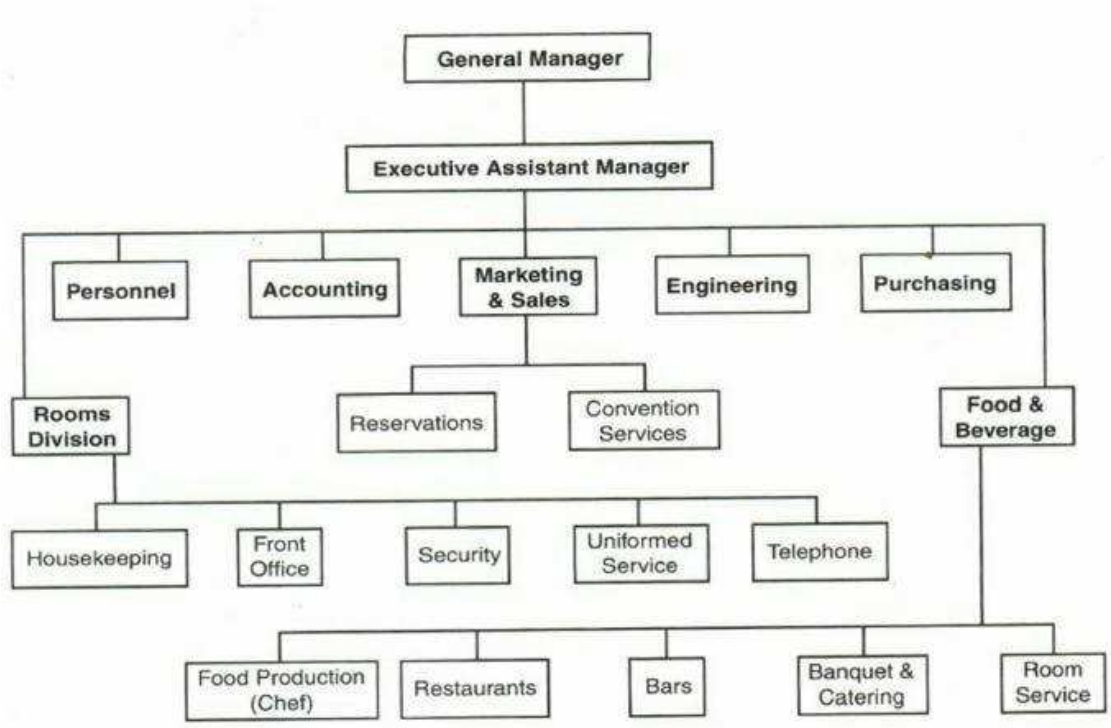
To carry out its vision, mission, objectives, and goals, every hotel requires a formal structure known as the organization structure. The structure defines the company's distribution of responsibilities and authority among its management staff and employees.

It establishes the manner and extent of roles, power, and responsibilities, and determines how information flows between different levels of organization. This

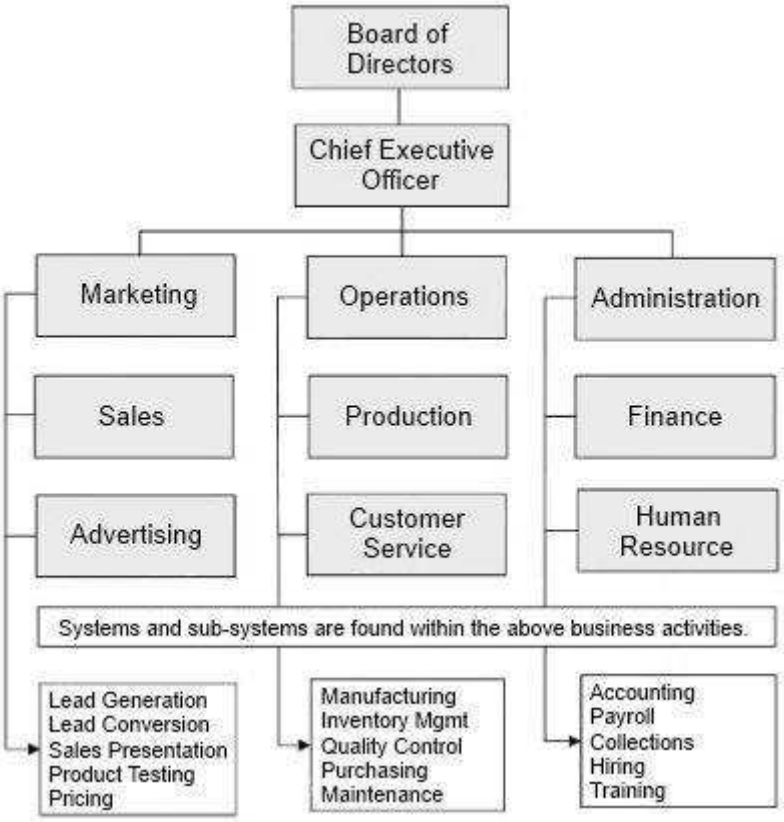
structure depends entirely on the organization's objective and strategies chosen to achieve them.

The most common way to represent the organization structure is through an organization chat. Each hotel is different and has unique features, so the organization cha rts of hotels vary from each other. The organization structure depends upon the size and function of a hotel.

A sample organizational chart of a commercial hotel is as follows.



The following organization chat shows the framework of operations of a hotel management.:



2.7 HOTEL FACILITIES BASED ON STARS:

2.7.1 One- Star Hotels:

These properties are generally small and independently owned with a family atmosphere. There may be a limited range of facilities, the meals may be fairly simple. Lunch may mot be served and some bedrooms may not have an en suite bath or shower. However the Standard, cleanliness and comfort would have be an acceptable one.

Example: Jain residency, top 1 star hotel in Chennai.

2.7.2 Two-Star Hotels:

In this class, hotels will typically be small to medium sized and offer more expensive facilities than one-star hotels. Guests can expect comfortable, well equipped overnight accommodation, usually with an en-suitebath and shower.

Reception and other staff will aim for a more professional presentation that at the one-star level and will offer a wider range of straightforward services, including food and beverages.

Example: Kences Inn at Chennai which is one of the popular two star hotel.

2.7.3 Three-Star Hotels:

At this level, hotels are usually of a size to support higher staffing levels as well as significantly higher quality and range of facilities than at the lower star classifications. Reception and other public areas will be more spacious, and the restaurant will normally also cater to nonresidents.

All bedrooms will have an en-suite bath and shower and will offer a good standard of comfort and equipment, such as a direct dial telephone and toiletries in the bathrooms. Besides room services, some provision for business travelers can be expected.

Example: Continental hotels and resorts which is one of the famous 3 star hotel in Chennai.

2.7.4 Four-Star Hotels:

Expectations of this level include a degree of luxury as well as quality in the furnishing, décor, and equipment in every area of the hotel. Bedrooms will also usually offer more space than at the lower star levels. They will be well designed with coordinated furnishing and décor.

The en-suite bathrooms will have both a bath and shower. There will be a high staff to guest ratio, with provisions of porter services, twenty-four-hour room service, and laundry and dry cleaning services. The restaurants will demonstrate a serious approach to its cuisine.

Example: Hotel Raj Park ltd which is one of the best four star hotel in Chennai.

2.7.5 Five- Star Hotels:

Five star hotels offer spacious and luxurious accommodation throughout the hotel, matching the best international standards. The interior design should impress with its quality and attention to detail, comfort and elegance. The furnishing should be immaculate.

The services should be formal, well supervised and flawless in its attention to the guest's need, without being intrusive. The restaurant will demonstrate a high level of technical skill. The staff will be knowledgeable, helpful, and we'll versed in all aspects of customers care, combining efficiency with courtesy.

Example: ITC Grand Chola, a luxury budgeted hotel which is located in Chennai.

2.8 TYPES OF HOTEL:

In hotels the rooms are categorized and priced according to the type of bed, number of occupants, number of bed, décor, specific furnishings etc.

1) Single: A room assigned to one person. May have one or more beds. The room size or area of Single Rooms are generally between 37 m² to 45 m².
2) Double: A room assigned to two people. May have one or more beds. The room size or area of Double Rooms are generally between 40 m² to 45 m².
3) Triple: A room that can accommodate three persons and has been fitted with three twin beds, one double bed and one twin bed or two double beds. The room size or area of Triple Rooms are generally between 45 m² to 65 m².
4) Quad: A room assigned to four people. May have two or more beds. The room size or area of Quad Rooms are generally between 70 m² to 85 m².
5) Queen: A room with a queen-sized bed. May be occupied by one or more people. The room size or area of Queen Rooms are generally between 32 m² to 50 m².
6) King: A room with a king-sized bed. May be occupied by one or more people. The room size or area of King Rooms are generally between 32 m² to 50 m².

7) Twin: A room with two twin beds. May be occupied by one or more people. The room size or area of Twin Rooms are generally between 32 m² to 40 m².
8) Hollywood Twin Room: A room that can accommodate two persons with two twin beds joined together by a common headboard. Most of the budget hotels tend to provide many of these room settings which cater both couples and parties in two. The room size or area of Hollywood Twin Rooms are generally between 32 m² to 40 m².
9) Double-double: A Room with two double (or perhaps queen) beds. And can accommodate two to four persons with two twin, double or queen-size beds. The room size or area of Double-double / Double Twin rooms are generally between 50 m² to 70 m²
10) Studio: A room with a studio bed- a couch which can be converted into a bed. May also have an additional bed. The room size or area of Studio room types are generally between 25 m² to 40 m².
11) Suite / Executive Suite: A parlor or living room connected with to one or more bedrooms. A suite in a hotel is connected rooms under one room number. Hotel may refer to suites as a class of accommodations with more space than a typical hotel room, but technically speaking there should be more than one room. It is added with one or more beds and a bathroom, sitting area equipped with sofa bed. At many hotels a suite includes a living area with a couch that converts to bed, a separate TV and sometimes kitchenette. In Thoothukudi there is not any hotel with suite rooms.
    The room size or area of Suite rooms are generally between 70 m² to 100 m².
12) Mini Suite or Junior Suite: A single room with a bed and sitting area. Sometimes the sleeping area is in a bedroom separate from the parlor or living room. The room size or area of Junior Suites are generally between 60 m² to 80 m².
13) President Suite or Presidential Suite: The most expensive room provided by a hotel. Usually, only one president suite is available in one single hotel

property. Similar to the normal suites, a president suite always has one or more bedrooms and a living space with a strong emphasis on grand in-room decoration, high-quality amenities and supplies, and tailor-made services (e.g. personal butler during the stay).The room size or area of Presidential Suites are generally between 80 m² to 350 m².

14) Apartments / Room for Extended Stay: This room type can be found in service apartments and hotels which target for long stay guests. Open kitchens, cooking equipment, dryer, washer etc. are usually available in the room. Housekeeping services are only provided once in a week or two times in a week. The room size or area of Serviced Apartments are generally between 96 m² to 250 m².

15) Connecting rooms: Rooms with individual entrance doors from the outside and a connecting door between. Guests can move between rooms without going through the hallway. The room size or are generally between 30 m² to 50 m².

16) Room: A room that is fitted with a sofa bed or a Murphy bed (i.e. a bed that folds out of a wall or closet) which can be transformed from a bedroom in the night time to a living room in daytime. The room size or area of Murphy Room Types are generally between 20 m² to 40 m².

17) Room / Disabled Room: This room type is mainly designed for disabled guests and it is required by law that hotels must provide a certain number of accessible rooms to avoid discrimination. The room size are generally between 30 m² to 42 m².

18) Cabana: This type of room is always adjoining to the swimming pool or have a private pool attached to the room. The room size are generally between 30 m² to 45 m².

19) Villa: A special form of accommodation which can be found in some resort hotels. It is a kind of stand-alone house which gives extra privacy and space to hotel guests. A fully equipped villa contains not only bedrooms and a

living room but a private swimming pool, Jacuzzi and balcony. It is suitable for couples, families and large groups. The room size or area of Villa's are generally between 100 m² to 150 m².

20) Executive Floor/Floored Room: A room located on the 'executive floor' which enables convenient access to the executive lounge. Besides, some hotels also provide 'female executive floors' with their rooms assigned to female guests only due to safety and security reasons. The room size or area of Executive Floor are generally between 32 m² to 50 m².

21) Smoking / Non-Smoking Room: Many hotels provide both smoking and non-smoking rooms for their guests. In order to minimize the effects of secondhand smoke exposure on nonsmoking guests. The room size or area of Smoking / Non-Smoking Room is generally between 30 m² to 250 m².

22) Deluxe room: Deluxe rooms are modernly decorated, can accommodate up to 2 persons, totally soundproofed and equipped with high tech comforts such as high speed internet access, USB ports, smart Tv and private hydro massage bathtub.

2.9 RESTAURANT:

A restaurant or an eatery, is a business that prepares and serves food and drinks to customers.

Meals are generally served and eaten on the premises, but many restaurants also offer take-out and food delivery services. Restaurants vary greatly in appearance and offerings, including a wide variety of cuisines and service models ranging from inexpensive fast food restaurants and cafeterias, to mid-priced family restaurants, to high priced luxury establishments.

In Western countries, most mid-to high-range restaurants serve alcoholic beverages such as beer and wine. Some restaurants serve all the major meals, such as breakfast, lunch, and dinner (e.g., major fast food chains, diners, hotel restaurants, and airport restaurants). Other restaurants may serve only a single meal (for example, a

pancake house may only serve breakfast) or they may serve two meals (e.g., lunch and dinner).

2.10 HISTORY OF RESTAURANT:

The concept of a restaurant as a public venue where waiting staff serve patrons food from a fixed menu is a relatively recent one, dating from the late 18th century. In 1765, a French chef by the name of A. Boulanger established a business selling soups and other *restaurants*. While not the first establishment where one could order food, or even soups, it is thought to be the first to offer a menu of available choices.

The "first real restaurant" is considered to have been "La Grande Taverne de Londres" in Pari, founded by Antonie Beauvilliers in either 1782 or
1786. According to Brillat savarin, this was "the first to combine the four essentials of an elegant room, smart waiters, a choice cellar, and superior cooking". In 1802 the term was applied to an establishment where restorative foods, such as Bouillon.

2.11 RESTAURANT STAFF:

A restaurant's proprietor is called a *restaurateur*, this derives from the French verb restaurtar, meaning "to restore". Professional cooks are called chefs, with there being various finer alcoholic drinks, including busboys who remove used dishes and cutlery. In finer restaurants, this may include a host or hostess to welcome customers and to seat them, or wine waiter to help the customers to select wines.

The Indian restaurant industry is highly fragmented with more than 1.5 million outlets of which only around 3000 of them are from the organized segment -The Organized segment includes Quick Service Restaurants (QSRs), Casual Dining, Cafes, Fine Dining and Pubs, Bars, Clubs and Lounges

2.12 HOTELS IN TUTICORIN:

Some of the hotels in Tuticorin are listed below with brief description. Particularly Bell hotel and Sugam hotel is explained in detail.

2.12.1 RAJ HOTEL:

Beyond rooms and facilities Hotel Raj is a part of entertainment, unique infrastructure, restaurants, bars, and banquet and best amenities. For every guest they provide complementary Wi-Fi connection, breakfast and hotel is well equipped and having hard work staff acting as a pillar. There are 65 comfortable guest rooms. They are naturally illuminated and scintillating designed with a fusion of comfortable and elegance in mind, being situated at a prime location.

Straightforward lodging with Unpretentious rooms, plus free breakfast, 3 bars and city views. Situated in a lively area offering shops and a cinema. Parking, breakfast, Wi-Fi connections are free for the customers.

2.12.2 KANI RESIDENCY:

It a business class boutique hotel situated just close to all landmarks like railway station, bus stand and the main shopping area in Thoothukudi. Located in the downtown business district. The taste and quality of the food are provided at good standard. And the rates are affordable.

There are different types of rooms available such as snow suite, luxury room, executive rooms, suit rooms etc. Parking facilities and break fast is given as complement for the customers. There are nearly 50-60 rooms in kani residency.

2.12.3 SRM HOTEL:

A range of impeccable service makes it a comfortable and convenient experience for guests. The rooms at SRM line up to customer expectations and it ensures that they are indulged thoroughly. There are 68 rooms which are furnished finely with comfortable king sized bed and all the latest facility. It is one of the luxury

hotels in Tuticorin which is located near the railway station. They serve their guests with all modern amenities.

Some of the types of room in SRM hotel are executive rooms, luxury suites, premium suites, deluxe suites etc. There is a sea horse restaurant available with a tremendous infrastructure.

2.12.4 DSF GRAND PLAZA:

It is a three star hotel. Unpretentious hotel featuring a rooftop restaurant, an excerise room plus free breakfast and Wi-Fi. Rooms are featured with a TV, coffee maker, comfortable and extra size bed. The housekeeping and room services are done perfectly to satisfy their customers needs. The rooftop restaurant shows a pleasant view of Thoothukudi.

Streamlined rooms come with free Wi-Fi, flat screen TVs and tea and coffee maker, upgraded rooms offers minibars. Room service is available 24/7. A breakfast buffet is complimentary. There are 2 restaurants, one roof top and a casual café. Other amenities include an exercise room and a play area. Valet parking is available.

2.12.5 BELL HOTEL:

Bell hotel is a hotel located near beach and it has very good reputation in the locality. It is an amazing place with a great ambience. It has a function hall which is a good place for gatherings and family functions. The Hotel caters both Vegetarian and Non vegetarian at equal priority. It is probably the oldest hotel at Tuticorin and it is located at beach road near to Lady of Snows. It is one of the famous hotel in Tuticorin and all most 75% of the Tuticorin people know about this hotel

The restored theme of Bell Hotels reflects the culture and heritage. The hotel claims modesty and flamboyance in its aesthetics and creates a skirmish of emotions. Contemporary furniture is offset by rich pickings related to the areas heritage; art-deco theme blends into an area where every modern comfort is catered for.

OWNER DETAILS:

Bina and Vichitra Raja Singh are the owners of bell hotel. Bell Hotels PVT LTD is a Nongovernment company, incorporated on 08 Aug, 1991. It's a private unlisted company and is classified as company limited by shares'. Company's authorized capital stands at Rs 498.6 lakhs and has 99.79944% paid-up capital which is Rs 497.6 lakhs.

Bell Hotels PVT LTD is majorly in trading business from last 30 years and currently, company operations are active. Current board members & directors are Rajendra Singh Chelladhurai, Chelladhurai Subhasingh Rajan, Vasant Rajasingh, Rajasingh Chelladhurai, Vijayasingh Chelladhurai, Dhanasingh Chelladurai and Gunasingh Chelladurai. Company is registered in Pondicherry Registrar Office. Bell Hotel Pvt Ltd registered address is 156, I floor, Arabindo Street Pondicherry 605001.

Bell hotel has a chain of executive class hotels, multi cuisine restaurants and house boats. They also own a chain of restaurants in Chennai, Sivakasi, Madurai, Thoothukudi, and Courtallam.
The main branch is located at Sivakasi.

There are 50 to 400 cover restaurants serving multi-cuisine with a specialization in the south Indian cuisine. They operate under acquired names in a local context under the Bell Brand. Customer feel bell hotel is an executive class hotel offering value beyond what is expected creating customer delight.

It is located near the beach and it has very good reputation in the locality. It is having a function hall with centralized AC which is really good for family gatherings. It is the oldest hotel which has good reputation due to its name and fame. Though it is a hotel lasting for many years, the quality and hygiene is maintained at a good standard.

The Bell hotel has a pleasant infrastructure. The wallpaper of the bell hotel depicts the marine. It has a good reputation because of the taste of food and the customer feel that they can try new varieties of food. The price charged for foods is little high. But the quality and hygiene standards of the food are maintained. It cover huge number of people during the Lady of Snow Feast, which is one of the identity of Tuticorin. As it is located near Lady of Snow Church, during the feast people visit Bell hotel to with their family and friends to relax themselves. At that particular time it attracts huge number of customers than the routine days.

The Bell hotel has a party hall with centralized AC. Nearly 100 people can be assembled in that hall. Any events can be held there. And the price amount for that hall is free. Any class of people can held a function, which is one of the best thing. The amount is charged only for food and it differs from the selection and type of food. The price charged for food is even affordable by all class of people. All family gatherings, small office meetings etc., can be held in this party hall.

Rooms in Bell Hotel:

There are container rooms which is given for a rent at Rs. 1500 per day. The room is a medium sized room with the facilities of Air conditioner, ceiling fan, a comfortable double cot, with attached restrooms and other facilities.

There are certain policies that are being followed for booking those container rooms.

- Guest must be over 18 years of age to check-in to this hotel.
- As per Government regulations, it is mandatory for all guests above 18 years of age to carry a valid photo identity card & address proof at the time of check-in.
- The standard check-in and check-out times are 12 noon.
- Early check-in or late check-out is subject to hotel availability and may also be chargeable by the hotel.
- Any early check-in or late check-out request must be directed to and reconfirmed with the hotel directly.
- Failure to check-in to the hotel, will attract the full cost of stay or penalty as per the hotel cancellation policy.
- Hotels charge a compulsory Gala Dinner Supplement during Christmas, New Year's Eve or other special events and festivals like Diwali or Dusshera. These additional charge are not included in the booking amount and will be collected directly at the hotel. There might be seasonal variation in hotel tariff rates during Peak days.
- The room tariff differences if any will have to be borne and paid by the customer directly at the hotel, if the booking stay period falls during such dates.
- All additional charges other than the room charges and inclusions as mentioned in the booking voucher are to be borne and paid separately during check-out.
- Make sure that you are aware of all such charges that may comes as extras.
- Some of them can be Wi-Fi costs, Mini Bar, Laundry Expenses, Telephone calls, Room Service, Snacks etc.
- Any changes or booking modifications are subject to availability and charges may apply as per the hotel policies.

Advantages and Disadvantages Based On Customers Preference towards Bell Hotel:

Advantages of Bell Hotel:

- The Bell hotel withstands in the market for many years and that creates a good reputation for the public.
- The taste and quality of the food is maintained at a good standard.
- Though it is a old hotel they maintain a good customer service and that gains them a good name from customers.
- As it is located in the beach road, the beach road ambiance gives a pleasant feel to the customers.
- The customers feel that the foods are served a faster rate.
- As it near the beach location varieties of sea food can be tried.

Disadvantages of Bell Hotel:

- The prices charged for food is considered as high by the customers.
- Even though the beach ambiance is attracted the location is far from the main area.

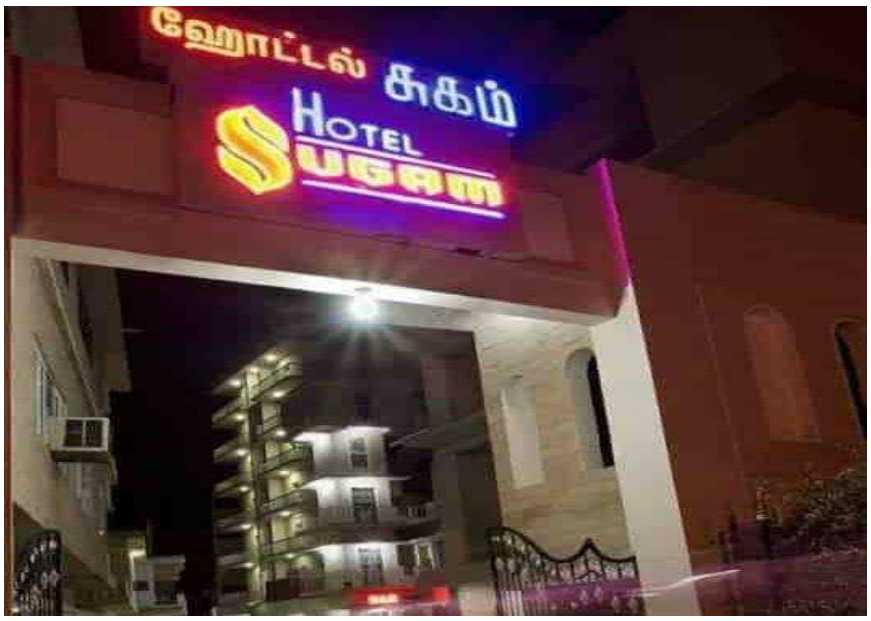
2.12.6 SUGAM HOTEL:

One of the oldest hotel in the city. The Sugam hotel is a three start hotel with three facilities as roof top restaurant, a bar and a neat decent rooms. Not only the roof top, the interior place of the restaurant is also neat. The prices food and rooms are affordable by all class of people.

Whether it is vegetarian or Non Vegetarian they maintain a good quality over years. Restaurant is in open space and that itself will give a good feeling. It has a bar above the restaurant also.

OWNER DETAILS:

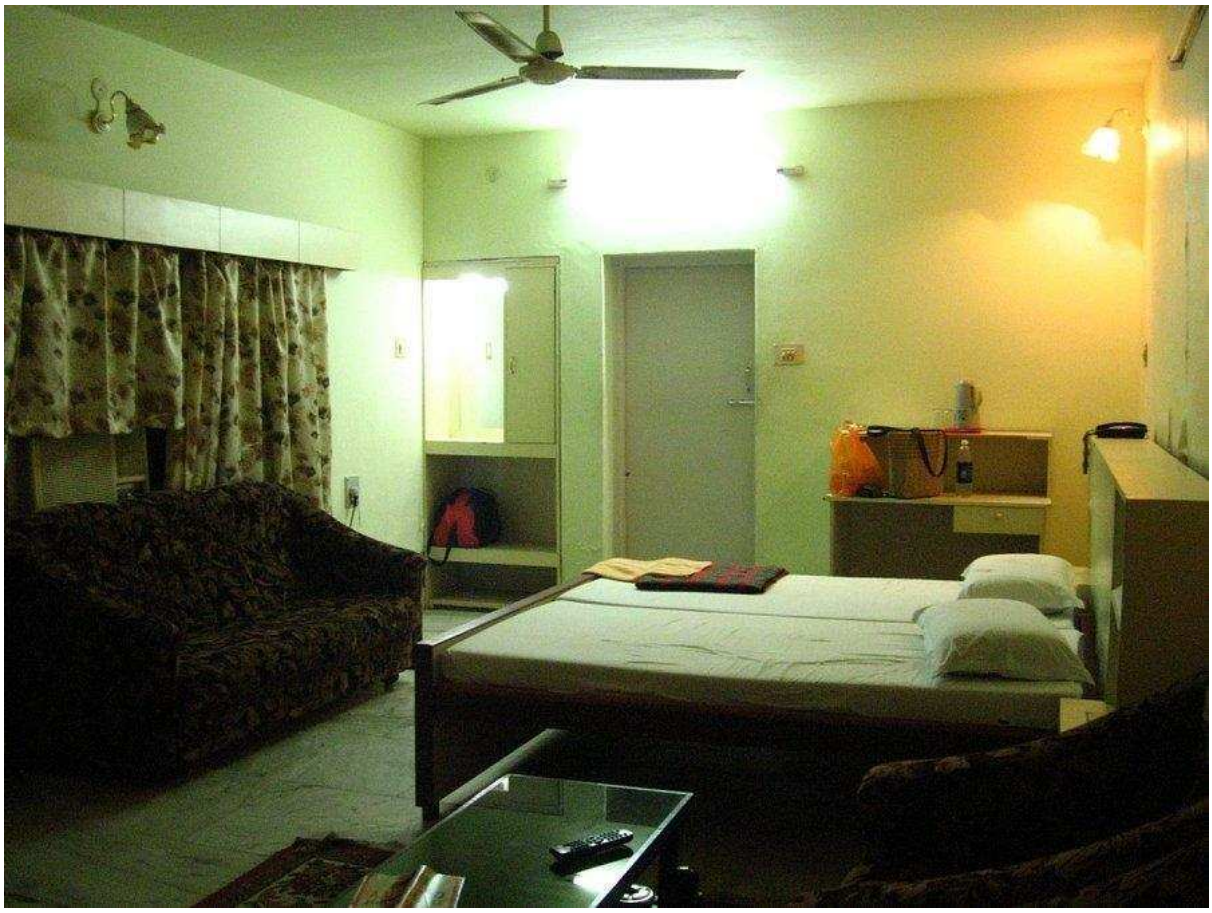
Sugam hotel is owned by Mr. Suresh. He is from Sri Lanka who came to Tamil Nadu and start up his own business. At the beginning he struggled a lot to reach success, after his great struggle he owned a hotel and it became one of the popular hotel in Thoothukudi. Sugam hotel Pvt Ltd is a non government company.



Located in the main area of Tuticorin with good parking facility with decent rooms for families. Has a good restaurant, Bar too. Roof top restaurant is good to have the dinner with beer and wine. A good range of non veg menu also.

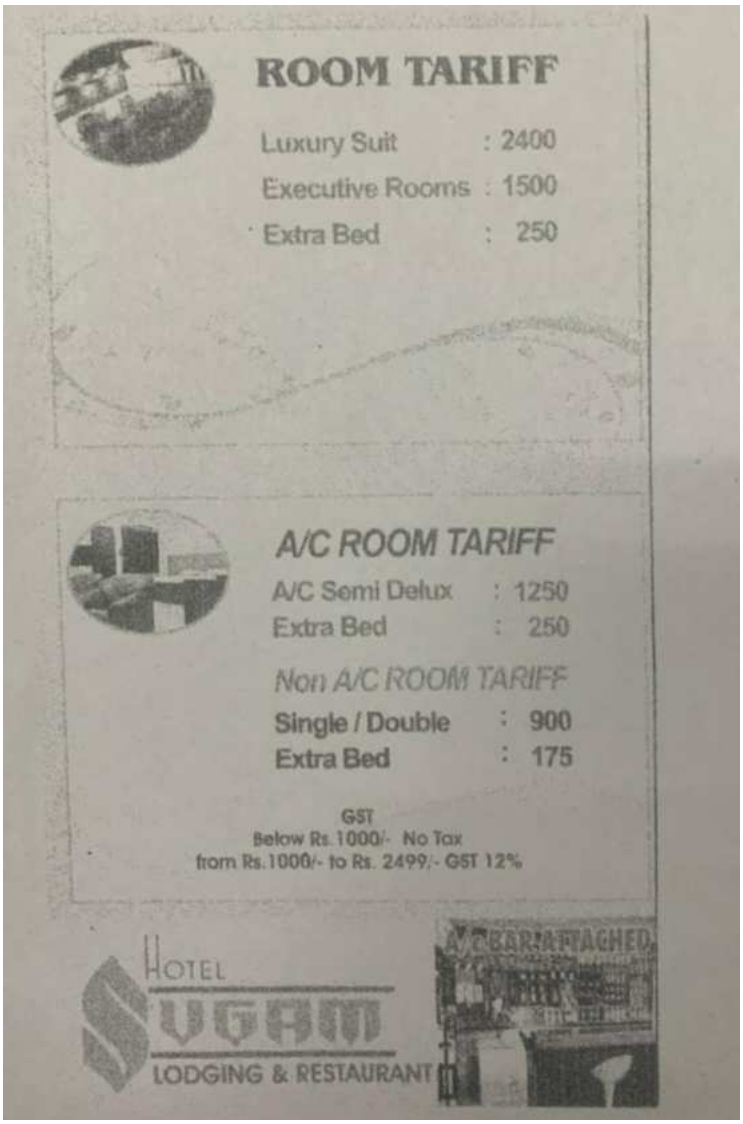
The location is one of the major factor that attracts customers. Since it is located in the main area it is easy for the customers to choose the hotel. Even though it is a old hotel which is there in the market for many years it maintains a hygiene and good standard in foods.

Room Services:



The check in time from 12:00 Am and check out until 11:00 pm. The price of the room differs during the festive seasons. Apt personification and the main view of the city can be seen through the roof top and also through the rooms at top floor.

The room services and house keeping services are good. Any changes in the tax structure due to government policies will result in revised taxes, which will be applicable to all the reservations and will be charged additionally during check out. Extra beds are dependent on the rooms you choose. When booking more than 5 rooms, different policies and additional supplements may apply. Morning breakfast are offered for free. And laundry services are also available.



Types of room available in Sugam hotel

- Non –AC room
- AC room
- Luxury suites
- Executive rooms

Non – AC room:

In a Non – AC room there will be a single/ double cot and the price charged for Non- Ac room is Rs 990. If extra bed is needed then additional charge of Rs 175 will be charged. No other complements will be given in a Non- Ac room. Water heater will be available

AC rooms:

The AC room is kind of a semi deluxe room and the price charged for AC rooms is Rs 990. If extra bed is needed then additional charge of Rs 250 will be added. For AC free complementary will be given that is breakfast will be given for free.

Luxury suites:

There are totally six luxury suites in Sugam hotel for which the price charged is Rs 2400. If extra bed is needed then additional charge of Rs 250 will be added. Morning breakfast will be given as complementary.

Executive rooms:

Executive rooms are booked by the people who came to stay for business purposes. The price charged for executive rooms are Rs 1500. If extra bed is needed then additional charge of Rs 250 will be added. Breakfast will be given as complement.

Apart from these facilities the customers need to pay money for their other needs.

Types of Foods in Sugam Hotel:

Types of food available in Bell hotel are as follows:

- South Indian cuisine
- North Indian cuisine

South Indian Cuisine:

South Indian Cuisine includes foods of the five southern states of India. They are

- Andhra Pradesh
- Karnataka
- Kerala
- Tamil Nadu
- Telangana

There are typically vegetarian and non- vegetarian dishes of all five states. Additionally all regions have typical main dishes, snacks, desserts, and drinks that are well known in their respective region. The famous South Indian cuisine is Chicken Chettinad, masala dosa, meals etc. are mostly preferred by consumers.

North Indian Cuisine:

North Indian Cuisine collectively includes the cuisines of the following state:

- Jammu and Kashmir
- Punjab
- Chandigarh
- Haryana
- Himachal Pradesh
- Rajasthan
- Delhi
- Uttar Pradesh.

North Indian cuisine has strong Central Asian influences as compared to its southern or eastern counterparts. The famous North Indian cuisine in Sugam hotel is

Tandoori chicken, Aloo Gobi, Aloo Paratha which is mostly preferred by many consumers.

Advantages and Disadvantages Based on Customers Preference towards Sugam Hotel:

Advantages of Sugam Hotel:

- It is a budgeted family hotel at which prices are affordable by all.
- Clean and spacious rooms are available.
- The location of the hotel is one of the main advantage as it attracts customers easily.
- The roof top ambiance is mostly preferred by many people.
- The restaurant is neat and clean attached with a bar.
- There is a good range of menu for both vegetarian and non vegetarian recipes.

Disadvantages of Sugam Hotel:

- They do not a private website for their hotel so that the customers who are booking rooms through online do not get a clear picture.
- Late serving is considered as one of the disadvantage.

The Indian hotel industry is preparing to comply with the new GST taxation law set forth by the Government of India. Hospitality industry encompasses accommodation, food and beverages and various other POS options. As a hotelier, one must manage this change effectively, so that the implementation of GST in the system has minimal impact on daily operations. GST rate applicable for hotels on the following basis:

- If the room tariff is less than Rs 1000 then no GST is applicable.
- If the room tariff is between Rs 1000-2499 then 12% GST is applicable.
- If the room tariff is between Rs 2500-7499 then 18% GST is applicable.
- If the room tariff is above Rs 7500 then 28% GST is applicable.

CHAPTER III

ANALYSIS AND INTERPRETATION OF DATA

CHAPTER III

DATA ANALYSIS AND INTERPRETATION

The completion of the project work entirely depends upon the analysis of collected data. Proper tabulation and coding of data enables easy understanding, analysis and comparison

In this study the researcher has analyzed the consumer attitude towards Hotel by using Bar diagram, Pie chart, Chi-square tests.

CHI-SQUARE:

The chi- square test is used to know the accuracy of the variables used, and to find out whether they are dependent & independent. It is applied to validate results of the study.

NULL HYPOTHESIS (H0):

There is no significant relationship between the Monthly income of the respondents and the order food through online apps of the respondents.

ALTERNATIVE HYPOTHESIS (H1):

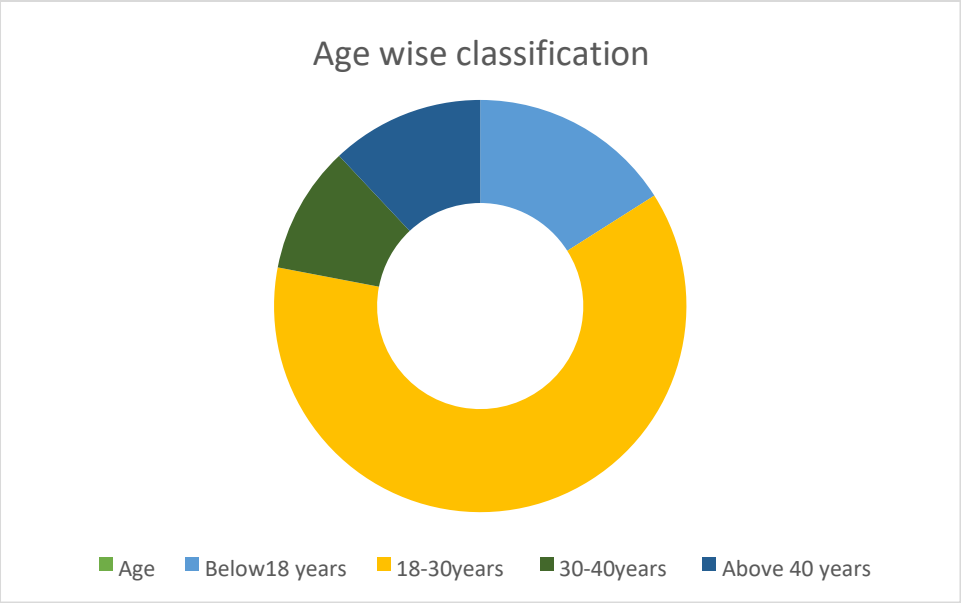
There is a significant relationship between Monthly income and the order food through online apps.

Table 3.1

Age wise classification

Age group	No.of Respondents	Percentage
Below 18 years	14	16
18-30 years	56	62
30-40 years	9	10
Above 40 years	11	12
	90	100

Source: Primary data



Inference:

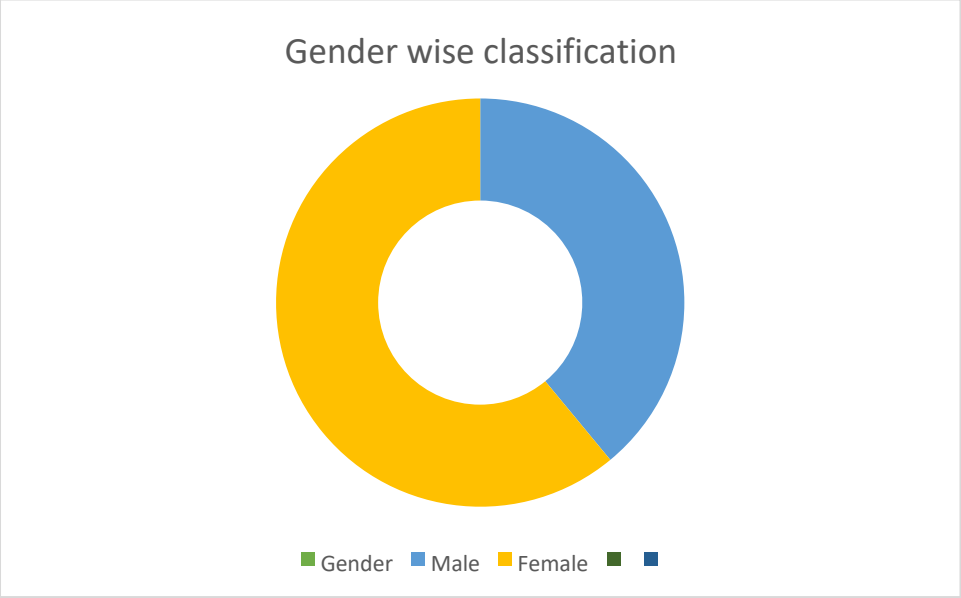
From the above table it is inferred that 16% of the respondents are below 18 years, 62% between18-30 years, 10% between 30-40 years and 12% above 40 years Thus majority of them i.e. 62% are between the age group 18-30

Table 3.2

Gender wise classification

Gender	No.of Respondents	Percentage
Male	35	39
Female	55	61
Total	90	100

Source: Primary data



Inference:

From the above table it is inferred that 39% of the respondents are male and 61% of them are female

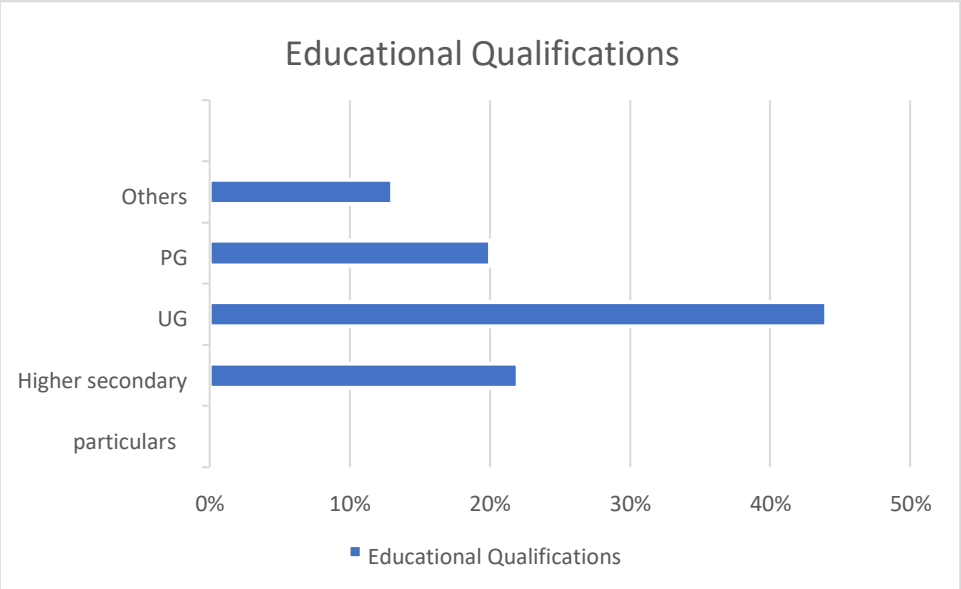
Thus major proportion of them, i.e. 61% are female

Table 3.3

Educational Qualifications

Particulars	No.of Respondents	Percentage
Higher secondary education	20	22
Under graduate	40	44
Post graduate	18	20
Diploma	12	13
Total	90	100

Source: Primary data



Inference:

From the above table it is inferred that 22% of the respondents have completed Higher Secondary education, 44% are Under graduates ,20%are Post graduates and 13% are diploma holders.

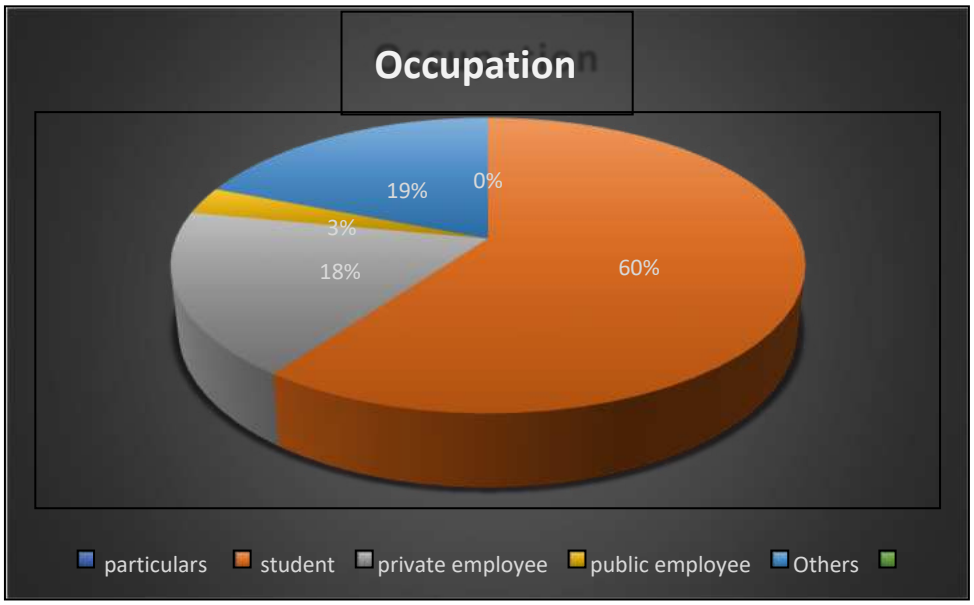
Thus most of the respondents i.e.44% are Under graduates

Table 3.4

Occupation

Particulars	No.of.Respondents	Percentage
Student	54	60
Private employee	16	18
Government employee	3	3
Business	17	19
Total	90	100

Source: Primary data



Inference:

From the above table it is inferred that 60% of the respondents are students, 18% of them are private employees, 3% of them are Government employees and 19% of them do Business.

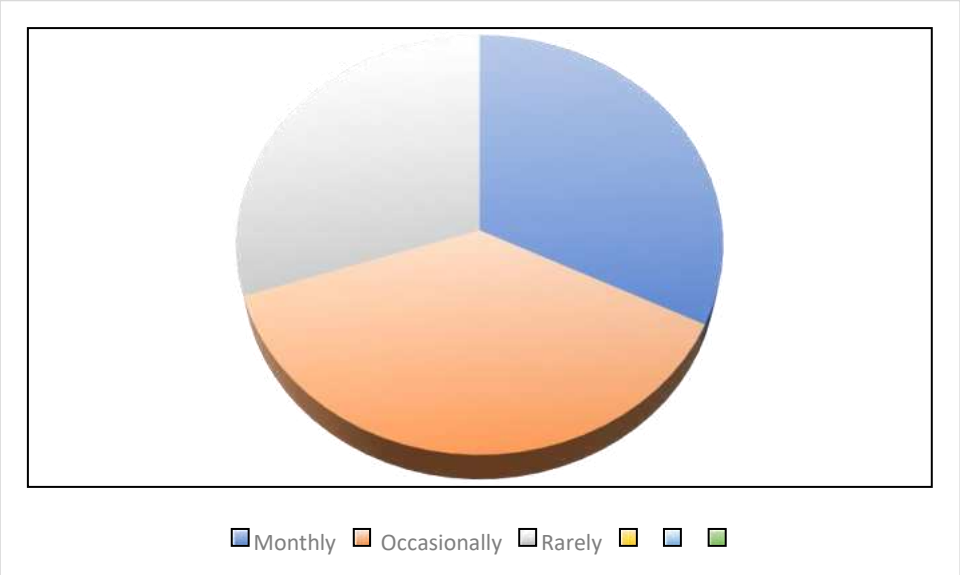
Thus majority of them, i.e. 60% of the respondents are Students.

Table3.5

Frequency of visits

Visits	No.of Respondents	Percentage
Monthly	29	32
Occasionally	34	38
Rarely	27	30
Total	90	100

Source: Primary data



Inference:

From the above table it is inferred that 32% of the respondents have frequently visited the hotel in a month, 38% of them have visited occasionally and 30% rarely.

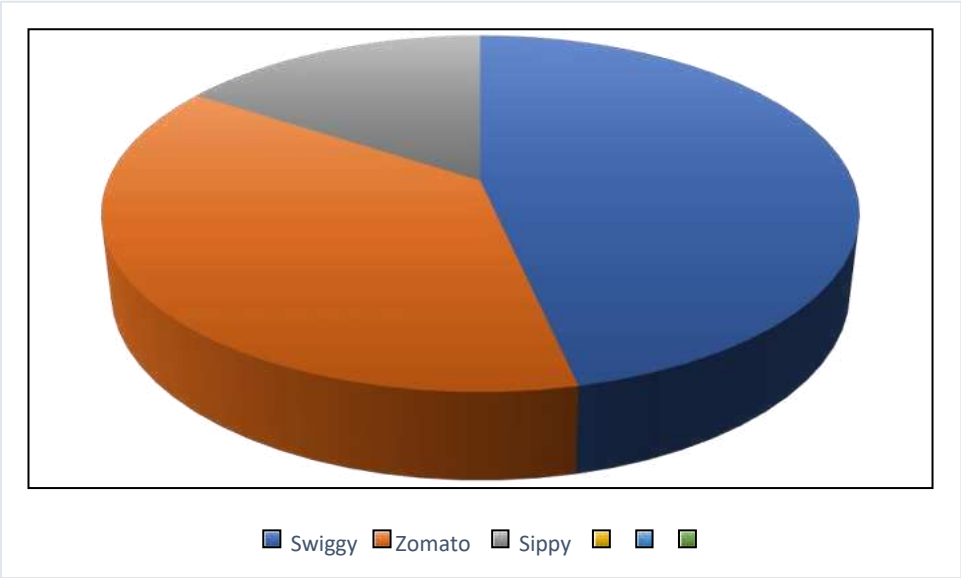
Thus major proportion of them, i.e. 38% of the respondents visits the hotel

Table3.6

Online food delivery App

Online app	No.of Respondents	Percentage
Swiggy	42	47
Zomato	34	38
Sippy	14	16
Total	90	100

Source: Primary data



Inference:

From the above table it is inferred that 47% of the respondents have ordered the food through Swiggy, 38% of them through Zomato and 16% of them through Sippy.

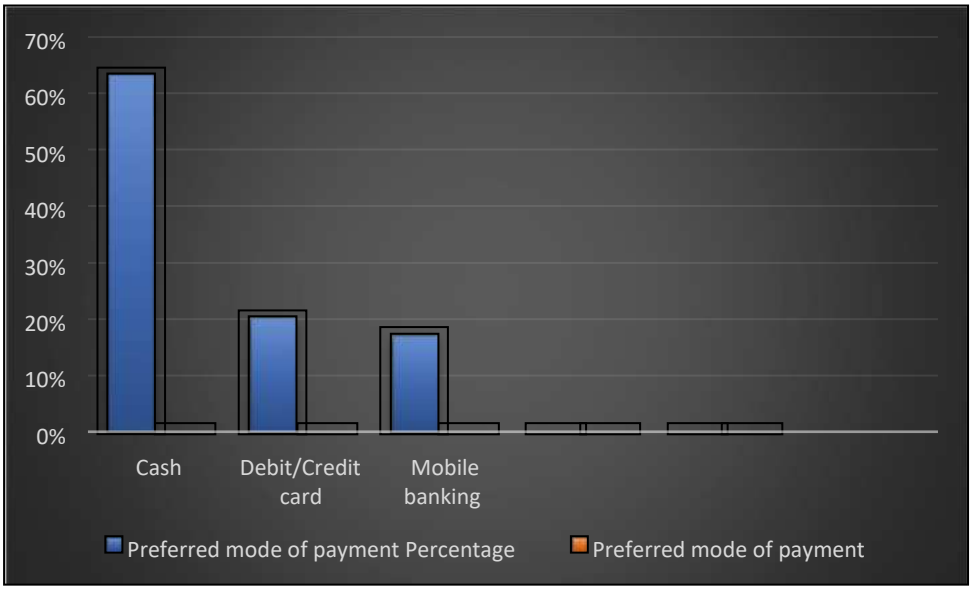
Thus, most of the respondents i.e. 47% of the respondents have ordered through Swiggy.

Table3.7

Preferred mode of payment

Payment mode	No.of Respondents	Percentage
Cash	57	63
Debit/ credit card	18	20
Mobile banking	15	17
Total	90	100

Source: Primary data



Inference:

From the above table it is inferred that 63% of the respondents prefer to pay in cash, 20% prefer to use Debit/ Credit card and 17% prefer Mobile banking.

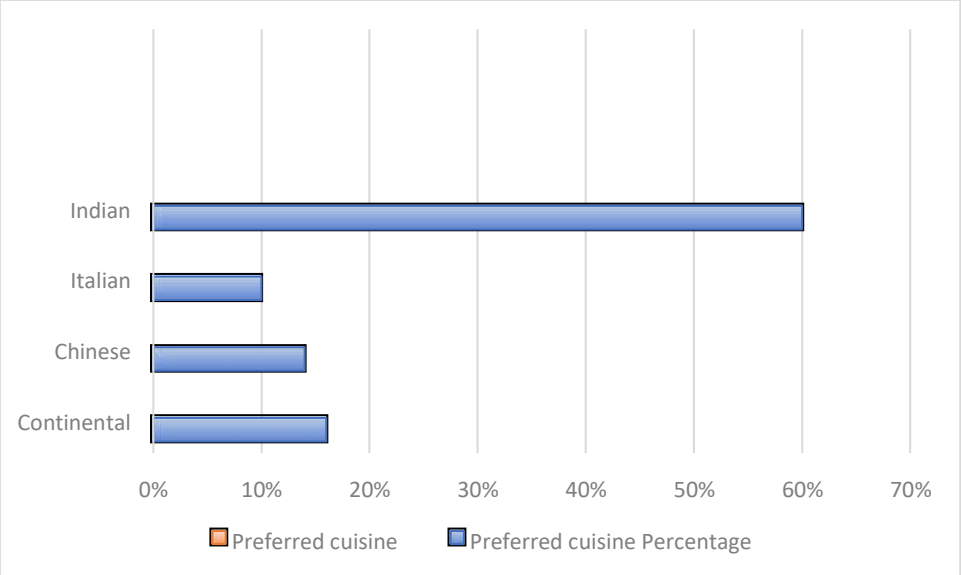
Thus majority of them, i.e.63% of the respondents prefer to pay in cash.

Table3.8

Preferred cuisine

Cuisine	No.of Respondents	Percentage
Continental	14	16
Chinese	13	14
Italian	9	10
Indian	54	60
Total	90	100

Source: Primary data



Inference:

From the above table it is inferred that 16% of the respondents prefer continental cuisine, 14% of them prefer Chinese, 10% prefer Italian and 60% of them prefer Indian.

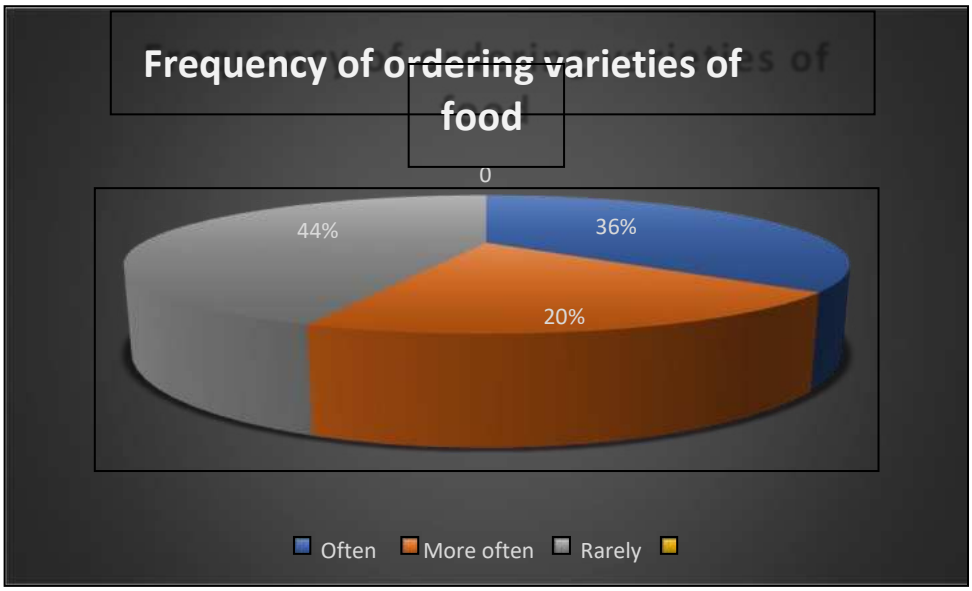
Most of the respondents i.e. 60% of the respondents prefer Indian cuisine.

Table3.9

Frequency of ordering varieties of food

Response	No.of respondents	Percentage
Often	32	36
More often	18	20
Rarely	40	44
Total	90	100

Source: Primary data



Inference:

From the above table it is inferred that 36% of the respondents have ordered varieties of food often, 20% of them have ordered varieties more often and 44% of them have ordered varieties of food rarely.

Thus most of the respondents i.e. 44% have ordered varieties of food rarely only.

Table 3.10

Rankings on the basis of factors influencing the choice of the hotel

	5	4	3	2	1	Total score	Mean score	Rank
Taste	15 (75)	11 (44)	15 (45)	23 (46)	26 (26)	236	5.71	XII
Quality	9 (45)	17 (68)	14 (42)	28 (56)	22 (22)	233	5.64	XIV
Quantity	4 (20)	12 (48)	27 (81)	13 (26)	17 (17)	226	5.47	XVI
Price	10 (50)	17 (68)	29 (87)	20 (40)	14 (14)	259	6.27	III
Comfortability	11 (55)	15 (60)	16 (48)	25 (50)	23 (23)	236	5.71	XII
Infrastructure	11 (55)	10 (40)	23 (69)	27 (54)	19 (19)	237	5.73	XI
Service	11 (55)	13 (52)	19 (57)	27 (54)	20 (20)	238	5.76	IX
Serving time	8 (40)	15 (60)	23 (69)	34 (68)	10 (10)	247	5.98	V
Parcel service	12 (60)	14 (56)	20 (60)	26 (52)	18 (18)	246	5.95	VI
Online orders	13 (65)	18 (72)	31 (93)	15 (30)	13 (13)	273	6.61	I
Parking Space	8 (40)	15 (60)	23 (69)	25 (50)	19 (19)	238	5.76	IX

	Restroom	8 (40)	19 (76)	31 (93)	18 (36)	14 (14)	259	6.27	III
	Drinking water	10 (50)	9 (36)	23 (69)	27 (54)	21 (21)	230	5.56	XV
	Home delivery	11 (55)	17 (68)	27 (81)	23 (46)	12 (12)	262	6.34	II
	Clean water availability	9 (45)	14 (56)	25 (75)	25 (50)	17 (17)	243	5.88	VIII
	Seating arrangement	11 (55)	10 (40)	18 (54)	24 (48)	27 (27)	224	5.42	XVII
	Reasonable billing	11 (55)	16 (64)	19 (57)	26 (52)	18 (18)	246	5.95	VI
	Total						4133		

Inference:

The above table clearly shows that the respondents were asked to rank the information factors on a given scale. The number of respondents is multiplied by the weight to get the individual score and then sum up to get the total score.

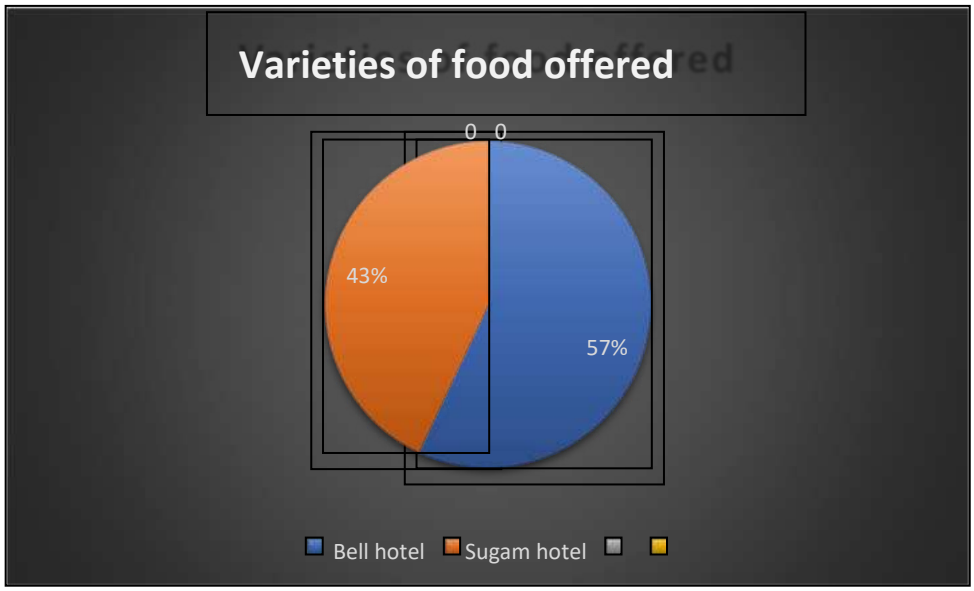
As regards the hotel preference, it is found that online orders took the first rank, Home delivery took the second rank, Price and restroom took the third rank, serving time took the fifth rank, Parcel service and Reasonable billing took the sixth rank, clean water availability took the eighth rank, parking space and service took the ninth rank, Infrastructure took the Eleventh rank, Taste and comfortability took the twelth rank, Quality and Drinking water took the fourteenth rank, Quantity took the sixteenth rank, Seating arrangement took the seventeenth rank.

Table 3.11

Varieties of food offered

Hotel	No.of Respondents	Percentage
Bell hotel	51	57
Sugam hotel	39	43
Total	90	100

Source: Primary data



Inference:

From the above table it is inferred that 57% of the respondents feel that Bell hotel offer variety of food, 43% of them say that Sugam hotel offer varieties of food.

Thus major proportion of the respondents i.e.57% state that Bell hotel offer more varieties of food.

Table 3.12

Varieties of dessert offered

Hotel	No.of Respondents	Percentage
Bell hotel	43	48
Sugam hotel	47	52
Total	90	100

Source: Primary data

Inference:

From the above table it is inferred that 48% of the respondents say that Bell hotel offer more varieties of dessert and 52% say that Sugam hotel offer more varieties of dessert.

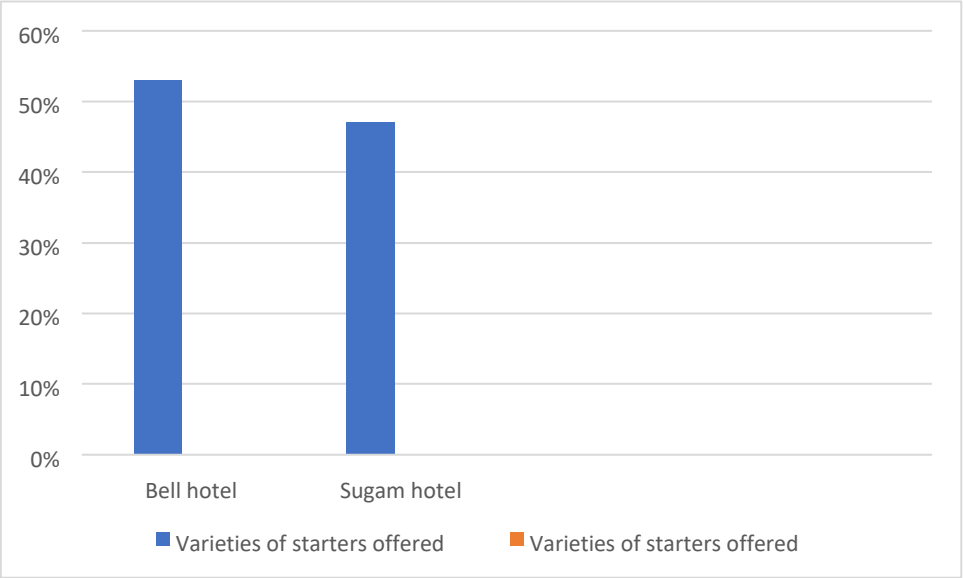
Thus majority of them, i.e.52% of the respondents feel that Sugam hotel offer more varieties of dessert.

Table3.13

Varieties of starters offered

Hotel	No.of Respondents	Percentage
Bell hotel	48	53
Sugam hotel	42	47
Total	90	100

Source: Primary data



Inference:

From the above table it is inferred that 53% of the respondents feel that Bell hotel offer a wide variety of starters and 47% feel that Sugam hotel offers a wide variety of starters.

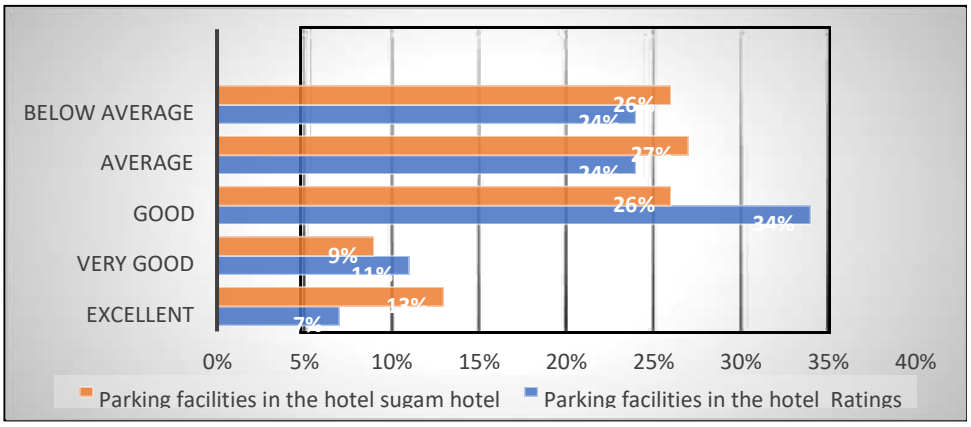
As a result most of them, i.e.53% feel that Bell hotel offer more varieties of starters.

Table3.14

Parking facilities in the hotels

Rating	Bell Hotel		Sugam Hotel	
	No.of Respondents	Percentage	No.of Respondents	Percentage
Excellent	6	7	12	13
Very good	10	11	8	9
Good	31	34	23	26
Average	22	24	24	27
Below Average	21	24	23	26
Total	90	100	90	100

Source: Primary data



Inference:

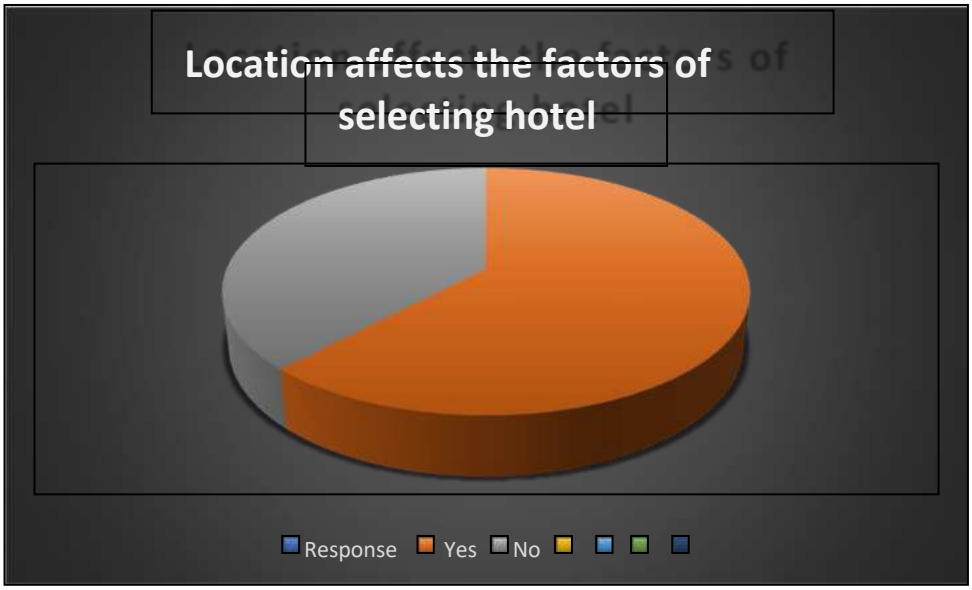
From the above table it is inferred that 7% in Bell hotel feel that parking facility is Excellent& 13% of feel that it is excellent in Sugam hotel. 11% feel that the parking facility is very good & 9% feel that it is very good in Sugam hotel. 34% feel that parking facility is good in Bell hotel& 26% feel that it is good in Sugam hotel.24% feel that parking facility is average& 27% feel that it is average in Sugam hotel. 24% feel that parking facility in below average in Bell hotel & 26% feel that it is below average in Sugam hotel.

Table 3.15

Location affects the factors of selecting hotel

Response	No.of Respondents	Percentage
Yes	56	62
No	34	38
Total	90	100

Source: Primary data



Inference:

From the above table it is inferred that 62% of the respondents says that location affects their hotel selection and for 38% the location of hotel doesn't affect their hotel selection.

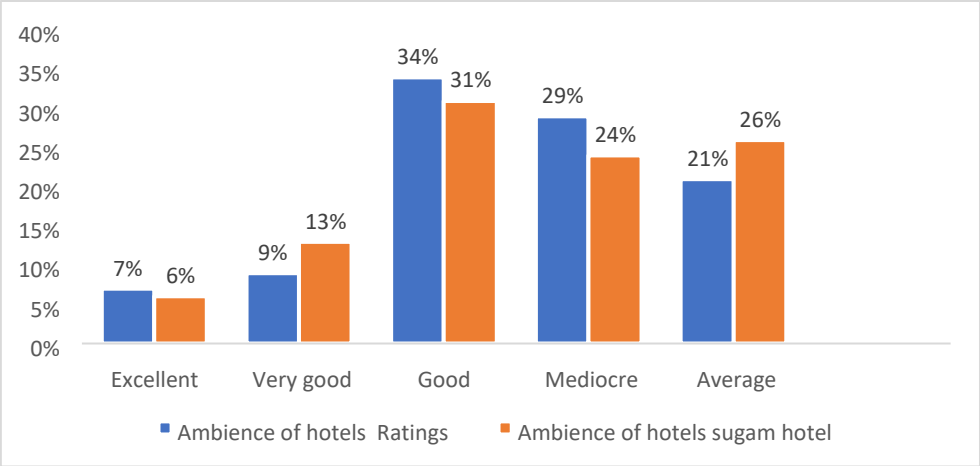
Thus majority of them, i.e.62% of the respondents consider location while selecting hotel.

Table3.16

Ambience of hotels

Rating	Bell hotel		Sugam hotel	
	No.of Respondents	Percentage	No.of Respondents	Percentage
Excellent	6	7	5	6
Very good	8	9	12	13
Good	31	34	28	31
Mediocre	26	29	22	24
Average	19	21	23	26
Total	90	100	90	100

Source: Primary data



Inference:

From the above table it is inferred that 7% in Bell hotel feel that ambience is Excellent & 6% feel that it is excellent in Sugam hotel. 9% feel that the ambience is very good & 13% feel that it is very good in Sugam hotel. 34% feel that ambience is good in Bell hotel & 31% feel that it is good in Sugam hotel. 29% feel that ambience is mediocre in Bell hotel& 24% feel that it is mediocre in Sugam hotel. 21% feel that the ambience is average in Bell hotel & 26% feel that it is average in Sugam hotel.

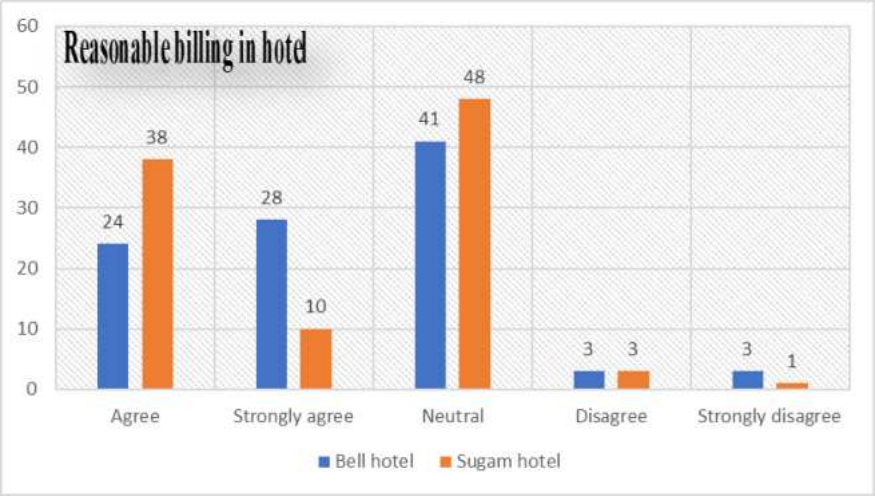
Thus most of the respondents i.e.7% feel that ambience is excellent in Bell hotel when compared to Sugam hotel.

Table 3.17

. Reasonable billing in hotel

Responses	Bell hotel		Sugam hotel	
	No.of Respondents	Percentage	No.of Respondents	Percentage
Agree	22	24	34	38
Strongly agree	19	21	9	10
Neutral	43	48	43	48
Disagree	3	3	3	3
Strongly disagree	3	3	1	1
Total	90	100	90	100

Source: Primary data



Inference:

From the above table it is inferred that 24% in Bell hotel feel that reasonable billing is agree & 38% feel that it is agree in Sugam hotel.21% feel that reasonable billing is strongly agree & 10% feel that it is strongly agree in Sugam hotel. 48% feel that reasonable billing is neutral & 48% feel that it is neutral in Sugam hotel. 3% feel that reasonable billing is disagree & 3% feel that it is disagree in Sugam hotel. 3% feel that reasonable billing is strongly disagree & 1% feel that it is strongly disagree in Sugam hotel.

Table 3.18

Preferred Hotel

Hotel	No.of Respondents	Percentage
Bell hotel	44	49%
Sugam hotel	46	51%
Total	90	100

Source: Primary data

Inference:

From the above table it is inferred that 49% of the respondents prefer Bell hotel and 51% of them prefer Sugam hotel

Thus majority of them, i.e.51% of the respondents prefer Sugam hote

Table3.19

Relationship between the monthly income and the food ordered through online apps

Monthly Income	Order food through online app				Total
	Weekly	Monthly	Occasionally	Rarely	
Below Rs 10000	4	3	3	12	22
Rs10000-30000	16	10	10	7	43
Rs 30000 - 50000	8	2	2	1	13
Above Rs 50000	5	2	3	2	12
Total	**33**	**17**	**18**	**22**	**90**

NULL HYPOTHESIS (H0)

There is no significant relationship between the monthly income of the respondents and the order food through online apps.

ALTERNATIVE HYPOTHESIS (H1):

There is a significant relationship between monthly income and the order food through online apps of the respondents.

X^2= (O-E)^2/E

O – Observed Frequency

E _Expected Frequency

Row total x Column total

Expected Frequency = ----------

Grand Total

Rows &Columns	**O**	**E**	**(O-E)**	**(O-E)^2**	**(O-E)^2 / E**
R1C1	4	8	-4	16	2
R2C1	16	16	0	0	0
R3C1	8	5	3	9	1.8
R4C1	5	4	1	1	0.25
R1C2	3	4	-1	1	0.25
R2C2	10	8	2	4	0.5
R3C2	2	2	0	0	0
R4C2	2	2	0	0	0
R1C3	3	4	-1	1	0.25
R2C3	10	9	1	1	0.1
R3C3	2	3	-1	1	0.3
R4C3	3	2	1	1	0.5
R1C4	12	5	7	49	9.8
R2C4	7	11	-4	16	2.29
R3C4	1	3	-2	4	4
R4C4	2	3	-1	1	0.5
Total					**22.54**

Degrees of freedom = (r-1) x (c-1)

= (4-1) x (4-1)

= 3 x 3

= 9

The table value of 9 degrees of freedom at 5% level significance is 16.919 and the calculated value of chi-square is 22.54

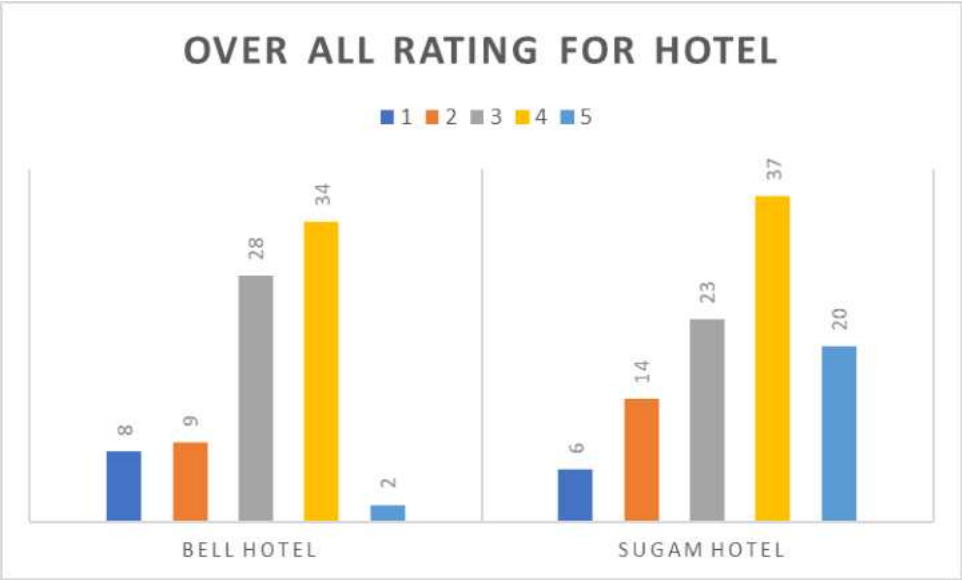
- Since the calculated value is more than the table value. Therefore the Null Hypothesis is (H0) is rejected. Hence it can be concluded that there is a relationship between the monthly income of the respondents and the factors influencing their food ordered through online apps.

Table3.20

Overall Rating for Hotel

Ratings	Bell hotel		Sugam hotel	
	No.of Respondents	Percentage	No.of Respondents	Percentage
1	7	8	5	6
2	8	9	13	14
3	25	28	21	23
4	31	34	33	37
5	19	2	18	20
Total	90	100	90	100

Source: Primary data



Inference:

From the above table it is inferred that in the Overall rating of hotel 8% of the respondents have rated Bell hotel as No 1 and 6% of them have rated Sugam hotel as No 1.

Thus the major proportion of the respondents have rated Bell hotel as No 1 when compared to Sugam hotel

CHAPTER IV

FINDINGS AND SUGGESTIONS

CHAPTER IV

FINDINGS AND SUGGESTIONS

This chapter entitled "Findings and Suggestions" presents a brief summary of the findings of the study and summarized for future research avenues.

Findings:

The following are the findings through data interpretation:

- It is found that majority of the respondents i.e. 62% of them are between the age group of 18-30.
- It is found that majority of the respondents i.e. 61% of them are female.
- It is clear from the study that most of the respondents i.e. 44% are under graduates.
- It is clear from the study that majority of the respondents i.e. 60% of them are students.
- It is stated that 38% of the respondents have visited hotels occasionally.
- It is clear that 47% of the respondents have mostly ordered through swiggy.
- The study reveals that 63% of the respondents prefer paying in cash instead of paying through cards or through online transaction.
- Majority of the respondents i.e. 60% of the respondents prefer Indian cuisine.
- The study reveals that 44% of the respondents have tried variety of foods only rarely.
- It is found that majority of the respondents i.e. 51% of them choose Sugam hotel as most preferred hotel.
- 57% of the respondents feel that more varieties of food are offered in Bell hotel.
- It is found that 52% of the respondents feel that more variety of desserts are provided in Sugam hotel.

- It is clear from the study that most of the respondents i.e. 53% of the respondents feel Sugam hotel is good at offering more varieties of starters.
- 13% of the respondents i.e. major proportion of them, feel parking facilities is good at Sugam hotel.
- It is found that 62% of the respondents feel that location of the hotel affects its selection.
- It is clear that 7% of the respondents feel that ambiance is bell hotel is good.
- It is found that 38% of the respondents feel that Sugam hotel provides reasonable billing.
- From the study a conclusion is drawn that the overall rating is high for Bell hotel

  i.e. 8% of the respondents have ranked Bell hotel as number one.

Suggestions:

Based on the study findings the following suggestions are made:

- A hotel industry must treat every guest like a VIP. They always give much importance to VIPs, instead they must treat every person like VIP.
- The hotel can update their technology box often so that it will be easy for them to meet customer's satisfaction.
- The hotels can make training an everyday priority and not just a one-time event, so that the workers will provide a good customer service and they will be able to understand the customers need.
- The Bell hotel can render better customer service.
- The Bell hotel can provide more varieties of starters to attract more consumers.
- Car parking facilities can be improved in Bell hotel.
- Bell hotel can provide reasonable billing in order to attract more customers.
- Online payment facility can be initiated in Bell hotel.

-
- Sugam hotel can own a private website so that it will be easy for the customers who book hotel through online.
- The serving time can be quite faster to improve the customer service in Sugam hotel.
- The Sugam hotel can provide more variety of desserts to attract more customers.
- The Sugam hotel can work more on their ambience to gain even more customers.

CHAPTER V

CONCLUSION

CHAPTER V
CONCLUSION:

One of the oldest industries which have been commercialized is known to be the hotel industry. Some of the characteristics and activities of a successful hotel business are proper presentation and constant improvement of qualitative services, which exceeds the expectations of customers in every way including from pre-booking to post-stay. The choice of hotels becomes one of the main issues of discussion: the variety of the hotel services, quality, reliability, and price are important. Since there are many hotels in the market providing the same or similar services, it is very important not only to attract but also to keep the customer in your hotel for the long run.In order to maintain the position held and to compete in future, it is necessary to provide quality services by which old customers may be retained, and new customers may be attracted. Hospitality when looked from outside seems to be a lucrative business but there is a lot of hardship which undergoes behind the scenes to make it as such. Hospitality is the act of generously providing a warm reception with anyone who needs it. Due to diverse marketplace and a global presence, hotel industry gets highly impacted by the fluctuations of the economy and the global happenings takes place. Hotel celebration is a well established brand in hotel industry all over India. Customer prefers hotels to celebrate birthdays, anniversaries, marriage functions, business meetings etc which boon hotel industry but at the same time hotel industry should provide utmost importance to customer services to satisfy the customer satisfaction and needs. Currently in hotel industry, a major issue that is critical to organization's success is revenue management. Revenue management is concerned while creating and managing room price to maximize revenue and it is critical to organization's success.

In this study a comparison is made between Sugam and Bell hotel. The findings of the research helps to know that consumers choose both the bell and Sugam hotel for certain perspective based on their preferences. The problems of customers in both the hotels are found. The most preferred hotel service of the customer is found. The findings shows that people prefer parking space of Sugam

hotel to Bell hotel and for the ambience customer prefer Bell hotel to Sugam hotel.

ANNEXURE

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ANNEXURE I

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QUESTIONNAIRE

ANNEXURE II

QUESTIONNAIRE

1.Name(optional):

2.Age:

a) Below 18years

b) 18-30 years

c) 30-40 years

d) Above 40 years

3. Gender:

a) Male

b) Female

4. No.of Family members:

a) 2

b) 3

c) 4

d) 5

e) More than 5

5. Educational Qualifications:

a) Higher secondary

b) UG

c) PG

d) Others

6. Occupation:

a) Student

b) Private employee

c) Public employee

7. Monthly Income of the family:

a) Below 10000

b) 10000-30000

c) 30000-50000

d) Above 50000

8. How frequently do you visit a hotel?

a) Monthly

b) Occasionally

c) Rarely

9. How frequently do you order foods through online apps?

a) Weekly

b) Monthly

c) Occasionally

d) Rarely

10. Which online food delivery app do you use the most?

a) Swiggy

b) Zomato

c) Others

11. What is your preferred payment mode?

a) Cash

b) Debit / Credit card

c) Mobile banking

12. Which type of cuisine do you prefer the most?

a) Continental

b) Chinese

c) Italian

d) Indian

13. While visiting hotel how often you try different varieties of food?

a) Often

b) More often

c) Rarely

14. Does the location of hotel affect your hotel selection?

a) Yes

b) No

15. Which hotel do you prefer the most?

a) Hotel Sugam

b) Hotel Bell

16. Give your rankings for the following question based on the factors influencing the choice of hotel:

Factors	1	2	3	4	5
1.Taste					
2.Quality					
3.Quantity					
4.Price					
5.Comfortability					
6.Infrastructure					
7.Service					
8.Serving time					
9.Parcel service					
10.Online orders					
11.Parking space					

12.Rest room					
13.Drinking water					
14.Home delivery					
15.Clean water availability					
16.Seating arrangements					
17.Reasonable billing					

17. Which hotel do you consider as best for celebrating?

    a) Hotel Sugam

    b) Hotel Bell

18. According to your view which hotel has a variety of food option?

    a) Hotel Sugam

    b) Hotel Bell

19. According to your view which hotel has a variety of dessert option?

    a) Hotel Sugam

    b) Hotel Bell

20. According to your view which hotel has a variety of starters option?

    a) Hotel Sugam

    b) Hotel Bell

21. Give your ratings for the parking facility in Bell hotel.

    a) 1

    b) 2

    c) 3

    d) 4

    e) 5

22. Give your ratings for the parking facility in Sugam hotel.

a) 1

b) 2

c) 3

d) 4

e) 5

23. Rate the ambience of Bell hotel

a) 1

b) 2

c) 3

d) 4

e) 5

24. Rate the ambience of Sugam hotel

a) 1

b) 2

c) 3

d) 4

e) 5

25. Do you feel the billing in Bell hotel as reasonable?

a) Agree

b) Strongly Agree

c) Neutral

d) Disagree

e) Strongly Disagree

26. Do you feel the billing in Sugam hotel as reasonable?

a) Agree

b) Strongly Agree

c) Neutral

d) Disagree

e) Strongly Disagree

27. Do you like the roof top ambiance in Sugam hotel?

a) Yes

b) No

28. Give your ratings for the roof top ambiance in Sugam hotel.

a) 1

b) 2

c) 3

d) 4

e) 5

29. Do kids in your home enjoy the park available in Bell hotel?

a) Yes

b) No

30. Give your ratings for the park facility in Bell hotel

a) 1

b) 2

c) 3

d) 4

e) 5

31. According to your view which hotel have the best location.

a) Hotel Sugam

b) Hotel Bell

32. For discovering new food items which hotel do you think is the best

a) Hotel Sugam

b) Hotel Bell

33. Give your overall rating for Bell hotel

a) 1

b) 2

c) 3

d) 4

e) 5

34. Give your overall rating for Sugam hotel

a) 1

b) 2

c) 3

d) 4

e) 5

EMERGENCE OF OTT PLATFORM DURING THE PANDEMIC AND ITS FUTURE SCOPE

A project report submitted to **ST. MARY'S COLLEGE** (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, in partial fulfilment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

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THOOTHUKUDI

April - 2021

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Assistant professor

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CERTIFICATE

This is to certify that the project entitled "THE EMERGENCE OF OTT PLATFORM DURING THE PANDEMIC AND ITS FUTURE SCOPE" submitted by the candidates RASIKA.K, SHERABIN.A, MARIA REQWIN.R, SARAH.D, JERINA.J in partial fulfilment of the requirements for the award of the degree of BACHELOR OF COMMERCE to St Mary's College (Autonomous) Thoothukudi, affliated 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: 10. 4. 2021

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DECLARATION

We hereby state the project entitled**"THE EMERGENCE OF OTT PLATFORM DURING THE PANDEMIC AND ITS FUTURE SCOPE"** is submitted to **St.Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli,** for the award of the degree of **Bachelor of Commerce** is our original work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

The Group
(Signature)

Place: Thoothukudi

Date: 10. 4. 2021

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ACKNOWLEDGEMENT

Thanks, is a small word filled with heartfelt gratitude. We express our heartfelt thanks to **GOD ALMIGHTY** for showering his blessings on us for the success of the project.

We also extend our special thanks and gratitude to our principal **Rev. Sr. Dr. A.S.J.Lusia Rose** for her support and encouragement.

We wish to convey our profound gratitude to thank our Head of the Department and Professor of Commerce **Dr. G. Stella Beatrice Nirmala** and all the faculty of commerce for their valuable suggestions and encouragement in completing the work.

We express our deepest sence of gratitude to our guide **Dr. P. Jayamary Assistant Professor of Commerce, St.Mary's college (Autonomous), Thoothukudi**, for their excellent guidance and continues effort taken to complete the project work successfully .

Last but not least, we thank our parents and friends for their moral support and encouragement in bringing out this project a successful one.

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LIST OF CONTENTS

CHAPTER	TITLE	PAGE NO.
I	**Introduction and Design of the Study**	1-6
1.1	Introduction	
1.2	Review of Literature	
1.3	Statement of the Problem	
1.4	Objectives of the Study	
1.5	Scope of the Study	
1.6	Design of the Study	
1.6.1	Period of the Study	
1.6.2	Area of the Study	
1.6.3	Collection of Data	
1.6.4	Sampling Design	
1.7	Construction of Tools	
1.7.1	Framework of Analysis	
1.8	Limitation of the Study	
1.9	Chapter Scheme	7-18
II	**Profile of the Study**	19 - 45
III	**Analysis and Interpretation of Data**	46 - 48
IV	**Findings and Suggestions**	49
V	**Conclusion**	50 - 51
	Annexure - I Bibliography	52 - 55
	Annexure - II Questionnaire	

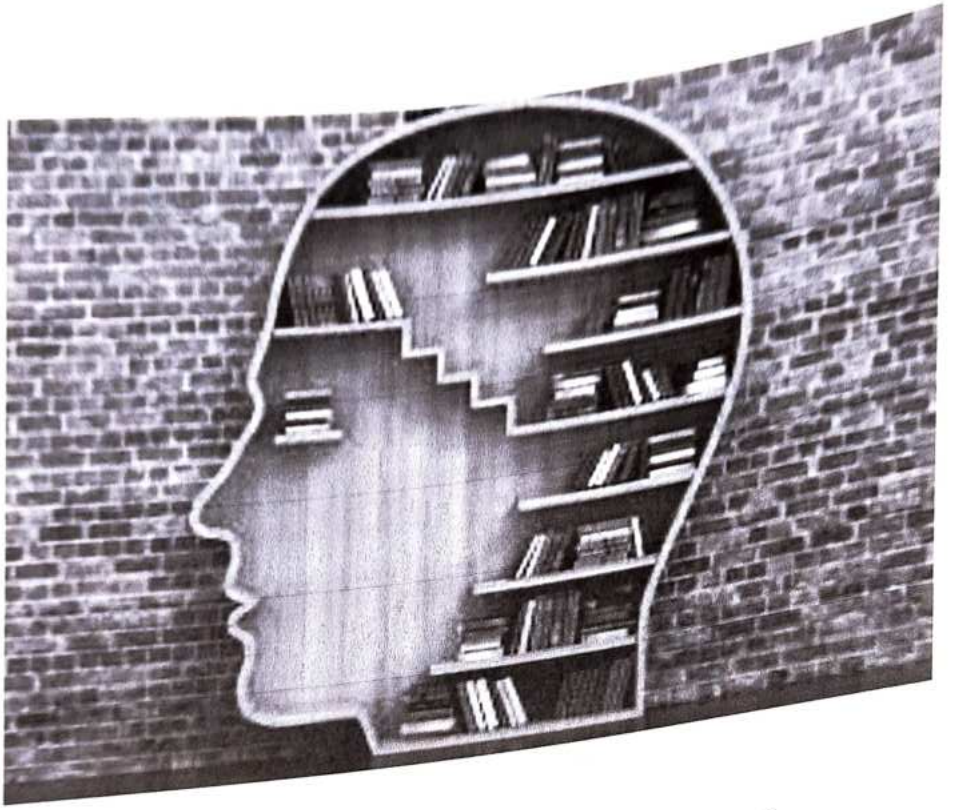
LIST OF TABLES

Table No.	Title of the Table	Page No.
1.1	Sampling design	5
3.1	Gender wise classification	20
3.2	Age wise classification	21
3.3	Educational qualification wise classification	22
3.4	Preferred entertainment	23
3.5	Usage of OTT service	24
3.6	Basis of OTT service	25
3.7	Hours spent per day	26
3.8	Mode of OTT usage	27
3.9	Subscription amount	28
3.10	Satisfaction of OTT better than Traditional T.V.	29
3.11	Usage of OTT during lockdown	30
3.12	Switching over to new OTT service	31
3.13	Changes of usage in OTT during lockdown	32
3.14	Increase in consumption hours	33
3.15	Preferred program on OTT platform	34
3.16	Watching movies	35
3.17	Preferred mode of watching movies	36
3.18	Watching movie in theatre is worth of money	37
3.19	Type of genre	38
3.20	Preference of waiting for movie to release in OTT	39
3.21	Movies to be released on OTT before or along with theatre	40
3.22	Preference of watching movies	41
3.23	Experience of theatre in OTT platform	42
3.24	Satisfaction of OTT experience	43
3.25	Recommend OTT to others	44
3.26	Problem faced while using OTT	45

LIST OF CHARTS

Chart No.	Title of the Chart	Page No.
3.1	Gender wise classification	20
3.2	Age wise classification	21
3.3	Educational qualification wise classification	22
3.4	Preferred entertainment	23
3.5	Usage of OTT service	24
3.6	Basis of OTT service	25
3.7	Hours spent per day	26
3.8	Mode of OTT usage	27
3.9	Subscription amount	28
3.10	Satisfaction OTT better than Traditional T.V.	29
3.11	Usage of OTT during lockdown	30
3.12	Switching over to new OTT service	31
3.13	Changes of usage in OTT during lockdown	32
3.14	Increase in consumption hours	33
3.15	Preferred program on OTT platform	34
3.16	Watching movies	35
3.17	Preferred mode of watching movies	36
3.18	Watching movie in theatre is worth of money	37
3.19	Type of genre	38
3.20	Preference of waiting for movie to release in OTT	39
3.21	Movies to be released on OTT before or along with theatre	40
3.22	Preference of watching movies	41
3.23	Experience of theatre in OTT platform	42
3.24	Satisfaction of OTT experience	43
3.25	Recommend OTT to others	44
3.26	Problem faced while using OTT	45

CHAPTER- I



Introduction and Design of Study

INTRODUCTION AND DESIGN OF THE STUDY

1.1 Introduction

The Research topic deals with the emergence and consumer behaviour in the era of pandemic towards a particular sector i.e. OTT, over the top services. This belongs to a very vast industry," The Entertainment Industry". Entertainment in layman's terms means having fun and enjoying ourselves with either one's own company or maybe with their loved and close ones. In today's world entertainment is one of the most leading industries, which includes the sub-fields of theatre, film, fine art, dance, opera, music, literary publishing, television, and radio.

These industries are being improved at a fast pace with day by day development in the technology. There have been both, cases of cut- throat competition and cases which showed that companies which want to create goodwill in the market. The entertainment industry is unpredictable as the main profits depend upon the TRP of a particular television channel or the box office collection of some movie, etc. for example, if a movie fetches more than 100-200cr.

It is assumed to be a blockbuster and hit movie, whereas sometimes other's which couldn't reach this bar at the box office, are assumed to be average, in spite of the fact that those movies might have an amazing script or direction, etc.

There are so many ways, as how this entertainment can be perceived in various forms. Now a day even the advertisers have understood this concept and are adamant in creating new and eye-catching advertisements for the same. Consumers seek for creativity and out of the box ideas which please them and them make think and remember a brand or product in a particular way.

1.2 Review of Literature

Menon (2020) states that limitations forced in the wake of Covid-19 pandemic significantly changed the consumption pattern for media and entertainment too. As lockdowns kept individuals from wandering out, either or

recreation or work, public activity progressively moved to online stages. Web-based social networking furnished the chance to remain associated with families, companions, channels of entertainment (Out of Home based entertainment) shut by government request, the home based entertainment modes showed consistent growth and development.

Deloitte (2017) report on "Digital Media: Rise of On-demand Content" stated that the availability of affordable smartphones and better internet 4G connectivity has given rise to the demand for video on demand entertainment services. More people are now spending time on digital media compared to the cable or dish network.

ICFAI (2019) report on "Transition of Consumer towards Video Streaming Industry: A comparative analysis of Netflix and Amazon Prime." mentioned that Content is said to be the king when it comes to on-demand video streaming channels and Netflix has slight edge over others in terms of content. Hotstar seems to be considerable choice because of the content it offers at affordable prices.

Mann et al., (2015) in report "Digital Video & the connected consumer" notified that with 50% of smartphone app users aged between 18-24 years, the OTT media platforms are targeting a younger demographic. In the study "Understanding Adoption Factors of Over-the-top Video services among millennial consumers", researchers highlighted the four major factors that affect consumer adaptation towards different platforms. They are Convenience, Mobility, Content and Cost.

Khanna (2016) in his report "A study on factors Affecting Subscription rates of Netflix in India: An Empirical Approach" stated that Indian consumers are more inclined to watch free content online rather pay a fee for the same. Low subscription of Netflix is due to the non -availability of regional and local TV shows and movies.

The Kalagato report (2017) presented a breakdown of the market share in the Indian video OTT industry for the respective players. The report states

that Hotstar was a market leader with 73.19% with Netflix with 1.26% of the market share.

KPMG (2017) on "The 'Digital First' journey" listed down the announcements regarding original content investments by OTT video platforms in India. It also mentioned the emerging genre – 'live streaming'.

Ernst & Young (2016) in the report "Future of Digital Content Consumption in India" stated that an increase in the usage of smartphones in India has stirred a new era of video consumption on the personal media devices. The penetration of smartphones in India is projected to grow to 520mn by 2020 and broadband penetration will increase to 40% from 14% in 2020.

1.3 Statement of the Problem

OTT platforms have seen the highest level of adoption by the younger population. This has been because of the flexibility and convenience it offers with regard to view movies and TV content across a wide range of devices. As already mentioned, this flexibility cannot be found with satellite and cable channels. Netflix, one of the earliest adopters of this technology, has been able to build a monthly active user base of almost 70 million in the US. Amazon Prime has 26 million Americans streaming videos. Even before other challenges are discussed, it is important to realize that the biggest one is distribution. For example, content delivery over these platforms requires users to have TVs connected to the internet. This means that conventional TV sets need to be replaced with new internet-connected TVs, which are typically smart TVs.

Despite this challenge, most users are eager to pay this price, whether it is big or small for them, for all the convenience, quality content, and affordability that OTT platforms offer over the long-term. And the younger users are leading this bandwagon.

1.4 Objectives of the Study

- To analyse the opinion of respondents on OTT Platform.
- To know the rise of OTT Platform over traditional cables and Satellite T.V. services.
- To analyse the emergence of new users during the pandemic.
- The preference of OTT platform over Cinema Theatres.
- To know the competition among OTT services.

1.5 Scope of the Study

The scope of the study is to analyse the consumer's preference, taste, their needs and competition among the OTT platforms in Thoothukudi.

1.6 Design of the Study

1.6.1 Period of the Study

The study was carried out from December 2020 – March 2021.

1.6.2 Area of the Study

The present study regarding consumer preference towards OTT Platform covers the area of Tuticorin.

1.6.3 Collection of Data

Both primary and secondary data were used in this study. The primary data was collected from the consumer's using OTT services, by means of questionnaire and interview schedule method. The secondary data was collected from articles, journals and from various websites.

1.6.4 Sampling Design

The data collected are original in nature. It is first-hand information. A sample of 75 respondents were selected. The researcher had adopted convenient sampling methods.

TABLE 1.1

Gender	No. of Respondent	Percentage (%)
Male	48	36
Female	27	64
Total	**75**	**100**

1.7 Construction of Tools

Based on the discussion with the respondents, the researcher constructed a questionnaire. Then, it was pre-tested and necessary changes were incorporated and distributed among the consumers using OTT services.

1.7.1 Framework of Analysis

The collected data was analysed by using the following tools,

Percentage method

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100- percent) for better understanding of collected data.

1.8 Limitation of the Study

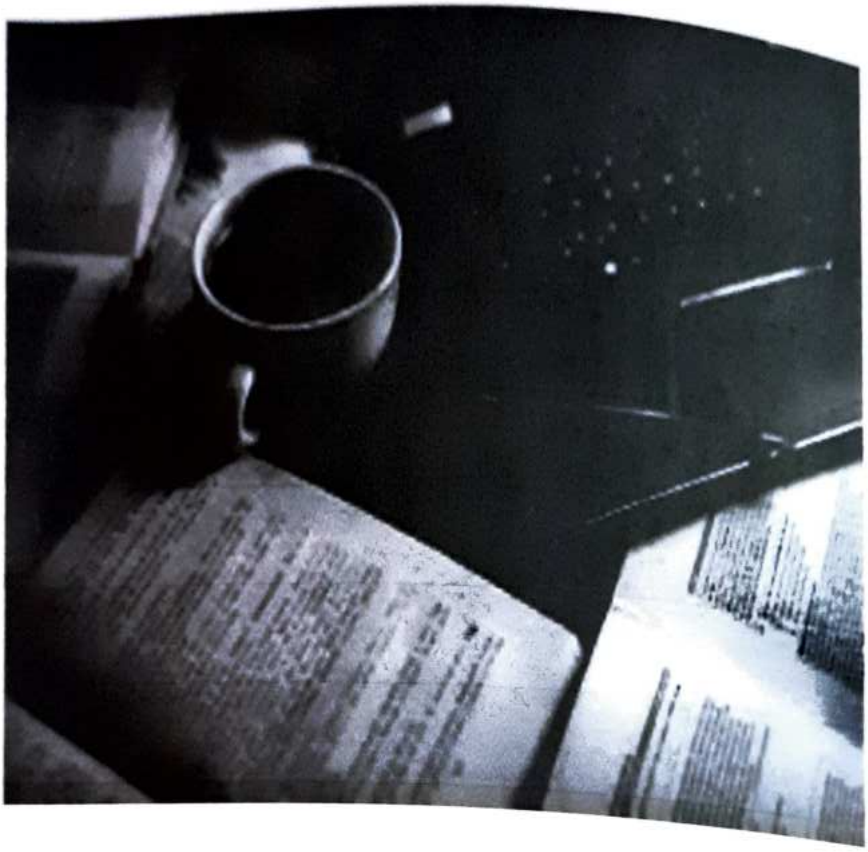
Some of the limitations in our study are as follows

- Study was limited to Thoothukudi City and cannot be generalised for other areas.
- Responses generated from the respondents are based on their experience, which might have caused errors
- The resources constraints have limited to the scope of the study.
- The services of data were not adequate. Some of the replies of the respondents may be biased.

1.9 Chapter Scheme

- Chapter I : Introduction and design of the study.
- Chapter II : Profile of the study.
- Chapter III : Analysis and Interpretation of data.
- Chapter IV: Findings, Suggestions.
- Chapter V : Conclusion

CHAPTER- II



PROFILE OF THE STUDY

2.1 Introduction

OTT or, Over-The-Top platforms are audio and video hosting platforms, which earlier started as content hosting platforms but eventually branched out to production and short movie releases, feature films, web-series, documentaries, sports, and other entertainment forms.

These platforms run on cutting edge technology and state of the art functioning. These platforms use Artificial Intelligence (AI) to figure out the content which might interest the user (depending on the previous usage or browsing history) and gives out recommendations based on them. These OTT platforms work on Trail or FREEMIUM model, where they generally give some content for free and have a premium subscription for their exclusive content that is not available elsewhere.

2.2 History of OTT Platform in India

The first Indian OTT platform was BigFlix, which was launched by Reliance Entertainment in 2008. OTT gained momentum in Indian in 2103 when Ditto TV (Zee) and Sony Liv were launched.

Disney Hotstar was launched in the year 2015. And it is one of the highest watched OTT platforms in India. As of July 2020, it has more than 300 million active users. Soon after, Netflix began its operations in India in the year 2016 (January). It is one of the most recognised and prominent global OTT

segment player. Netflix faces stiff competition in India from players like Amazon Prime, Disney + Hotstar etc.

2.2.1Market Size of OTT Industry in India

There are currently more than 40 OTT service providers in India, which provide streaming services over the Internet. In the Fiscal year 2018, the OTT market in India was estimated at Rs. 2150 crore (nearly 300 million dollars) and its value grew to nearly Rs. 3,500 crores (nearly 500 million dollars) in 2019. And this market is anticipated to grow at a cruising rate in years to follow.

According to a report by E&Y, the number of OTT users in India will exceed 500 million by 2020, thereby making this country the second–biggest market after the US. In a recent report published by Boston Consulting Group, titled 'Entertainment Goes Online', the Indian OTT market is expected to reach US$ 5 billion by 2023. In India, Disney + Hotstar has the highest number of subscribers, followed by Amazon Prime, Sony Liv, Netflix, and Voot. However, this ranking figure may differ in terms of watch time.

Source:(Indian OTT market expected size) source: Brand Equity

2.2.2 OTT Demographics in India

Here are a few more facts about the OTT platforms in India and their demographics:

Indians under the age of 35, account for nearly 90% of the time spent on OTT medium. And out of which, 79% of the viewers are male. The top 5% of the metros account for nearly 55% of the OTT platform users.

The Indian OTT market ecosystem comprises of players from various industry segments like Televisi0n distributors (Videocon, Tata Sky, DTH, etc), telecom companies (Airtel, Reliance Jio, etc), companies with content presence (saregama, Filter copy, EROS now, etc), broadcasters (Disney + Hotstar, Zee5, etc) and independent platforms (Amazon Prime, Netflix, etc)

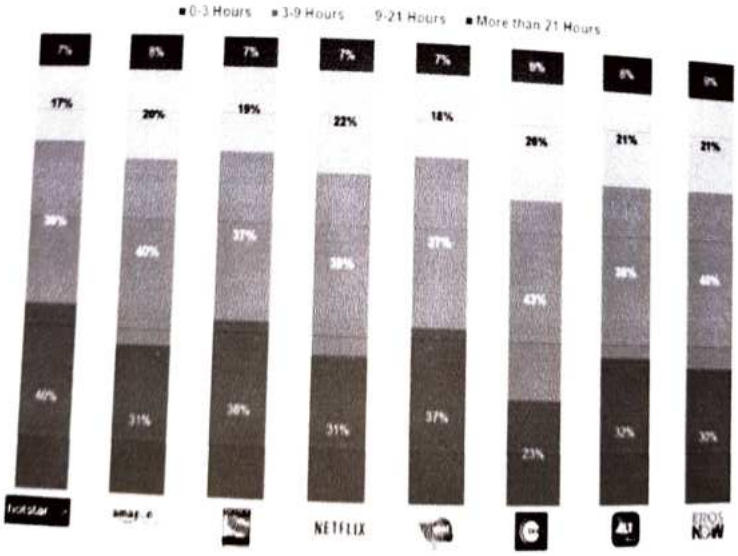
The OTT market is a very ad-based model. Advertisements derive a large chunk of the revenue for OTT platforms. And even subscription-based content is also on rise in India.

And in India approximately 35% of users spend anything between 0-3 hours on OTT platforms, 35% spend anything between 3-9 hours on OTT platforms and nearly 7% spend more than 21 hours per week on OTT platform.

Salaried employees are the highest consumer of OTT platforms followed by students, business owners, housewives, and others.

The most preferred language for video content is English and Hindi. And even the regional language content has its fair market share.

Weekly time spent on OTT media



Source: India OTT Video Content Market Survey

OTT platforms been witnessing a strong viewership growth in India. With a decided subscription fee, most of the popular OTT platforms provide good original content as well as a platform for re-watching or even premiere watching many of the movies. The subscription fees aids in fighting piracy that tarnishes the flawless elation that the entertainment industry aims to provide across the globe.

Some of the popular OTT platforms available in India and get familiar with their subscription plans and content are as below:

Zee5

Zee5 is one of the leading OTT platforms in India. Launched in the year of 2018, this platform provides content in nearly 12 languages. With apt knowledge of the Zee5 subscription cost, you can treat your eyes with web series like The Family Man, Phone a Friend, Kaali, Lalbazaar and web films like Bamfaad, Nirontor and Chintu ka Birthday. In addition to these, a number of feature films also find place in the premium plan of Zee5 that you can avail by paying Zee5 subscription charges. The Zee5 monthly subscription price is INR 99. However, the Zee5 subscription fee is different or different time periods. The Zee5 membership charges for 3 months, 5 months and 1 year are INR 299, INR 599 and INR 999 respectively.

Disney + Hotstar

Disney Plus Hotstar is another popular OTT platform in India. Launched in the year of 2015, this platform not only provides content in different languages, but also opens a world of flawless entertainment for the kids.With apt knowledge of the Hotstar premium subscription cost and Hotstar VIP subscription plan, you can enjoy web series like Special Ops, Hostages, Criminal Justice, Hundred Aarya and many more. In addition to these, a number of feature films also find place in the premium as well as the VIP plan of Hotstar that you can enjoy by availing the Hotstar package. The

Hotstar subscription offers two packages - the Hotstar Premium package and the Hotstar VIP package. The monthly charges for the Premium package are INR 299, while the annual charges for the same is INR 1499. The Hotstar yearly subscription charges for the VIP plan is INR 399.

Amazon Prime

Amazon Prime is one of the most popular and best OTT platforms not only in India, but across the globe. Launched in the year of 2016, this platform is a significant inclusion in the Amazon Prime plan and is better known as Amazon Prime Video. With apt knowledge of the Amazon Prime subscription cost and Amazon Prime monthly subscription, you can enjoy web series like Panchayat, Paatal Lok, Made in heaven, The Family Man, Mirzapur, Breathe and many more. Countless feature films with legendary TV series like Fauji are also present in this platform.The Amazon Prime cost per month is INR 129 and the yearly subscription price is INR 999. Considering the extent of entertainment Amazon Prime Video offers and the facilities Amazon Prime membership offers on the ecommerce site, Amazon Prime plan can be considered as one of the most affordable plans that most of the mass can afford easily.

Netflix

Launched in the year of 2007, Netflix is one of the oldest and most popular online streaming platforms with the maximum number of variations in its plans. Therefore, it is very important to understand the details of Netflix premium account price and Netflix lifetime subscription price. With apt knowledge of the Netflix subscription cost and Amazon Prime monthly subscription, you can enjoy web series like Sacred

Games, She, Leila, Bulbul, Delhi Crime and many more. A good number of feature films are also present on this platform. Netflix cost per month for the mobile only plan is INR 199 for only 1 mobile screen that amounts to INR 2388 annually. The basic subscription plan for Netflix amounts to INR 499 per month, thereby allowing 1 screen at a time. The standard Netflix subscription plan costs INR 649 per month, allowing 2 screens at a time. The Netflix Premium plan costs INR 799, allowing 4 screens at a time.

Alt Balaji

Launched in the year of 2017, Alt Balaji is a well-known OTT platform in India. Recently, they allied with Zee5 and all the productions of Alt Balaji automatically gets included in Zee5 as well. With apt knowledge of the Alt Balaji subscription fee, you can enjoy web series like Karrle Tu Bhi Mohabbat, Kahene Ko Humsafar Hain, Mentalhood, Baarish and many more. Alt Balaji subscription offers quarterly and yearly plans. Alt Balaji monthly subscription at the rate of INR 34 amounts to INR 100 for 3 months in the quarterly plan. The annual Alt Balaji subscription price is INR 300.

Sony LIV

Sony Liv has over 18 years of content such as TMKOC and The Kapil Sharma Show from channels that are part of the Sony Entertainment Network, such as Sony TV, Sony SAB, Sony Ten, Sony Max, Sony Max 2, Sony Six, Sony Pix, and Sony Yay. You can also livestream WWE, European football, La Liga, Champions League, and other sporting events that are broadcasted live on Sony SIX, Sony TEN 1, Sony TEN 2, and

Sony TEN 3 channels via the OTT platform in India. The Sony Liv app is also subscription-based, with its plans in India starting at just Rs 199 a month.

Voot

This major OTT platform in India is owned by Viacom18, which also runs several TV channels in the country such as Colors, and produces films. Voot brings all these programs under one roof, much like Sony Liv. You can stream all Viacom18 TV shows and movies via the platform's app and website at any time and from anywhere. Initially, Voot was a free-of-cost streaming service, but now the company has introduced plans at Rs 99 per month and at Rs 999 per year.

Jio Cinema

Jio Cinema is a video-on-demand OTT service from Mukesh Ambani-promoted telco Jio. The platform is exclusive to Jio users only, with no additional charges. The catalogue of Jio Cinema content includes movies, TV shows, Jio exclusives, documentaries and trailers. Jio recently also partnered with Disney India to offer popular Disney movies like Toy Story 3, The Jungle Book, The Lion King, and more.

MX Player

MX Player has come a long way from being just a video player. It's now among the best OTT platforms in India. MX Player provides users with syndicated content along with its own originals. While the streaming service is completely free of cost, it does interrupt your experience by showing ads in between consuming content.

2.3 Benefits

There are so many advantages of OTT content. The main point is the price factor and monthly prices are really low, so the consumer has a wide variety of content at a minimum price. If you as a consumer are worried about the installation then don't fret, because for OTT streaming content, all you need is a laptop or a phone. Another major advantage is the wide variety of content that can be watched. OTT Platform is the best thing that has happened to the human race.

1. Every new movie, TV series, music shows, etc. can be watched on your house, office, on the way, like anywhere.
2. The customers will be updated through its trailers and dates when the shows will be available.
3. The customers won't have to download the movies or series to watch
4. The customers can watch lot of shows and movies at very reasonable price
5. Most common OTT platforms are Netflix, amazon Prime, Hotstar premium, ZEE5 etc.
6. No advertisement is shown while playing videos on premium contents.
7. OTT releases won't get censored.
8. OTT releases would also deliver content as promised and envisioned by the makers.
9. The customers can rewatch whenever they want. There are several moments that leave an impact on our minds and we feel like revisiting them. With cinemas, people normally think of giving this a miss as they'd have to buy another overpriced ticket. With OTT, the customers can rewatch it as per their wish and as many times as they want to.

2.4 Limitations

1. The customers need to have wifi connection (strong) for better quality and without buffering.
2. Sometimes the customers may not get all the content they wish to watch. A sudden change of policies may affect the access to the content vis-a-vis your geography, payment methods, etc.

3. Mobile RAM should be 3Gb or more for better play.
4. If they use mobile data for streaming, it will get consumed in very sort time.
5. Some movies are just meant to be seen in the cinemas. Especially big budget summer blockbusters. Seeing such movies on mobiles can sound defeating to makers as they may also feel demotivated and even decide to not produce big budget content.
6. People who mostly go for outing to cinemas won't find another reason. Going to cinemas with friends and family is still a big deal on festive occasions, and that magic is something that can't be recreated at home.
7. Some experiences can't be recreated by OTT. 70 mm IMAX and 4DX are some formats that can't be replaced. Also, OTT doesn't offer much in terms of 3D content. The audience for 3D films still exists and I'm one of them. Although 3D Blu-rays luckily exist, it's not always easy to afford them and one expects them to be available on OTT as well. It turns out disappointing when it doesn't happen.

2.5 OTT Platform Vs Theatres - Challenges and Benefits

The war between Streaming Apps Vs Movie Theatres has both advantages and disadvantages to it. Watching a movie in a Theatre is a beautiful cinematic experience, whereas OTT Platforms let you have a good time in the comfort of your home. Both of them offer great content and viewer experience. Let's take a look at how OTT Platforms and Movie Theatres benefit and challenge each other.

Earlier, people used to be eager to watch new movies on the big screen. They still are, but now, they are willing to wait until they are released on or purchased by the OTT Platforms. Many of the popular streaming apps such as Netflix and Amazon Prime are now buying digital rights to the highest-earning films more than ever. Youngsters play a vital role in the success of Streaming Apps.

The reason is that they want interesting, engaging and relatable content which OTT Platforms can provide. Here, they can choose to watch anything at any time and anywhere, which is not the case with Movie Theatres.

Now, many of the producers choose to release their small budget films directly on OTT Platforms. Releasing films with a low budget and less familiar names on the big screen is difficult. Also, at times it gets hard to find a release date for a film due to limited cinema screens in India. Thus, to cut the cost of printing and advertising, and avoiding the struggle of release dates, releasing them on Streaming Apps seems better.

Revenues from the theatre release of a film still form a large part of its earnings. But, now with films releasing on OTT Platforms after their theatre release, it benefits them both. Producers can earn more revenue, and OTT Platforms get more subscribers.

2.6 OTT Vs. Traditional Cable T.V.

The television industry has changed and is continuing to evolve. Once TV watched through the internet was thought of as impossible has now turned into necessity millions can't live without. Many have even ditched traditional tv watching and services for strictly internet bound TV. In this article, we'll look at the evolution that took place by putting further emphasis on OTT and CTV. Video content used to be delivered to consumers through cable providers with a box connected to a television. As the world and technology we use evolved, the internet became a big part of our lives and with it, mobile connectivity.

This resulted in content providers such as Hulu and even more popular, Netflix, launching and having a different type of television model. With their business model, users could stream TV shows through the internet on any device connected to the internet. This includes smartphones, tablets, laptops, and connected TVs.

Although different payment models exist (subscription or those that include advertising), the new system goes over the top of the traditional closed TV infrastructure. This is where the term OTT or over the top comes into play.

Further statistics from E-marketer.com paints an interesting picture. In the US people are ditching traditional TV for OTT more each day. They are expecting the number of adults who cancel their TV services for OTT to climb to 33 million in 2018 alone. For OTT subscriptions they estimate that more than

half of the US population will end up subscribing resulting in 170 million viewers.

The OTT and CTV industry is continuously evolving and growing. Who knows, in a few years, all traditional television services could become extinct. Whatever happens, it provides an enormous opportunity for publishers creating video content and advertisers looking to reach more users.

2.7 OTT Market During the Pandemic

The new normal of going digital is certainly a great influencing factor for the content industry. The OTT platform turned out to be a blessing during this time of lockdown - where everything you want of your choice is available with a click of a button on your phones, laptops, and smart TVs. However, as much as we talk about being digital - the digital experience cannot really replace the grand experiential feelings of watching a movie inside a theatre - it is a different thrill altogether.

Acknowledging the fact that, this pandemic has affected the world economies, that includes our entertainment industry big time - making the OTT platforms the only industry to show a positive in terms of highest revenues generators and sudden scalability in terms of the increase in no. of subscribers worldwide. There will certainly be a shift in the paradigm even after the pandemic is over, perhaps we will see great collaboration between physical and digital space.

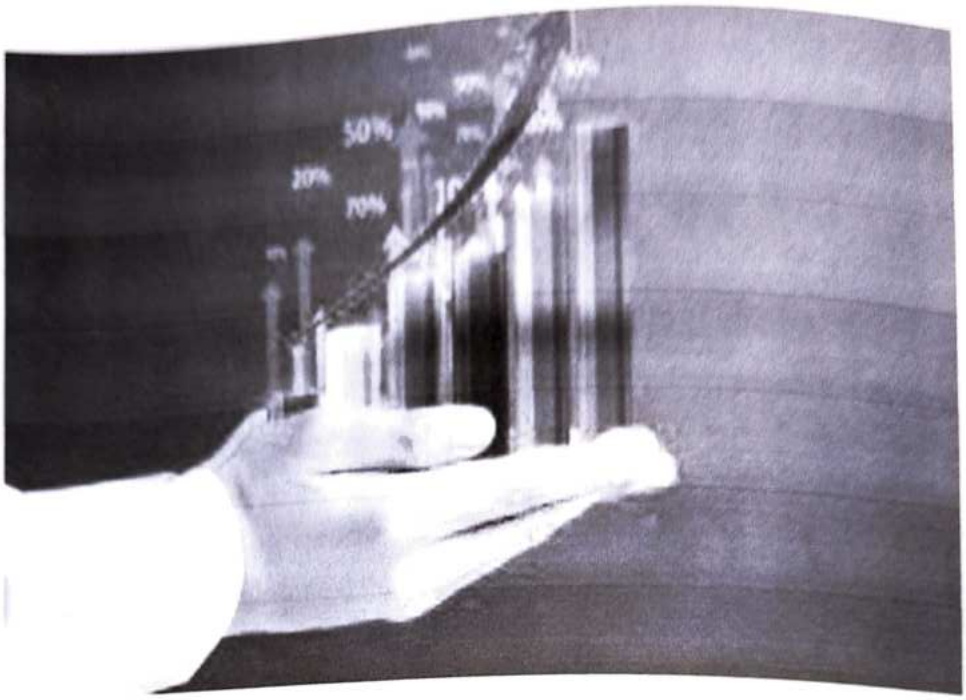
However, the reach of the content through these platforms breaks all geographical barriers as compared to the physical theatres and the magnitude of reach in real-time like this virus. What is interesting to me is the direct connections and reviews that these platforms provide to us producers. It is a wonderful feeling to receive heart-warming feedback, right from the audience. This aspect of OTT makes it imperative for us to have premium content, having a global reach. In the current market that already has so many players giving cut-throat competition to one another, the loyalty of the audience to your platform is challenge too! With the ever-changing tastes of the users and the option to switch to another player with a simple click, the producers will always

have the challenge to deal with and they must be proactive in finding newer and interesting content to keep the attention of the audience. So, the key is, keep creating compelling premium content! In the digital world, trends must change continuously so understanding the frequent changes and keeping the pace becomes pertinent too.

2.8 Post Pandemic Scenario of OTT Platforms

By far the biggest challenge for the OTT platforms will come when the situation comes back to normal post Pandemic. When the other sources of entertainment like the Movie theatres, live shows, live performances, sports, gymnasium, etc resume, it remains to be seen as to how will the OTT platforms handle that situation. The OTT mediums might lose their charm amongst the viewers. This can be judged from the fact that even though the IPL tournament was scheduled without any audience in the stadium, but the viewership on the TV and other live medium (Disney + Hotstar) was more by 25-30% over the previous years.

CHAPTER-III



ANALYSIS AND INTERPRETATION OF DATA

3.1 Introduction

Analysis is necessary for any research to derive conclusion. Analysis of data plays a predominant role in detecting the results on the economic status of the employees. The data are tabulated and interpreted by the researcher and are presented in the form of bar diagram and pie chart.

Data analysis is considered as an important step and heart of the research work. After collection of data with the help of relevant tools and techniques, the next logical step is to analyze and interpret data with a view to arrive at empirical solution to the problem. The data analysis for the present research was done quantitatively with the help of both descriptive statistics and inferential statistics.

Evaluation does not end with just data collection and analysis to find out mean value or degree of satisfaction. Based on those results of analysis, some value judgments should be according to the evaluation criteria. At the same time, in order to make useful recommendations and lessons learned, influential factors that have affected the results should fully be analyzed. This is called "interpretation".

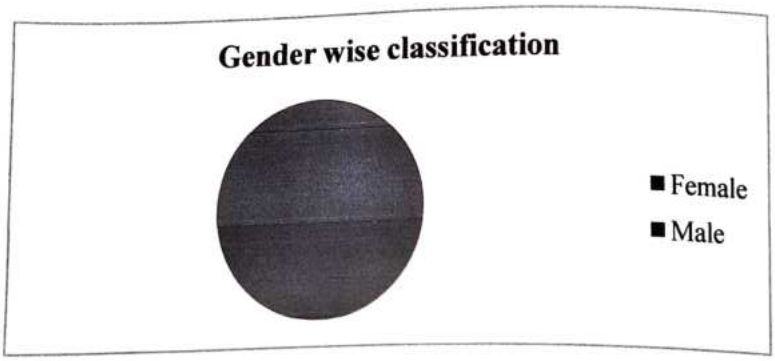
TABLE 3.1

Gender Wise Classification

Classification	No. of Respondent	Percentage
Female	48	64
Male	27	36
Total	**75**	**100**

Source :Primary date

CHART 3.1



Inference:

The table 3.1 reveals that 64 percent of the respondents are female, 36 percent of the respondents are male.

Thus, the majority that is 64 percent of the respondents are female.

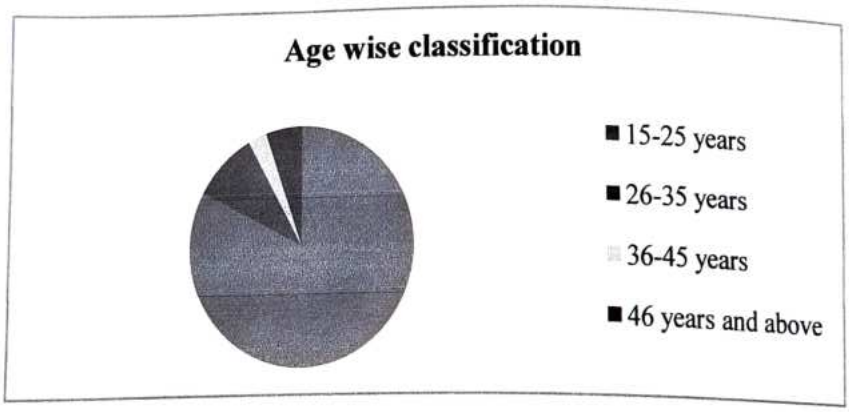
TABLE 3.2

Age Wise Classification

Classification	No. of Respondent	Percentage
15 -25 years	62	82.7
26 - 35 years	7	9.3
36 - 45 years	2	2.7
46 years and above	4	5.3
Total	**75**	**100**

Source : Primary data

CHART 3.2



Inference:

The table 3.2 reveals that 82.7 percent of the respondents are between 15 to 25 years, 9.3 percent of them are between 26 to 35 years, 2.7 percent of them are between 36 to 45 years and 5.3 percent of them are above 46 years.

Thus, the majority that is 82.7 percent of the respondents are between 15 to 25 years.

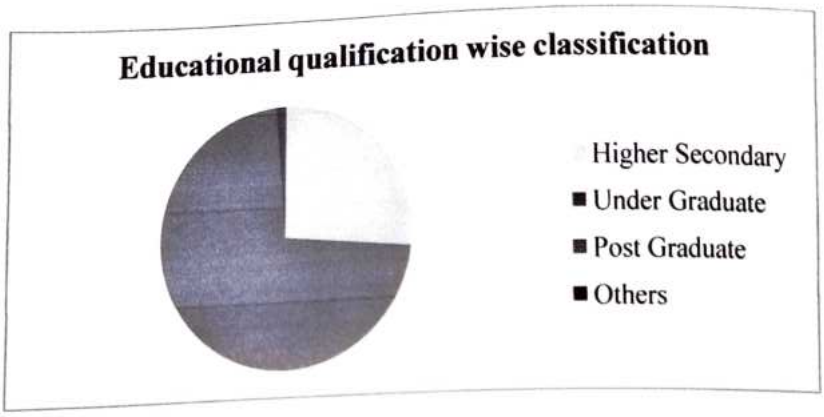
TABLE 3.3

Educational Qualification Wise Classification

Classification	No. of Respondent	Percentage
Higher Secondary	20	26.7
Under Graduate	43	57.3
Post Graduate	11	14.7
Others	1	1.3
Total	**75**	**100**

Source : Primary data

CHART 3.3



Inference:

The table 3.3 reveals that 26.7 percent of the respondents have finished their Higher Secondary, 57.3 percent of them are Undergraduates, 14.7 percent of them are Postgraduates and 1.3 percent of them has other Educational Qualifications.

Thus, the majority that is 57.3 percent of the respondents are Undergraduates.

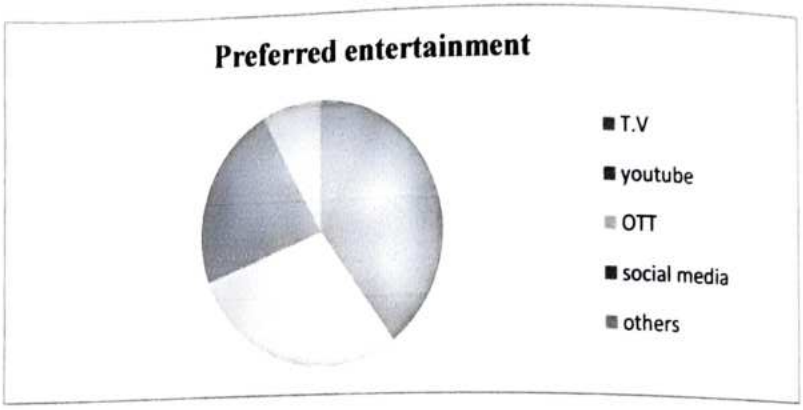
TABLE 3.4

Preferred Entertainment

Particulars	No. of Respondent	Percentage
T.V.	6	8
Youtube	24	32
OTT	22	29.3
Social Media	17	22.7
Others	6	8
Total	**75**	**100**

Source : Primary data

CHART 3.4



Inference:

The table 3.4 reveals that 8 percent of the respondents preferred entertainment channel is Television, 32 percent of them prefer YouTube, 29.3 percent of them prefer OTT, 22.7 percent of them prefer Social media and 8 percent of them prefer other mode.

Thus, the majority that is 29.3 percent of the respondents preferred entertainment channel is OTT.

TABLE 3.5

Usage of OTT Service

Particulars	No. of Respondent	Percentage
Yes	65	86.7
No	10	13.3
Total	75	**100**

Source: Primary data

CHART 3.5

Inference:

The table 3.5 reveals that 86.7 percent of the respondents have preferred using OTT services and 13.3 percent of them have not preferred using OTT services.

Thus, the majority that is 86.7 percent of the respondents have preferred using OTT services.

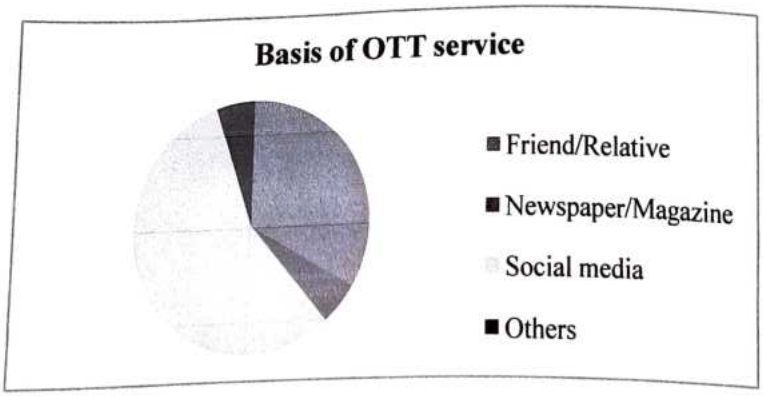
TABLE 3.6

Basis of OTT Service

Particulars	No. of Respondent	Percentage
Friend / Relative	25	33.3
Newspaper / Magazine	4	5.3
Social media	42	56
Others	4	5.3
Total	**75**	**100**

Source : Primary data

CHART 3.6



Inference:

The table 3.6 reveals that 33.3 percent of respondents have come to know about their OTT Services by their Friend/Relative, 5.3 percent of them have come to know by Newspaper/Magazine, 56 percent of them have come to know by Social media and 5.3 percent of them have come to know by other modes.

Thus, the majority that is 56 percent of the respondents has come to know by Social media.

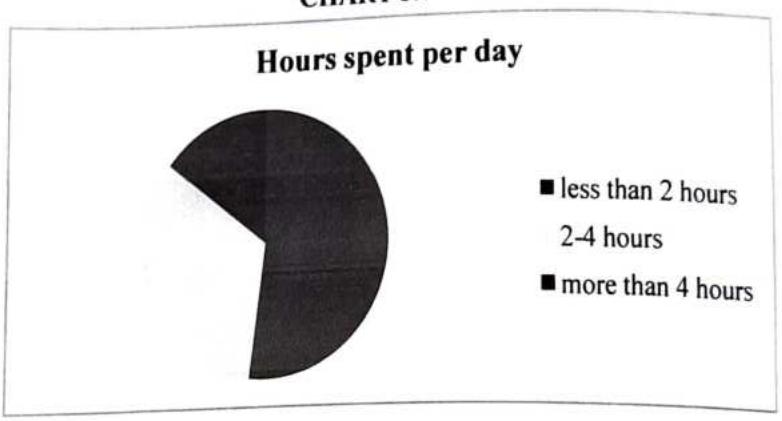
TABLE 3.7

Hours Spent Per Day

Particulars	No. of Respondent	Percentage
Less than 2 hours	39	52
2 - 4 hours	25	33.3
More than 4 hours	11	14.7
Total	**75**	**100**

Source : Primary data

CHART 3.7



Inference:

The table 3.7 reveals that 52 percent of the respondents have spend less than 2 hours on OTT platforms, 33.3 percent of them have spend 2 to 4 hours on OTT platforms and 14.7 percent of them have spend more than 4 hours on OTT platforms.

Thus, the majority that is 52 percent of the respondents have spend less than 2 hours on OTT platforms.

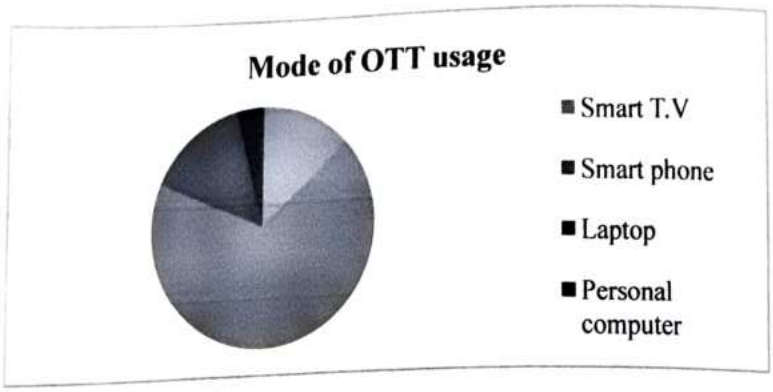
TABLE 3.8

Mode of OTT Usage

Particulars	No. of Respondent	Percentage
Smart T.V	10	13.3
Smart phone	51	68
Laptop	11	14.7
Personal computer	3	4
Total	**75**	**100**

Source : Primary data

CHART 3.8



Inference:

The table 3.8 reveals that 13.3 percent of the respondents have preferred using OTT through Smart Television, 68 percent of them have preferred Smartphone, 14.7 percent of them have preferred Laptop and 4 percent of them have preferred Personal computer.

Thus, the majority that is 68 percent of the respondents have preferred using OTT platforms through Smart phone.

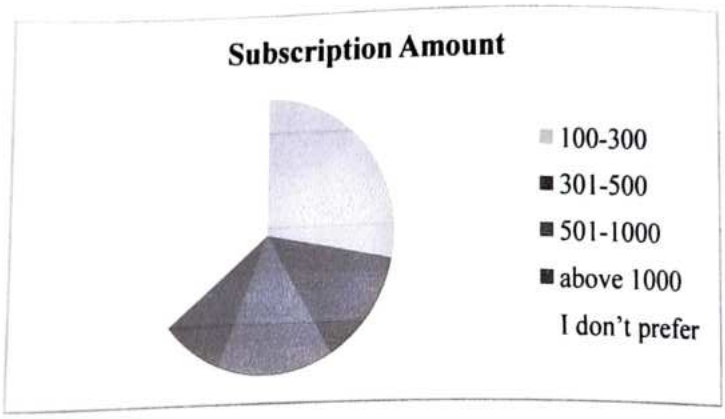
TABLE 3.9

Subscription Amount

Classification	No. of Respondent	Percentage
100 - 300	21	28
301 - 500	10	13.3
501 - 1000	11	14.7
Above 1000	6	8
I don't prefer	27	36
Total	**75**	**100**

Source : Primary data

CHART 3.9



Inference:

The table 3.9 reveals that 28 percent of the respondents have spend 100 to 300 for their subscription, 13.3 percent of them have spend 301 to 500, 14.7 percent of them have spend 501 to 1000, 8 percent of them have spend above 1000 and 36 percent of them don't prefer to subscribe.

Thus, the majority that is 36 percent of the respondents do not prefer to subscribe.

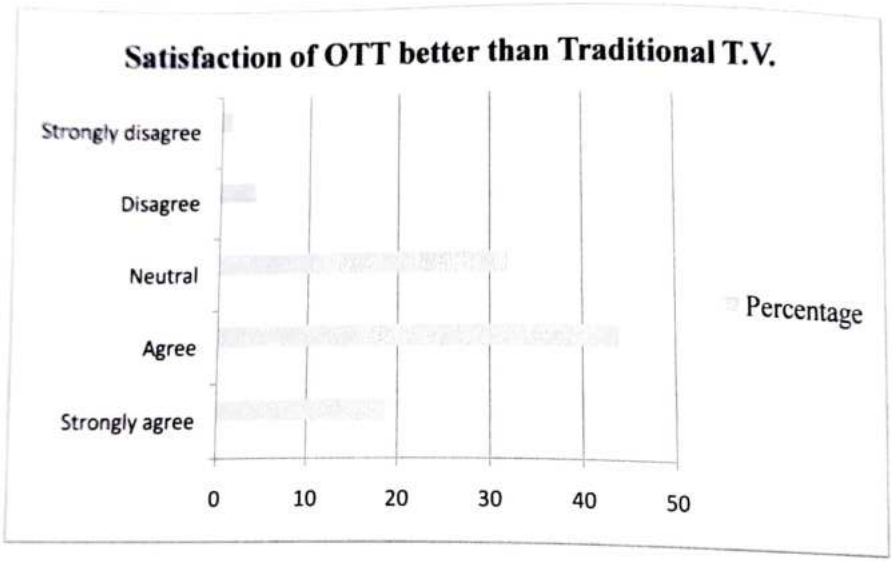
TABLE 3.10

Satisfaction of OTT Better than Traditional T.V.

Particulars	No. of Respondent	Percentage
Strongly agree	14	18.7
Agree	33	44
Neutral	24	32
Disagree	3	4
Strongly disagree	1	1.3
Total	**75**	**100**

Source : Primary data

CHART 3.10



Inference:

The table 3.10 reveals that 18.7 percent of the respondents Strongly agree that OTT is better than traditional television, 44 percent of them Agree to it, 32 percent of them are neutral, 4 percent of them Disagree to it and 1.3 percent of them Strongly disagree.

Thus, the majority that is 44 percent of the respondents Agree that OTT is better than traditional television.

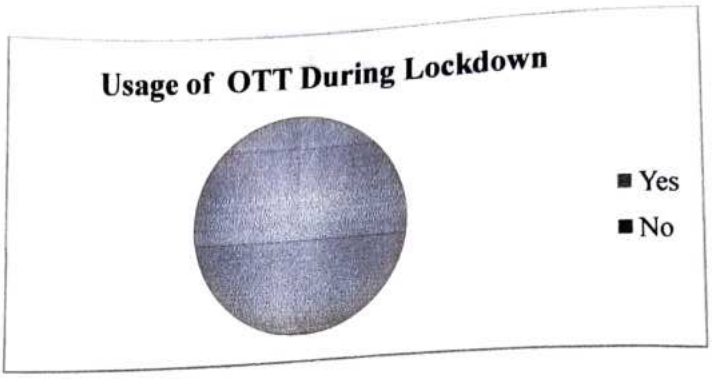
TABLE 3.11

Usage of OTT During Lockdown

Particulars	No. of Respondent	Percentage
Yes	56	74.7
No	19	25.3
Total	**75**	**100**

Source : Primary data

CHART 3.11



Inference:

The table 3.11 reveals that 74.7 percent of the respondents have preferred using new OTT platforms during the lockdown and 25.3 percent of them have not preferred using OTT platforms during lockdown.

Thus, the majority that is 74.7 percent of the respondents have preferred using OTT platforms during the lockdown.

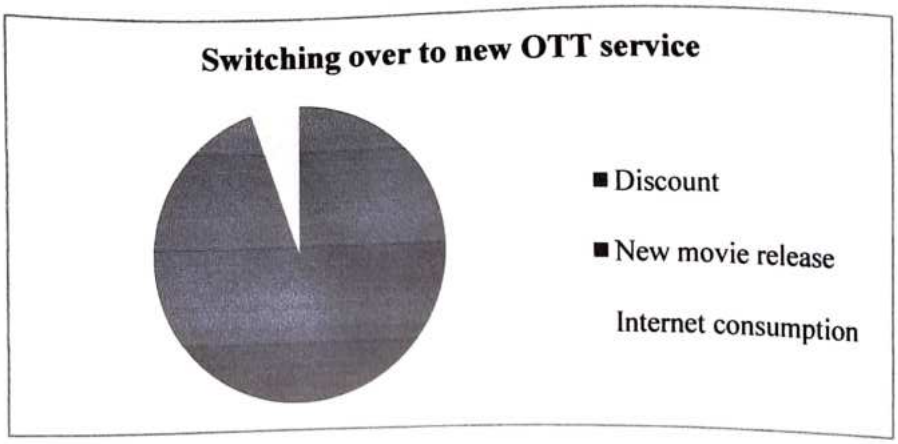
TABLE 3.12

Switching Over to New OTT Service

Particulars	No. of Respondent	Percentage
Discount	4	5.3
New movie release	67	89.3
Internet consumption	4	5.3
Total	**75**	**100**

Source : Primary data

CHART 3.12



Inference:

The table 3.12 reveals that 5.3 percent of the respondents have switched to a new OTT service for Discount, 89.3 percent of them have switched for new movie release and 5.3 percent of them have switched for Internet consumption.

Thus, the majority that is 89.3 percent of the respondents have switched to a new OTT service for New movie release.

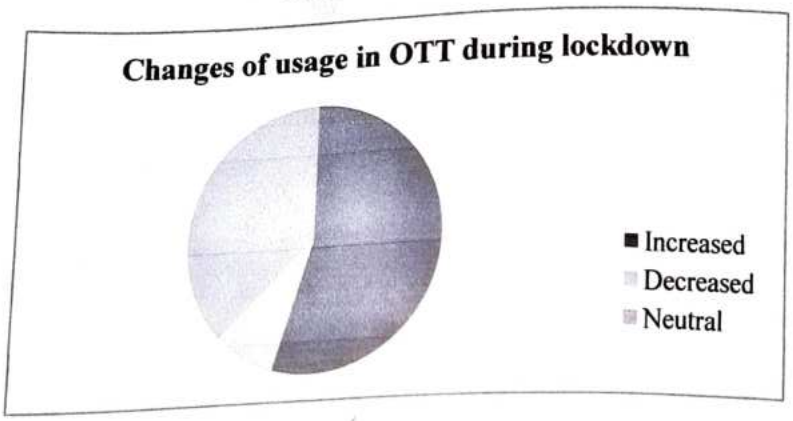
TABLE 3.13

Changes of Usage in OTT During Lockdown

Particulars	No. of Respondent	Percentage
Increased	41	54.7
Decreased	6	8
Neutral	28	37.3
Total	**75**	**100**

Source : Primary data

CHART 3.13



Inference:

The table 3.13 reveals that 54.7 percent of the respondents have Increased their OTT usage during the lockdown, 8 percent of them have Decreased their usage and 37.3 percent of them are neutral.

Thus, the majority that is 54.7 percent of the respondents have Increased their OTT usage during the lockdown.

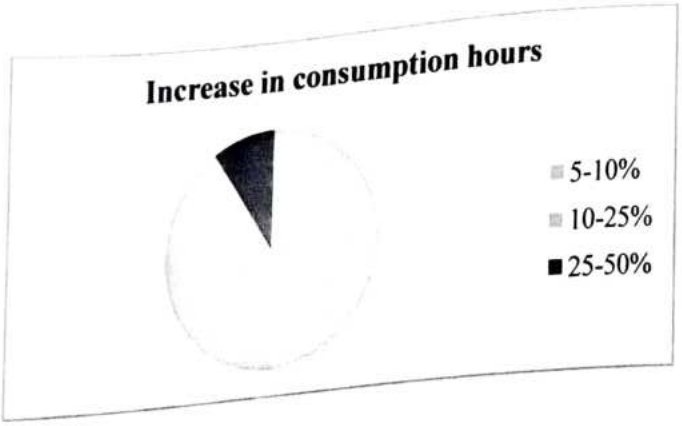
TABLE 3.14

Increase in Consumption Hours

Particulars	No. of Respondent	Percentage
5 - 10%	37	49.3
10 - 25%	31	41.3
25 - 50%	7	9.3
Total	**75**	**100**

Source : Primary data

CHART 3.14



Inference:

The table 3.14 reveals that 49.3 percent of the respondents have increased their consumption hours between 5 to 10 percent, 41.3 percent of them have increased between 10 to 25 percent and 9.3 percent of them have increased between 25 to 50 percent.

Thus, the majority that is 49.3 percent of the respondents have increased their consumption hours between 5 to 10 percent.

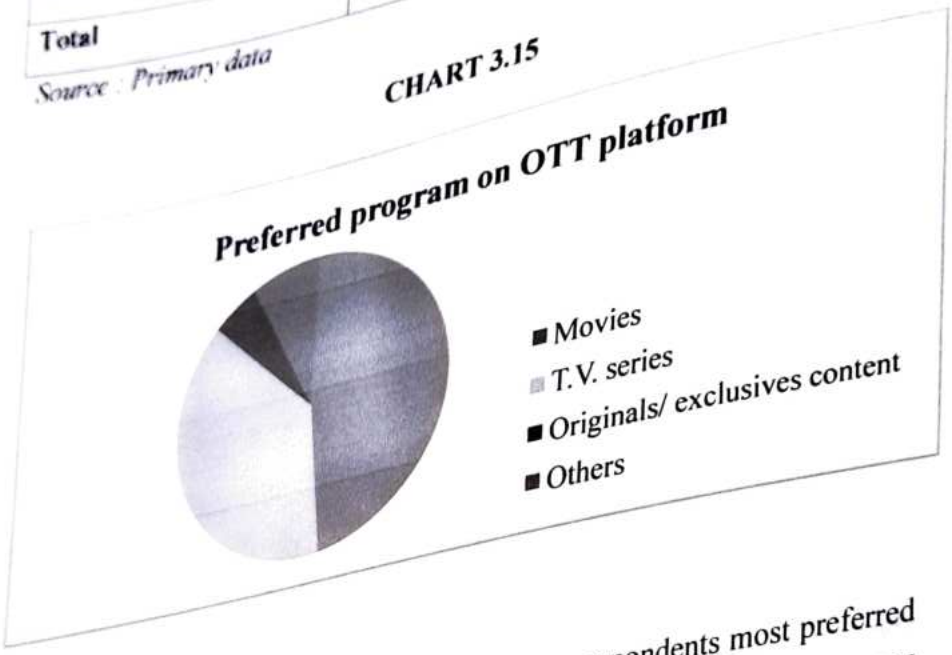
TABLE 3.15

Preferred Program on OTT Platform

Particulars	No. of Respondent	Percentage
Movies	36	48
T.V. series	29	38.7
Originals / Exclusive content	4	5.3
Others	6	8
Total	**75**	**100**

Source : Primary data

CHART 3.15



Inference:

The table 3.15 reveals that 48 percent of the respondents most preferred program on the OTT platform are Movies, 38.7 percent of them prefer T.V Series, 5.3 percent of them prefer Originals/exclusives content and 8 percent of them prefer other programs.

Thus, the majority that is 48 percent of the respondents most preferred program on the OTT platform are Movies.

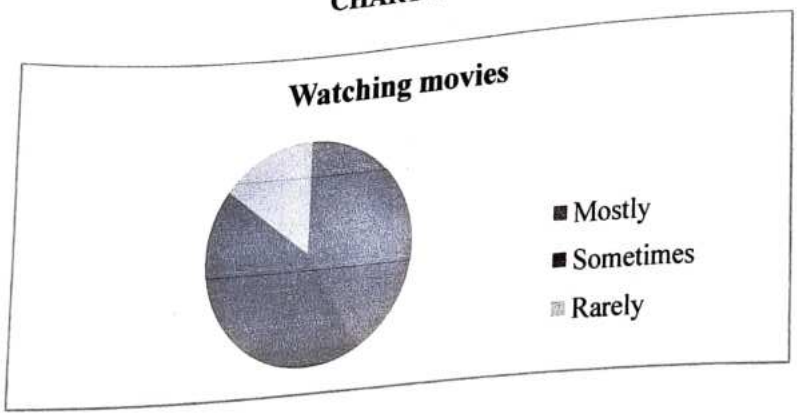
TABLE 3.16

Watching Movies

Particulars	No. of Respondent	Percentage
Mostly	31	41.3
Sometimes	33	44
Rarely	11	14.7
Total	**75**	**100**

Source : Primary data

CHART 3.16



Inference:

The table 3.16 reveals that 41.3 percent of the respondents mostly prefer watching movies, 44 percent of them sometimes watch movies and 14.7 percent of them rarely watch movies.

Thus, the majority that is 44 percent of the respondents sometimes watch movies.

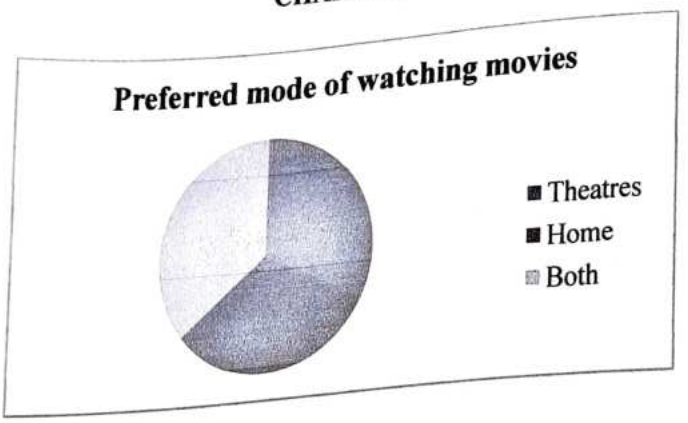
TABLE 3.17

Preferred Mode of Watching Movies

Particulars	No. of Respondent	Percentage
Theatres	24	32
Home	24	32
Both	27	36
Total	**75**	**100**

Source : Primary data

CHART 3.17



Inference:

The table 3.17 reveals that 32 percent of the respondents prefer watching movies at Theatres, 32 percent of them prefer watching at Home and 36 percent of them prefer both.

Thus, majority that is 36 percent of the respondents prefer both watching movies at Theatres and Home.

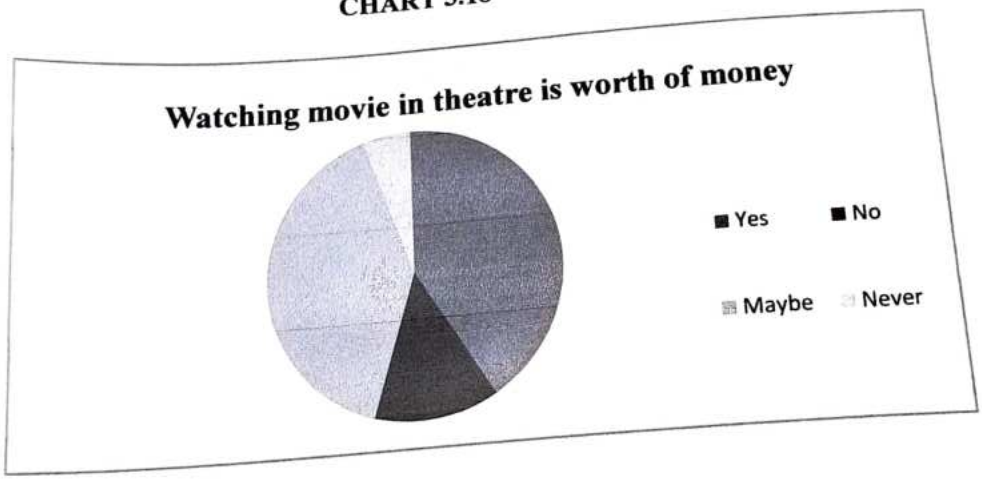
TABLE 3.18

Watching Movie in Theatre is Worth of Money

Particulars	No. of Respondent	Percentage
Yes	31	41.3
No	10	13.3
Maybe	30	40
Never	4	5.3
TOTAL	**75**	**100**

Source : Primary data

CHART 3.18



Inference:

The table 3.18 reveals that 41.3 percent of the respondents think that watching movies in theatres are worth the money, 13.3 percent of them do not think that its worth the money, 40 percent of them think that's maybe worth the money and 5.3 percent of them think that's never worth the money.

Thus, majority that is 41.3 percent of the respondents think that watching movies in Theatres are worth the money.

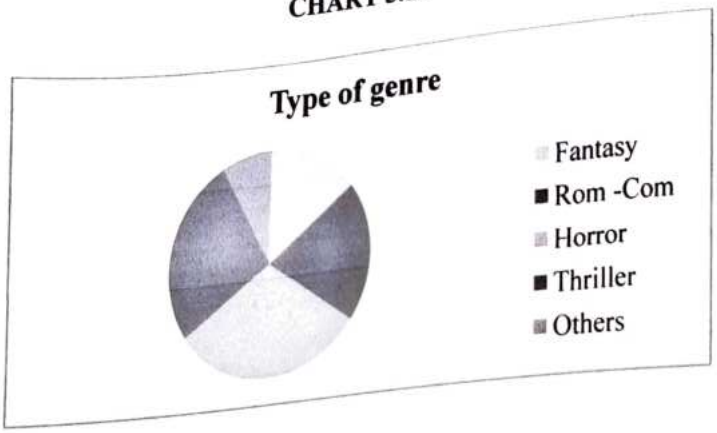
TABLE 3.19

Type of Genre

Particulars	No. of Respondent	Percentage
Fantasy	11	14.7
Rom - Com	15	20
Horror	23	30.7
Thriller	20	26.7
Others	6	8
Total	**75**	**100**

Source : Primary data

CHART 3.19



Inference:

The table 3.19 reveals that 14.7 percent of the respondents prefer Fantasy genre, 20 percent of them prefer Rom-Com genre, 30.7 percent of prefer Horror genre, 26.7 percent of them prefer Thriller genre and 8 percent of them prefer other genre.

Thus, the majority that is 30.7 percent of the respondents prefer Horror genre.

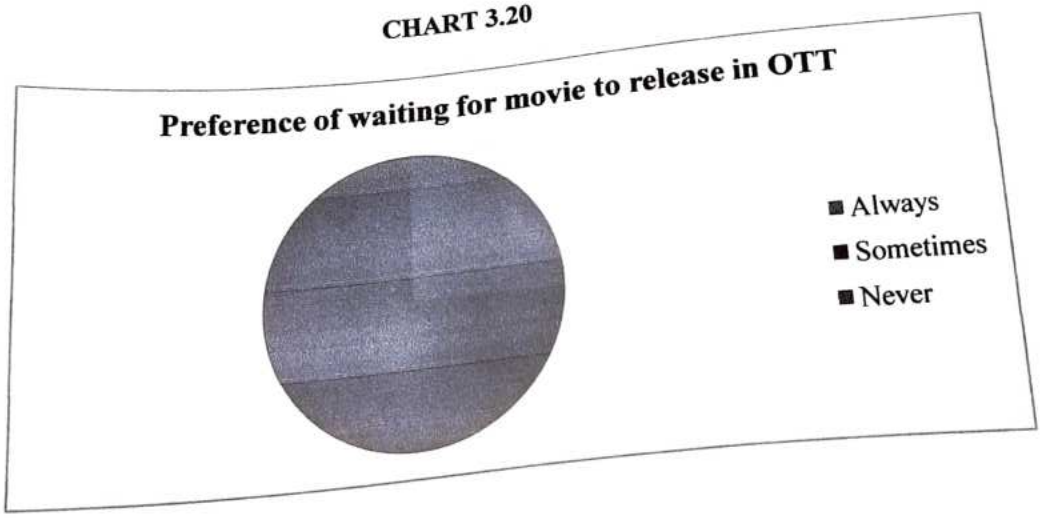
TABLE 3.20

Preference of Waiting for Movie to Release in OTT

Particulars	No. of Respondent	Percentage
Always	19	25.3
Sometimes	42	56
Never	14	18.7
Total	**75**	**100**

Source : Primary data

CHART 3.20



Inference:

The table 3.20 reveals that 25.3 percent of the respondents have always preferred waiting for a movie to release on OTT rather than watching it on Theatres, 56 percent of them have sometimes preferred for the release of movies on OTT and 18.7 percent of them have never preferred for the release of movies on OTT.

Thus, the majority that is 56 percent of the respondents have sometimes preferred for the release of movies on OTT.

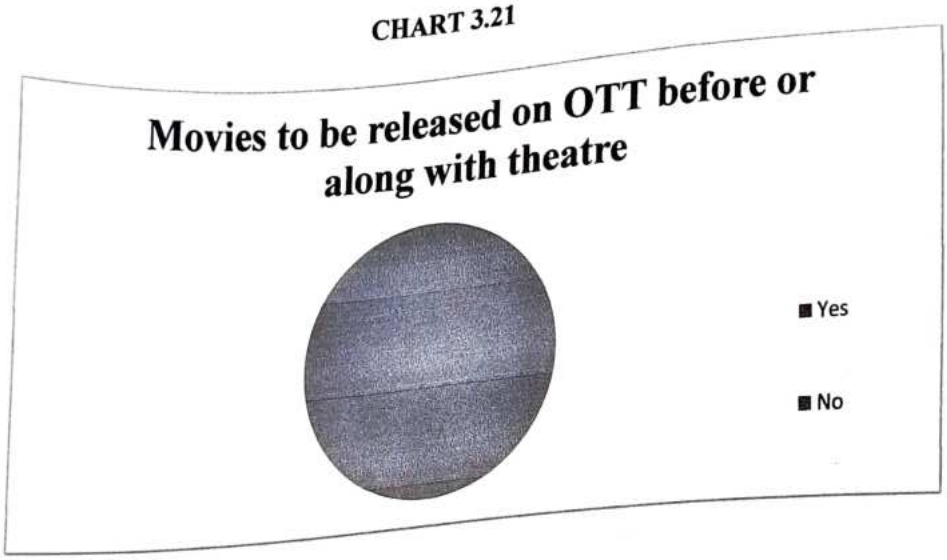
TABLE 3.21

Movies to be Released on OTT Before or Along with Theatre

Particulars	No. of Respondent	Percentage
Yes	37	49.3
No	38	50.7
Total	**75**	**100**

Source : Primary data

CHART 3.21



Inference:

The table 3.21 reveals that 49.3 percent of the respondents have preferred for the release of movies on OTT and 50.7 percent of them have not preferred for the release of movies on OTT

Thus, the majority that is 50.7 percent of the respondents have not preferred for the release of movies on OTT.

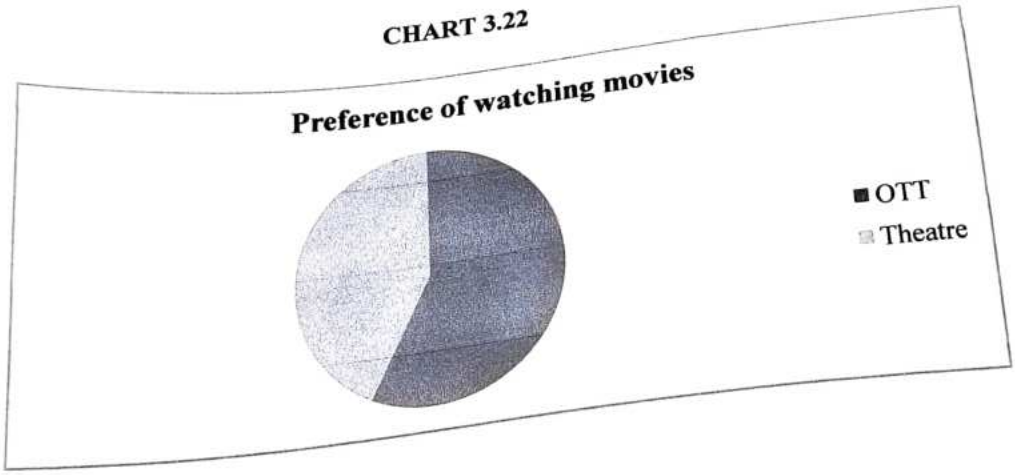
TABLE 3.22

Preference of Watching Movies

Particulars	No. of Respondent	Percentage
OTT	43	57.3
Theatre	32	42.7
Total	**75**	**100**

Source : Primary data

CHART 3.22



Inference:

The table 3.22 reveals that 57.3 percent of the respondents have preferred watching movies on OTT and 42.7 percent of them have preferred watching movies on Theatres.

Thus, the majority that is 57.3 percent of the respondents have preferred watching movies on OTT.

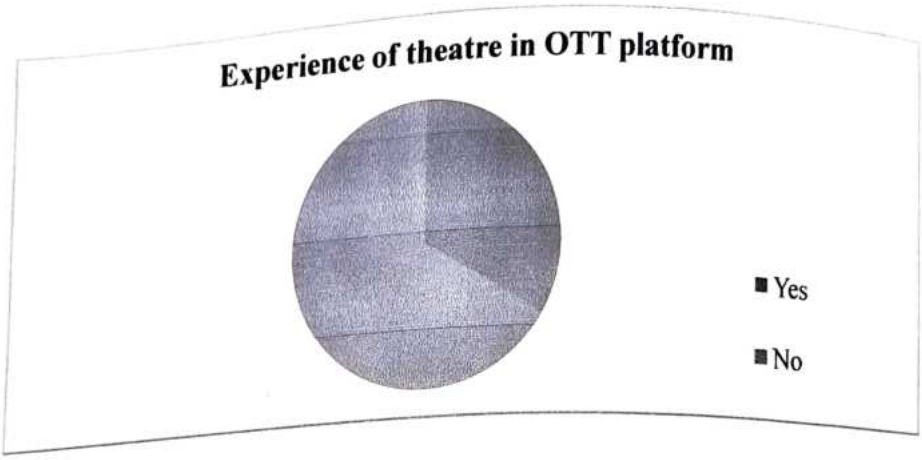
TABLE 3.23

Experience of Theatre in OTT Platform

Particulars	No. of Respondent	Percentage
Yes	25	33.3
No	50	66.7
Total	**75**	**100**

Source : Primary data

CHART 3.23



Inference:

The table 3.23 reveals that 33.3 percent of the respondents have experienced the feel of theatre in OTT platforms and 66.7 percent of them have not experienced the feel of theatre in OTT platforms.

Thus, the majority that is 66.7 percent of the respondents have not experienced the feel of theatre in OTT platforms.

TABLE 3.24

Satisfaction of OTT Experience

Particulars	No. of Respondent	Percentage
Highly satisfied	12	16
Satisfied	29	38.7
Neutral	33	44
Dissatisfied	1	1.3
Highly dissatisfied	0	0
Total	**75**	**100**

Source : Primary data

CHART 3.24

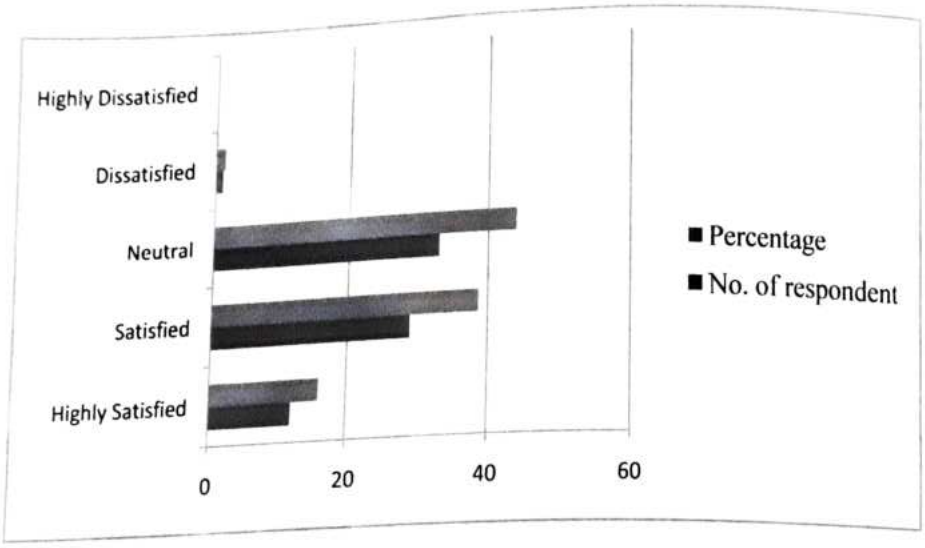


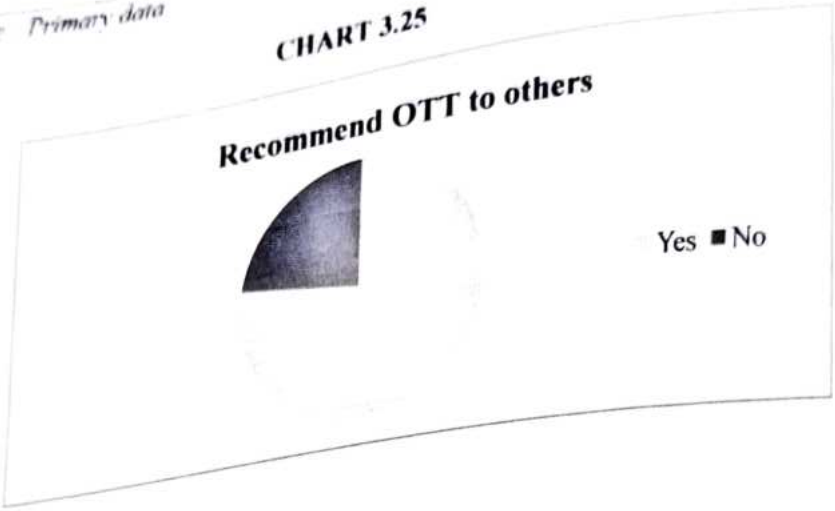
TABLE 3.25

Recommend OTT to Others

Particulars	No. of Respondent	Percentage
Yes	58	77.3
No	17	22.7
Total	75	**100**

Source: *Primary data*

CHART 3.25



Inference:

The table 3.25 reveals that 77.3 percent of the respondents have recommended the OTT platforms to others and 22.7 percent of them have not recommended the OTT platforms to others.

Thus, the majority that is 77.3 percent of the respondents have recommended the OTT platforms to others.

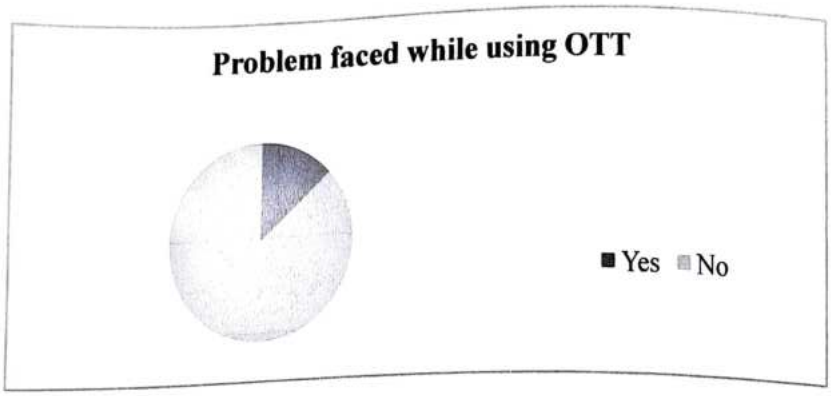
TABLE 3.26

Problems Faced While Using OTT

Particulars	No. of Respondent	Percentage
Yes	10	13.3
No	65	86.7
Total	**75**	**100**

Source : Primary data

CHART 3.26

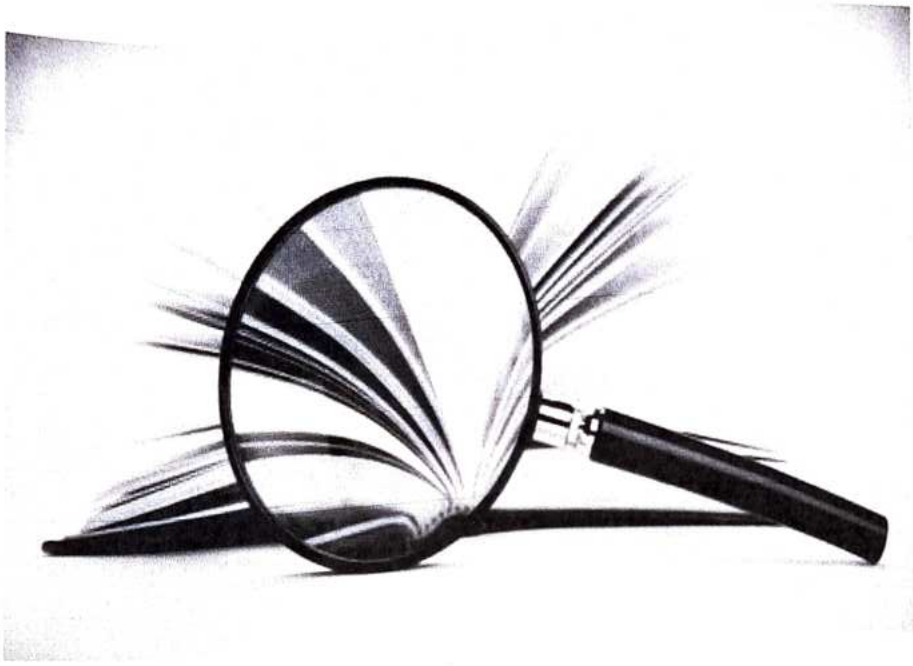


Inference:

The table 3.26 reveals that 13.3 percent of the respondents have faced problem while using OTT and 86.7 percent of them have not faced any problems while using OTT.

Thus, the majority that is 86.7 percent have not faced any problems while using OTT.

CHAPTER-IV



FINDINGS AND SUGGESTIONS

FINDINGS AND SUGGESTIONS

This chapter entitled "findings and suggestions presents a brief summary of findings of the study and suggestions for future research avenues.

4.1. Findings

The following are the findings through data interpretation:

- The study reveals that most of the respondents i.e., 64% are female.
- Majority of the respondents i.e., 82.7% are between 15 to 25 years of age.
- Most of the respondents i.e., 57.3% are undergraduates.
- Majority i.e., 29.3% of the respondents preferred OTT as their entertainment channel.
- It is found that 82.7% of respondents use OTT.
- Most of the respondents i.e., 56% of the respondents have come to know about OTT through social media.
- It is found that 52% of respondents spend less than 2 hours on OTT platforms.
- Majority of the respondents i.e., 68% of the respondents preferred using OTT platforms through smart phones.
- Most of the respondents i.e., 36% of them do not prefer to subscribe.
- A larger portion of the respondents i.e., 49.3% have increased their consumption hours between 5-10 percent.
- It is found that 44% of the respondents agree that OTT is better than traditional TV.
- The majority i.e., 74.7% of the respondents have preferred using OTT platforms during the lockdown.
- Most of the respondents i.e., 89.3% of them have switched to a new OTT service for a new movie release.
- It is found that majority of the respondents i.e., 54.7% of the respondents have increased their OTT usage during the lockdown.
- Majority of the respondents i.e., 48% of them prefer movies on the OTT platform.
- Most of the respondents i.e., 44% of them sometimes watch movies.

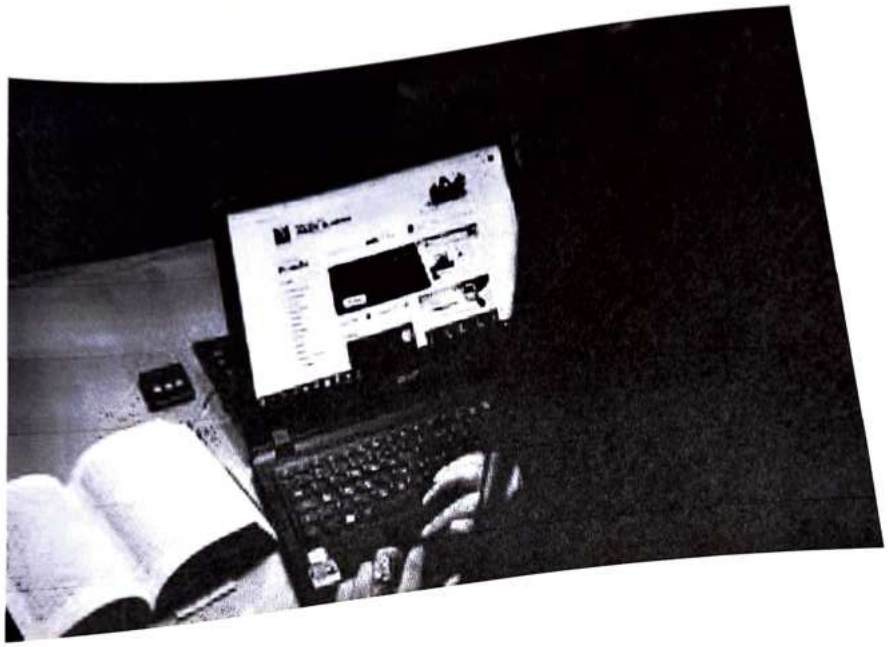
- Study reveals that majority of the respondents i.e., 41.3% prefer watching movies both at theatres and home.
- Major part of the respondents i.e., 41.3% thinks that watching movies in theatres are worth the money.
- It is found that most the respondents i.e., 30.7% of them prefer horror genre.
- Majority of the respondents i.e., 56% of them have sometimes preferred to wait for a movie to release in OTT.
- Most of the of the respondents i.e., 50.7% of them think that movies should be released in OTT platforms and cinema theatres together while the other half do not think so.
- Majority of the respondents i.e., 57.3 % of them prefer watching movies on OTT platforms.
- It is found that 66.7% of the respondents a major portion have not experienced the feel of theatre in OTT platforms.
- It is found that the majority 44% of the respondents are neutral with the satisfaction of OTT.
- The majority i.e., 77.3% of the respondents recommend the OTT platforms to others.
- Most of the respondents i.e., 86.7% of them have not faced any problems while using OTT platforms.

4.2.Suggestions

The following are the suggestions made by the researcher

- OTTs' should cost less so people don't switch to T.V.s andtorrents.
- OTT need to have new laws according to age of users.
- It suggested to release mainstream movies both in theatres and OTT platforms together.
- Not all movies and series are available in OTT platforms, customers suggest that it could be made available.
- It is suggested to avail certain offers occasionally, which would create an urge on the customers to subscribe.
- Since most of the customers prefer horror genre, more content could be released.
- We think new movies should continue getting released in OTT platforms, so that they don't lose their customer base.

CHAPTER-V



CONCLUSION

CONCLUSION

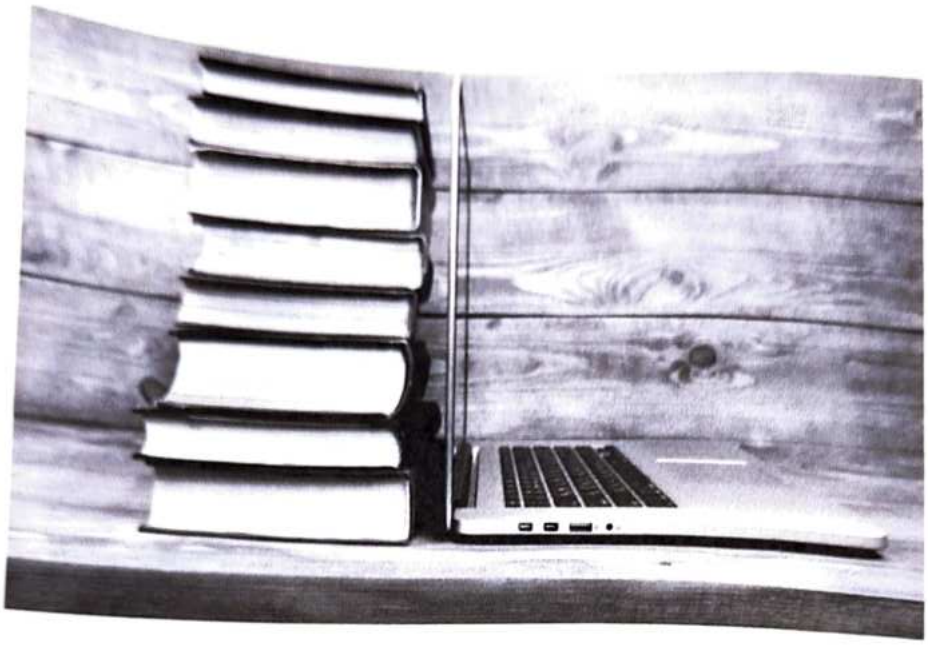
This chapter makes a summary of the topics discussed over the length of this report, focusing on the different perspectives obtained from the report.

OTT has become one of the most successful avenues in the content consumption space in India. Even the smaller OTT platforms areraising capital from international investors and making a significant impact on the market. Indian OTT service Hotstar leads the market at present. Hotstar has the highest penetration of non-paying OTT users. The most preferred language is Hindi and English.

The emergenceof OTTwould harm the penetration of cable T.V. in India. Therefore, traditional T.V. stations should prepare for a paradigm shift brought on by OTT platforms. Marketers have a big opportunity today where they can use digital platforms to reach their consumers both in urban and rural India. The over-the-top (OTT) platform saw an immense boom, during pandemic and it became a major source of entertainment for viewers. In India, Disney+Hotstar, Eros Now, BigFlix, Netflix, Hungama Play and some 30-odd platforms have mushroomed and are being watched by majority households. A recent news story in a national daily noted that there are currently about 40 providers of OTT services, which distribute streaming media over the internet.

There is no doubt that OTT has disrupted the entertainment sector. It has made watching films convenient and handy.

ANNEXURE I



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ANNEXURE II

QUESTIONNAIRE

QUESTIONNAIRE

1. Name
2. Gender

   A) Male B) Female C) Other
3. Age

   A) 15 – 25 years B) 26 – 35 years

   C) 36 - 45 years D) 46 years and above
4. Educational Qualification

   A) Higher Secondary B)Under Graduate

   C) Post Graduate D) Others
5. What is your most preferred entertainment channel?

   A) T.V B) YouTube C) OTT(Netflix, Amazon, Hotstar, etc.)

   D) Social Media E) Others
6. Do you use OTT services?

   A) Yes B) No
7. How did you come to know about your current OTT service?

   A) Friend/ Relative B) Newspaper/Magazine

   C) Social Media D) Others
8. How many hours do you spend on OTT platform per day?

   A) less than 2 hours B) 2 - 4 hours C) more than 4 hours
9. Which OTT service do you prefer the most?

Airtel Xstream		Netflix	
Alt Balaji		Sony Liv	
Amazon Prime		Sun NXT	
Disney + Hotstar		Viki	
Eros Now		Viu	
Jio Cinema		Voot	
MX Player		Zee 5	

10. Which mode do you prefer to use OTT?

    A) Smart T.V B) Smart phone

    C) Laptop D) Personal computer

11. How much you spend on subscription plan?(Rs. per month)

D) Disagree E) Strongly Di

13. Please rate your preference

	Never	Rarely	Often	Fairly	A
Antenna TV					
Cable / Satellite TV					
Free online TV					
Subscription,Streaming(Netflix, AmazonPrime,etc.)					

14. Did you start using any new OTT platform during the lockdown?

A) Yes B) No

15. What is the reason for switching to a new OTT service?

A) Discount B) New movie release C) Internet consumption

16. Is there any change in your OTT usage since the lockdown?

A) Increased B) Decreased C) Neutral

17. Approximately by how many hours has your consumption increased?

A) 5 - 10 % B) 10 - 25% C) 25 – 50%

18. What is the most preferred program on the OTT platform?

A) Movies B) TV Series

C) Originals / Exclusives Content D) Others

19. Do you watch movies?

A) Mostly B) Sometimes C) Rarely

20. Do you prefer watching movies at theatres or at home?

A) Theatres B) Home C) Both

21. Do you think watching movies in theatres are worth the money?

A) Yes B) No

C) Maybe D) Never

22. Type of genre you like?

A) Fantasy B) Rom-Com C) Horror

D) Thriller E) Others

A) 100 – 300 B) 301 – 500 C) 501 – 1000

D) Above 1000 E) I don't prefer to subscribe

12. OTT is better than traditional TV?

A) Strongly Agree B) Agree C) Neutral

D) Disagree E) Strongly Disagree

13. Please rate your preference

	Never	Rarely	Often	Fairly	Always
Antenna TV					
Cable / Satellite TV					
Free online TV					
Subscription.Streaming(Netflix, AmazonPrime.etc.)					

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21. Do you think watching movies in theatres are worth the money?

A) Yes B) No

C) Maybe D) Never

22. Type of genre you like?

A) Fantasy B) Rom-Com C) Horror

D) Thriller E) Others

23. Have you ever preferred waiting for a movie to release on OTT rather than watching it in the cinema?

A) Always B) Sometimes C) Never

24. Do you think mainstream movies should be released on OTT before or along with cinema theatre?

A) Yes B) No

25. If a movie is released both in Cinema theatre and on OTT at the same time what would you prefer?

A) OTT B) Theatre

26. Do you experience the feel of theatre in OTT platform?

A) Yes B) No

27. Rate your satisfaction

A) Highly satisfied B) Satisfied C) Neutral

D) Dissatisfied E) Highly dissatisfied

28. Rank the apps based on your opinion

	0	1	2	3	4	5
Airtel Xstream						
Alt Balaji						
Amazon Prime						
Disney + Hotstar						
Eros Now						
Jio Cinema						
MX Player						
Netflix						
Sony Liv						
Sun NXT						
Viki						
Viu						
Voot						
Zee 5						

29. Rate the apps based on your usage

	Never	Rarely	Fairly	Often	Always
Airtel Xstream					
Alt Balaji					
Amazon Prime					
Disney + Hotstar					
Eros Now					
Jio Cinema					
MX Player					
Netflix					
Sony Liv					
Sun NXT					
Viki					
Viu					
Voot					
Zee 5					

30. Will you recommend OTT Platforms to others?

A) Yes B) No

31. If yes which one? _____

32. Do you face any problem while using OTT platforms?

If yes mention _____

33. Give suggestion (if any) _____

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Affiliated to

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

In partial fulfilment of the requirements

For the award of the degree of

BACHELOR OF COMMERCE

Submitted by

NAME	REGISTER NO
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M.NIVASTHIYA	18AUCO45
S.PREETHA	18AUCO47
S.PRIYADHARSHINI	18AUCO50
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Under the supervision and guidance of

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DECLERATION

We hereby declare that the project entitled "**A STUDY ON IMPACT OF COVID 19 ON CINEMA THEATRES, SHOPPING MALLS AND SUPERMARKETS WORKERS IN THOOTHUKUDI"** is submitted in partial fulfilment of the requirement of the work done under the guidance and supervision of **Dr. A. Saleth Mary Vetriselvi M.com., M.Phil. PGDCAB., Ph.D.** this project has not previously formed the basis for the award of any degree, diploma, fellowship or any other similar titles and it represents entirely an independent work on the part of us.

NAME OF THE CANDIDATES	REGISTER NO	SIGNATURE
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M.NIVASTHIYA	18AUCO45	
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PLACE: THOOTHUKUDI

DATE:

CERTIFICATE

It is certified that this short term project work entitled "**A STUDY ON IMPACT OF COVID 19 ON CINEMA THEATRES, SHOPPING MALLS AND SUPERMARKETS WORKERS IN THOOTHUKUDI"** is submitted to **ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI** Affiliated to **MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI,** in partial fulfilment of the requirement for the degree of Bachelor of commerce and is a record of work done in the PG and research Department of Commerce (regular), St. Mary's college (Autonomous), Thoothukudi during the year of 2020 – 2021 by the following students.

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Signature of the Guide **Signature of the HOD**

Signature of the Principal **Signature of the External Examiner**

ACKNOWLEDGEMENT

First of all, we would like to thank Almighty lord for this abundant blessing showered upon 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.,** St. Mary's college (Autonomous), Thoothukudi, for the valuable suggestions and encouragement and blessing for doing this work successfully.

We wish to express our deepest sense of gratitude for **Dr. G. Stella Beatrice Nirmala M.Com., M.Phil., Ph.D., D.F.A., D.G.T., PDDIT, MBA** Head of the Department of Commerce (regular), and to our Guide **Dr. Saleth Mary Vetriselvi M.com., M.Phil. PGDCAB., Ph.D.,** for her relentless effort and encouragement and other faculty members in the department for their valuable suggestions and encouragement in completing the work.

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, classmates for their valuable help and suggestions during the course of study. It is humble to thank all those who have assisted doing the project to make it a grand success.

CHAPTERIZATION

CHAPTER	TITLE	PAGE NUMBER
1.	INTRODUCTION	1
2.	PROFILE OF THE PROJECT	13
3.	DATA ANALYSIS AND INTERPRETATION	21
4.	FINDINGS AND SUGGESTIONS	61
5.	CONCLUSION	65
ANNEXTURE – 1	QUESTIONNAIRE	67
ANNEXTURE – 2	BIBLIOGRAPHY	74

LIST OF TABLES

TABLE NO	DESCRIPTION	PAGE. NO
3.1	GENDER OF CLASSIFICATION	23
3.2	AGE OF RESPONDENTS	24
3.3	OCCUPATION OF RESPONDENTS	25
3.4	INCOME LEVEL OF RESPONDENTS	26
3.5	EDUCATION QUALIFICATION OF RESPONDENTS	27
3.6	THE WORKPLACE OF RESPONDENTS	28
3.7	RESPONDENTS AFFECTED BY COVID 19	29
3.8	FAMILY MEMBERS AFFECTED BY COVID 19	30
3.9	QUARANTINE PERIOD OF WORKERS	31
3.10	OPINION ABOUT LOCKDOWN	32
3.11	INCOME LEVEL OF RESPONDENTS DURING LOCKDOWN	33
3.12	OPINION ABOUT ALTERNATIVE JOBS DURING LOCKDOWN	34
3.13	FINANCIAL ASSISTANCE DURING LOCKDOWN	35
3.14	TRANSPORTS USED DURING LOCKDOWN	36
3.15	DIFFICULTIES TO BUY NECESSARY PRODUCTS DURING LOCKDOWN	37
3.16	NORMAL/USUAL SAVINGS	38
3.17	SAVINGS DURING LOCKDOWN	39
3.18	EMPLOYEES ALLOWED TO WORK AFTER LOCKDOWN	40
3.19	COMPULSION OF EXTRA/ADDITIONAL WORKING TIME	41
3.20	TRANSPORT FACILITIES PROVIDED BY THE EMPLOYER	42
3.21	PROVIDING SANITIZERS TO THEIR CUSTOMERS AND VISITORS	43
3.22	PROVIDING FACILITIES TO MAINTAIN SOCIAL DISTANCE	44
3.23	METHOD OF SOCIAL DISTANCE	45

3.24	**ARRIVAL OF CUSTOMER DURING COVID 19 PERIOD**	**46**
3.25	**INTEREST OF WORK AFFECTED BY COVID 19**	**47**
3.26	**MAINTANING CLEANLINESS IN MALLS AND THEATRES**	**48**
3.27	**RESPONSE TOWARDS MOVIES OPPORTUNITIES MISSING BY THEATRES**	**49**
3.28	**IMPACT OF OTT PLATFORM AGAINST THEATRES**	**50**
3.29	**REASONS FOR MISSING OPPORTUNITIES BY THEATRES**	**51**
3.30	**ONLINE TICKET BOOKING WEBSITES FOR THEATRES**	**52**
3.31	**OPINION ABOUT SCOPE OF THEATRES AFTER COVID**	**53**
3.32	**OPINION ABOUT NO. OF VISITORS AFTER COVID 19**	**54**
3.33	**OPINION ABOUT CHANGE OF LIFE STYLE DUE TO LOCKDOWN**	**55**
3.34	**INCOME SPENT DURING PANDEMIC PERIOD**	**57**
3.35	**SAFETY MEASURES USED BY EMPLOYEES/WORKERS**	**59**

LIST OF CHARTS

CHART. NO	DESCRIPTION	PAGE. NO
3.1	GENDER OF CLASSIFICATION	23
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3.35	SAFETY MEASURES USED BY EMPLOYEES/WORKERS	60

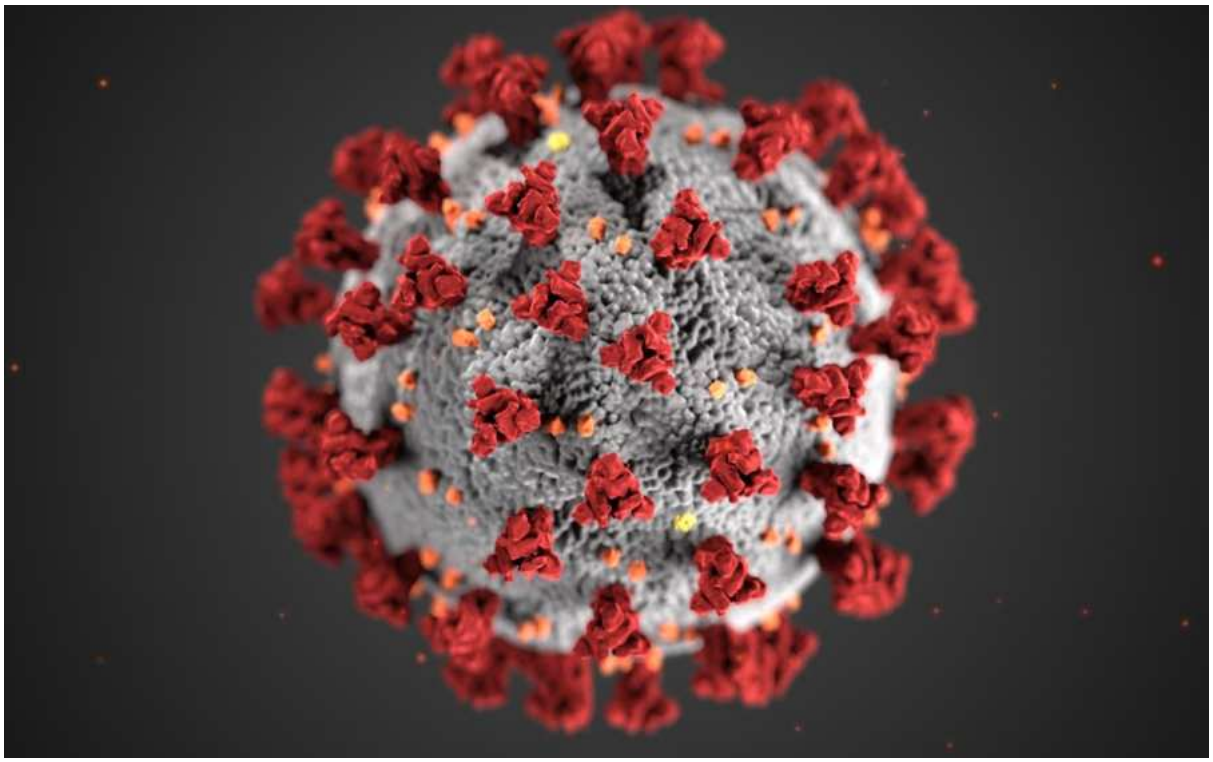
CHAPTER–1

INTRODUCTION

CHAPTER -1

INTRODUCTION:

Coronavirus Disease 2019 (COVID-19) is a respiratory disease caused by the SARS-CoV-2 virus. It has spread from China to many other countries around the world, including the United States. Depending on the severity of COVID-19's international impacts, outbreak conditions including those rising to the level of a pandemic can affect all aspects of daily life, including travel, trade, tourism, food supplies, and financial markets. Corona virus disease is an infection disease caused by newly discovered corona virus. Most people infected with the corona virus will experience mild to moderate respiratory illness and recover without special treatment. Older people and those with underlying medical problem like cardiovascular disease, diabetes, chronic respiratory disease, and cancer are more likely to develop serious illness. The COVID 19 spreads primarily through droplets of saliva or discharge from the nose when an infected person coughs or sneezes, so it's important that you also practice respiratory etiquette.



WHAT IS CORONA VIRUS?

What is corona virus Corona viruses are a large family of viruses which may cause illness in animals or humans. In humans, several coronaviruses are known to cause respiratory infections ranging from the common cold to more severe diseases such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS).

WHAT IS COVID -19?

The most recently discovered coronavirus causes coronavirus disease COVID-19. What is COVID-19 COVID -19 is the infectious disease caused by the most recently discovered corona virus. This new virus and disease were unknown before the outbreak began in Wuhan, China, in December 2019.

SYMPTOMS OF COVID 19:

COVID-19 is a respiratory condition caused by a coronavirus. Some people are infected but don't notice any symptoms. Most people will have mild symptoms and get better on their own. But about 1 in 6 will have severe problems, such as trouble breathing. The odds of more serious symptoms are higher if you're older or have another health condition like diabetes or heart disease.

COMMON SYMPTOMS:

Researchers in china found that the most common symptoms among people who were hospitalized with COVID 19 include:

- Fever – 99%
- Fatigue – 70%
- A dry cough – 59%
- Loss of appetite – 40%
- Body aches – 35%
- Shortness of breath – 31%
- Mucus or phlegm – 27%

Symptoms usually begin 2 to 14 days after you come into contact with the virus.

OTHER SYMPTOMS:

- Sore throat
- Headache
- Chills, something with shaking
- Loss of smell or taste
- Congestion or runny nose
- Nausea or vomiting
- Diarrhoea

EMERGENCY SYMPTOMS:

Call a doctor or hospital right away if you have one or more of these COVID 19 symptoms:

- Trouble breathing
- Constant pain or pressure in your chest
- Bluish lips or face
- Sudden confusion

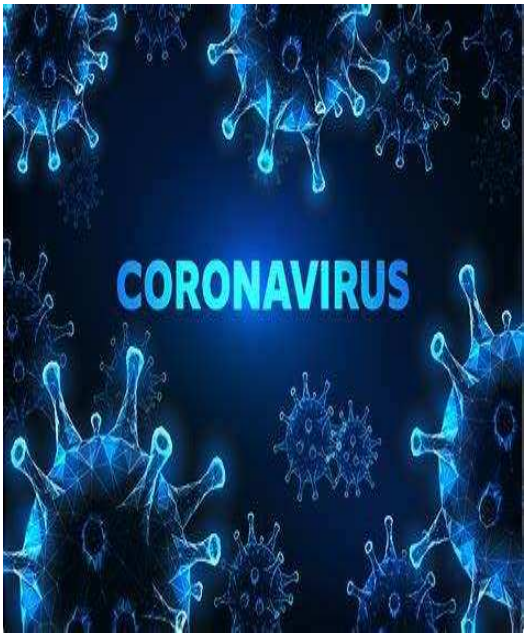
You need medical care as soon as possible. Call your doctor's office or hospital before you go in. this will help them to prepare to treat and protect medical staff and other patients.

HOW COVID 19 SPREADS:

Although the first human cases of COVID-19 likely resulted from exposure to infected animals, infected people can spread SARS-CoV-2 to other people .The virus is thought to spread mainly from person-to-person, including:

Between people who are in close contact with one another (within about 6 feet). Through respiratory droplets produced when an infected person coughs or sneezes. These droplets can land in the mouths or noses of people who are nearby or possibly be inhaled into the lungs It may be possible that a person can get COVID-19 by touching a surface or object that has SARS-CoV-2 on it and then touching their own mouth, nose, or possibly their eyes, but this is not thought to be the primary way the virus spreads .People are thought to be most contagious when they are most symptomatic (i.e., experiencing fever, cough, and/or shortness of breath).

Some spread might be possible before people show symptoms; there have been reports of this type of asymptomatic transmission with this new coronavirus, but this is also not thought to be the main way the virus spreads.



CINEMA THEATRES:

A movie theatre (American English) cinema (British English) or cinema hall (Indian English) also known as a picture house, the pictures, picture theatre or the movies, is a building that contains auditoria for viewing films (also called movies) for entertainment. Most, but not all, theatres are commercial operations catering to the general public, who attend by purchasing a ticket. Some movie theatres, however, are operated by non-profit organizations or societies that charge members a membership fee to view films.

The film is projected with a movie projector onto a large projection screen at the front of the auditorium while the dialogue, sounds and music are played through a number of wall-mounted speakers. Since the 1970s, subwoofers have been used for low-pitched sounds. In the 2010s, most movie theatres are equipped for digital cinema projection, removing the need to create and transport a physical film print on a heavy reel.

A great variety of films are shown at cinemas, ranging from animated films to blockbusters to documentaries. The smallest movie theatres have a single viewing room with a single screen. In the 2010s, most movie theatres had multiple screens. The largest theatre complexes, which are called multiplexes a concept developed in Canada in the 1950s — have up to thirty screens. The audience members often sit on padded seats, which in most theatres are set on a sloped floor, with the highest part at the rear of the theatre. Movie theatres often sell soft drinks, popcorn, and candy, and some theatres sell hot fast food. In some jurisdictions, movie theatres can be licensed to sell alcoholic drinks.

A theatre is an elitist art from and while going to the theatre you will get a wonderful opportunity to explore the human condition and gather together. It is the intricate part of human history because it is having the capability to show the best and worst side of human nature. In a modern world most of the people having a question about why theatre is important and it is useful to improve creativity level. People may easily connect with the history through the stage and make an effective emotional connection to roots. The theatre is the most crucial one for many reasons such as self-discovery, expression, history and education, performing act, and creativity.

SHOPPING MALLS:

The organized retail trend started in India in 1999 with the launch of Ansal Plaza in Delhi, which was followed by Crossroads in Mumbai and Spencer Plaza in Chennai. Until the end of 2002, only three shopping malls existed in India. Post 2003, mall culture started multiplying in the metros. Cities like Mumbai, Bangalore, Kolkata, and Chennai readily accepted the mall culture and so began a trend that was to catch on extremely fast. The next half decade went well for the retail-real estate synergy. The year 2007-08 saw a huge growth rate in mall space all over the country.

However, by the dusk of 2008, India was hit by recession which in-turn affected the retail sector as well. Mall culture witnessed a slowdown and mall mania became mall ordeal. The tide had turned for developers and retailers who had blindly jumped into the mall business without understanding the demographics and demand. From Gurgaon to Ahmedabad, consumers were walking out of malls. However, every cloud has a silver lining. The downtrend taught Indian developers and retailers a lot. They started inputting more expert knowledge into the making of mall. They realized that the conceptualization of a shopping mall was not like building a residential or commercial tower and professional assistance became essential. Multiple floors, high vacancy rates, non-viable locations and poor commercialization were all done away with. The waters changed again and this time in favour of realtors and retailers

SUPER MARKETS:

A supermarket is a self-service shop offering a wide variety of food, beverages and household products, organized into sections. It is larger and has a wider selection than earlier grocery stores, but is smaller and more limited in the range of merchandise than a hypermarket or big-box market. In everyday U.S. usage, however, "grocery store" is a synonym for supermarket and is not used to refer to other types of stores that sell groceries. The supermarket typically has aisles for meat, fresh produce, dairy, and baked goods. Shelf space is also reserved for canned and packaged goods and for various non-food items such as kitchenware, household cleaners, pharmacy products and pet supplies. Some supermarkets also sell other household products that are consumed regularly, such as alcohol (where permitted), medicine, and clothing, and some sell a much wider range of non-food products: DVDs, sporting equipment, board games, and seasonal items (e.g., Christmas wrapping paper in December).

A larger full-service supermarket combined with a department store is sometimes known as a hypermarket. Other services may include those of banks, cafés, childcare centres/crèches, insurance, mobile-phone services, photo processing, video rentals, pharmacies, and petrol stations. If the eatery in a supermarket is substantial enough, the facility may be called a "grocer ant", a blend of "grocery" and "restaurant". The traditional supermarket occupies a large amount of floor space, usually on a single level. It is usually situated near a residential area in order to be convenient to consumers. The basic appeal is the availability of a broad selection of goods under a single roof, at relatively low prices. Other advantages include ease of parking and frequently the convenience of shopping hours that

extend into the evening or even 24 hours of the day. Supermarkets usually allocate large budgets to advertising, typically through newspapers. They also present elaborate in-shop displays of products.

Supermarkets typically are chain stores, supplied by the distribution centres of their parent companies, thus increasing opportunities for economies of scale. Supermarkets usually offer products at relatively low prices by using their buying power to buy goods from manufacturers at lower prices than smaller stores can. They also minimise financing costs by paying for goods at least 30 days after receipt and some extract credit terms of 90 days or more from vendors. Certain products are very occasionally sold as loss leaders so as to attract shoppers to their store. Supermarkets make up for their low margins by a high volume of sales, and with of higher-margin items bought by the attracted shoppers. Self-service with shopping carts (trolleys) or baskets reduces labour costs, and many supermarket chains are attempting further reduction by shifting to self-service check-out.

CUSTOMER MEANING:

A **customer** is a person or company that receives, consumes or buys a product or service and can choose between different goods and suppliers. The main goal of all commercial enterprises is to attract customers or clients, and make them purchase what they have on sale. They also try to encourage them to keep coming back. At the core of marketing is having a good understanding of what the customer needs and values. We often refer to customers who have a relationship with suppliers as clients. Also, people who hire the services of a professional are clients, not customers. For example, a lawyer has clients.

Customers, unlike vendors or resellers, are usually (but not always) the end users of any good or service that they have paid for. Even though the two terms are very similar, there is a basic difference. Customers are human beings, companies, or entities that purchase goods and services. As soon as customers consume what they purchased, they are also consumers. For us to class anybody as a consumer there must be some consumption or usage. Sometimes customers and consumers are not the same people. For example, if I buy baby food, I am the customer, but my baby daughter is the consumer. She consumes the food, not me.We also use

the term 'ultimate consumer' to emphasize where the end of the road is for the product or service.

DEFINITION OF VISITORS:

"A visitor is someone who is visiting a person or place."

- Collins

VISITORS:

VISITOR, CALLER, GUEST, VISITANT are terms for a person who comes to spend time with or stay with others, or in a place. A VISITOR often stays some time, for social pleasure, for business, sightseeing, etc.: *a visitor at our neighbour's house.* A CALLER comes for a brief (usually) formal visit: *The caller merely left her card.* A GUEST is anyone receiving hospitality, and the word has been extended to include anyone who pays for meals and lodging: *a welcome guest; a hotel guest.* VISITANT applies especially to a migratory bird or to a supernatural being: *a warbler as a visitant.*

STATEMENT OF PROBLEM:

Corona virus disease is an infectious disease caused by a newly discovered coronavirus. In 2019 CIVID 19 affects different people in different ways all over the world. Because of COVID 19 Tamilnadu government announced lockdown for around 9 months at that time Theatres, malls and supermarkets were closed so the workers were loosed their regular income and struggled in many ways. After the announcement of reopening of theatres, malls and supermarkets they are following the security activities to prevent their workers and their customers from corona virus. After the lockdown many people visiting theatres and malls for their enjoyment but because of OTT tracks theatres are losing their movies opportunities. Thus, a research is being done to analyse the impact of COVID19 on selected theatres, malls and supermarkets in Thoothukudi city.

OBJECTIVES OF THE STUDY:

- To know the Demographical profile of the workers.
- To analyse the impact of COVID 19 on the workers.
- To know the difficulty of the workers in pandemic and lockdown period.
- To analyse the pre and post condition of theatre, malls and super markets.
- To examine the visitor and customer level of theatres, malls and supermarket before and after COVID 19.
- To know the precautions activities done by the theatre, malls and super markets for corona virus.
- To know what are the security given by the malls theatre's authorities to their workers to prevent corona virus.
- To examine what are the movies opportunities missed by the theatres because of OTT.

AREA OF STUDY:

A study about the impact of COVID 19 on cinema theatres, malls and supermarkets in the geographical area of Thoothukudi. Thoothukudi is officially known as Tuticorin, a port city and a municipal corporation and an industrial city in the state of Tamilnadu. According to confederation of industrial Thoothukudi has the second highest human development index in Tamilnadu next to Chennai.

PERIOD OF STUDY:

The study has been done for a period of four months from December 2020 to march 2021.

SCOPE OF STUDY:

COVID 19 is one of the biggest pandemic. In COVID period people and government also struggled. By knowing the impact of COVID 19 on malls, cinema theatres, super markets and it's workers we can know that what are the difficulties faced by them by physically, mentally and financially. So in future if suppose another pandemic may come so we can take immediate

action. So it is guided to help the employers to be alert and prepared in advance. This research is conducted in Theatres, malls and supermarket workers at Thoothukudi and surrounding places.

LIMITATIONS OF STUDY:

- Due to the time constrain, only the most important information has been taken for the study.
- Some of the respondents are uneducated so the researcher had to use the interview schedule.
- Some of the replies from the respondents may be biased.

METHODOLGY:

The primary methods of data collection that is questionnaire technique was used to collect data required. Convenient sampling method has been adopted for the study and also about 70 samples have been collected for the study.

PRIMARY DATA:

To achieve the objectives of the study the primary data have been collected through questionnaires. The questionnaire aims to gather information related to the experience of the workers of selected theatres, malls and supermarkets in Thoothukudi.

SECONDARY DATA:

Secondary data was collected through internet, books, magazines and journals.

SAMPLING DESIGN:

In this study convenient sampling was used to collect the data from 70 respondents through questionnaire.

FRAMEWORK ANALYSIS:

The following statistical tools have been used to analyse

- ✓ Bar diagram
- ✓ Pie charts
- ✓ Columns
- ✓ Tabulations
- ✓ Percentage analysis

CHAPTERIZATION:

CHAPTER 1 – Introduction

CHAPTER 2 – Profile of the project

CHAPTER 3 – Analysis and interpretations

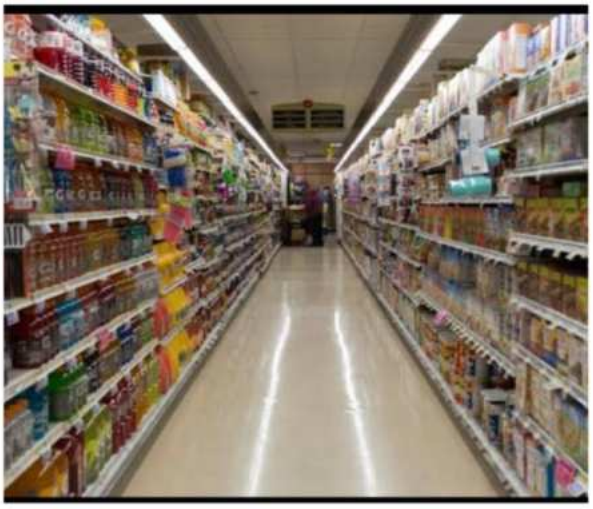
CHAPTER 4 – Findings and suggestions

CHAPTER 5 – Conclusion

ANNEXUTRE 1 – Questionnaires

ANNEXUTRE 2 - Bibliography

CHAPTER – 2



PROFILE OF THE PROJECT

PROFILE OF THOOTHUKUDI:

Thoothukudi is a special grade Municipal town and headquarters of newly formed Thoothukudi District and facing 'Gulf of Manner' (Bay of Bengal) at the eastern side. The Government of Tamilnadu in their G.0.No. 535/Revenue Department dated 23.04.1986 have

ordered the formations of a new district viz., Thoothukudi District, which is named after the freedom fighter Shri. V.0. Chidambaram Pillai, who was born in this district. Thoothukudi District was inaugurated on19.10.1986 by the Chief Minister of Tamilnadu and started as the 20th District with effect from 20.10.1986 with at Tuticorin" In the history of India's freedom struggle Thoothukudi District enjoys a unique place. It was Veerapandia Kattabomman the Pelingal of Panchalankurichi waged a bitter fight against East India Company, V.0. Chidambaram PilIai, a man of immense courage plunged himself in to the Swadeshi movement and launched the movement of boycott of the British goods and had the guts to take in the British when he launched his Swadeshi steam company. Nobody would forget the fiery Bard Subramaniabharathi who in the history of Tamil Poetry has left such an indeliblement. Another illustrious freedom fighter from Chidambaram District was Subramania Siva who was a close associate of V.0. Chidambaram Pillai one of the musical trinities Sr. Muthusamy Dikshitar as well as the poet Umarupulavar were born at Ettayapuram in this District. The district covers an extent of 4621 sq.km in the Eastern portion of Tamilnadu and it is rectangular in shape. It is bounded by Kamaraja and Ramanthapurani districts in the north, Kanyakumari district in the South, Gulf of Mannar in the east, and Thirunelveli district in the west.

POPULATION

The district has an area of -4635 sq.km and the total population of this district as 2001census is 1565743. The density of population per sq.km is 315 as against 428 for the state. The sex ratio is 1049 females for every 1000 males. The percentage of literacy is 72%. Out of the total population of 1565743 in the district 903811 live in rural areas. The district has got a schedule caste population of 250071 which represents 17% of the total population. Schedule tribes are also found in small members in this district. The total number of schedule tribes is 3174 which represents 0.21 of the total population. The population of Thoothukudi town is related from 28048 in the year 1901 to 1565743 in the year 2001.

MAIN SHOPPING MALLS IN THOOTHUKUDI CITY:

- DSF Grand plaza
- Velavan hyper market
- Shopping complex
- Perison plaza

MAIN THEATRES IN THOOTHUKUDI CITY:

- Sri Bala Krishna theatre
- New Cleopatra theatre
- Perison cinemas
- Sathya theatre
- Alayam medias
- KSPS theatre

MAIN SUPER MARKETS IN THOOTHUKUDI CITY:

- Rani super market
- Millers super market
- Vanavil super market
- Sree Jeyam super market
- Anantham super market

To find out the impact of COVID 19 on cinema theatres, malls, super markets and its workers we have selected only the Velavan hyper market, DSF Grand plaza, Sri Bala Krishna theatre, Cleopatra theatre, Rani super market and Millers super market which is mentioned above.

VELAVAN HYPER MARKET:

OVERVIEW:

Velavan Hyper Market Private Limited is an unlisted private company. It was incorporated on 19 September, 2020 and is located in Tamil Nadu. It is classified as a private limited company. The current status of Velavan Hyper Market Private Limited is - Not available for e-filing. Velavan Hyper Market Private Limited has four directors -Maharajan, Ananth, and others. The registered office of Velavan Hyper Market Private Limited is at 39A, GIN FACTORY ROAD TUTICORIN Thoothukudi, Tamilnadu.

CORPORATE INFORMATION:

The Corporate Identification Number (CIN) of Velavan Hyper Market Private Limited is U52599TN2020PTC138074.It's authorized share capital is INR 2.00 cr and the total paid-up capital is INR 1.00 cr. Details of the last annual general meeting of Velavan Hyper Market

Private Limited are not available. The company is yet to submit its first full-year financial statements to the registrar. The company has 4 directors and no reported key management personnel. The longest serving directors currently on board are Maharajan, Ananth, Sappani Jeya Shankar and Kartheesan Krishna Mani, who were appointed on 19 September, 2020. They have been on the board for 5 months. Maharajan has the largest number of other directorships with a seat at a total of 7 companies. In total, the company is connected to 6 other companies through its directors.

PRODUCTS AVAILABLE IN VELAVAN HYPER MARKET:

PRODUCTS CATEGORIES	SERVICES AND MORE
Clothing and Accessories	Beauty and Wellness Services
Home and Garden	Appliances Repair Services
Jewelry and Watches	**Add Business Listing**
Electronics	**Advanced Search**
Flowers and Gifts	Dominos Pizza
Health and Beauty	Woodland
Computers & Mobile Phones	LML Vespa
Food & Dining	Apollo tyres
Hotels & Accommodation	Amul
Business Services	Naidu Hall
Travel Services	Levis
Toys	Sony
Cars & Automotive	

LOGO OF VELAVAN HYPER MARKET:

DSF GRAND PLAZA:

Founder, Mr. Devanesam a small line fishing vessels erator, hails from a fishing hamlet vembar near Thoothukudi, the historic Pearl City in south east coast peninsula of India. Fringed by the Gulf of Mannar of the Arabian Sea. His foresightedness in the world trade of seafood inspired him to put up a unit, to process and export seafood in 1976.

His untiring and dedicated work with the ardent help of his cherished sons enabled the company to scale the new peaks in seafood business and the company has now attained phenomenal growth touching an annual turnover of Rs.500Crores.

MANAGEMENT:

Behind the success of DSF group of companies, is the sincere and dedicated work of the top management. The team work round the clock to make the company reach the highest place in every venture they make.

D.Sathianathan
Chairman

D.Paulpandi
Managing Director

D.Anbalagan
Director

D.Duraira j
Managing Director

D.Manoharan
Director

LOGO OF DSF GRAND PLAZA:

CLEOPATRA THEATRE:

Cleopatra Theatre - Thoothukudi is a popular theatre located at George Road, Near Tharuvai Sports Complex, Thoothukudi, North, and Thoothukudi. In Cleopatra theatre sound quality is good and the picture quality is in good manner. More than 500 visitors can visit and sit. The seats are comfortable to the visitors. But the surrounding is not much better. They are providing online ticket booking facilities like bookmyshow.com and payTM. New Cleopatra theatre is one of the top theatres in Thoothukudi city. It having good restroom facilities and canteen facilities.

BALAKRISHNA THEATRE:

Balakrishna theatres are familiarly known as Sri Balakrishna Talkies which is located in Sivan Covil Street, thoothukudi.The seats are good and it is suitable for family visitors. A/C rooms are available. The restrooms are not much good. The canteen facilities are good.

Balakrishna talkies are providing online ticking booking facilities like bookmyshow.com. More than 500 visitors can visit.

RANI SUPER MARKET:

Rani super market is one of the famous super markets in Thoothukudi city. Rani super market is located in Victoria extension road, Thoothukudi. The prices of products are attracting customers. It is running more years in thoothukudi. They are allowing credit and debit card payment. Around 30 workers are working in rani super market.

MILLERS SUPER MARKET:

Millers super market is located in palayam kottai road, thoothukudi. It is one of the most famous super markets. Millers super market having 6 to 8 branches in thoothukudi district. They are providing two wheeler parking and four wheeler parking facilities. They are accepting credit and debit cards. They are providing door delivery facilities to their customers.

CHAPTER - 3

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

INTRODUCTION:

This chapter deals with analysis and interpretation of the collected data. Analysis of data places a dominant role in the completion of a project tables and diagrams. 72 resonances were met and collected through questionnaire. The analysis is being carried out based on survey conducted among the respondents.

Each question in the questionnaire is analysed individually, sufficiently tabulated and represented graphically.

In this present study the data collected has been analysed using

- Bar diagram
- Pie diagram
- Percentage analysis
- Simple ranking methods
- Rank correlation

TABLE 3.1

GENDER OF CLASSIFICATION

S.NO	GENDER	NO.OF.RESPONDENTS	PERCENTAGE
A.	MALE	32	44
B.	FEMALE	40	56
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above table it is inferred that 56% of the respondents are female and 44% of the respondents are male.

CHART 3.1

GENDER OF CLASSIFICATION

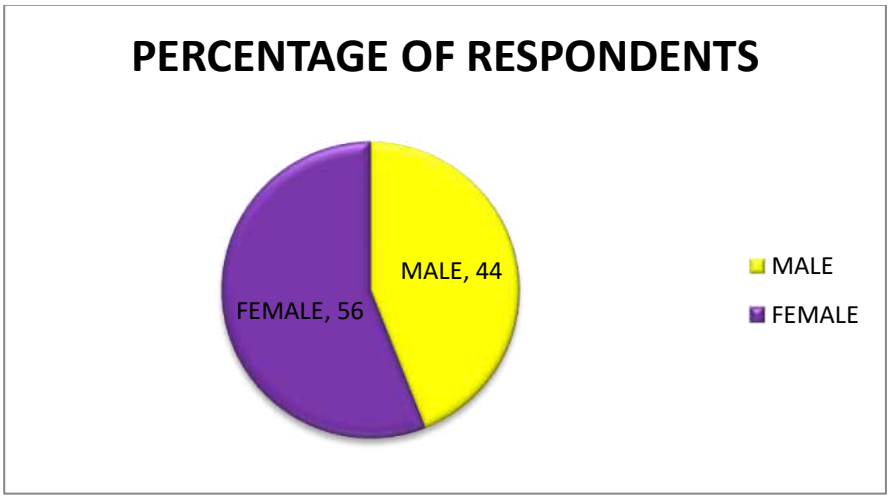


TABLE 3.2

AGE OF RESPONDENTS

S.NO	AGE	NO.OF.RESPONDENTS	PERCENTAGE
A.	Below 20	16	22
B.	20 – 30	35	49
C.	30 - 40	17	24
D.	Above 40	4	5
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is inferred that 49% of the respondents are between 20-30 age group, 24% of the respondents are between 30-40 age group, 22% of the respondents are below 20 aged persons and 5% of the respondents are above 40 years of age group employees.

CHART 3.2

AGE OF RESPONDENT

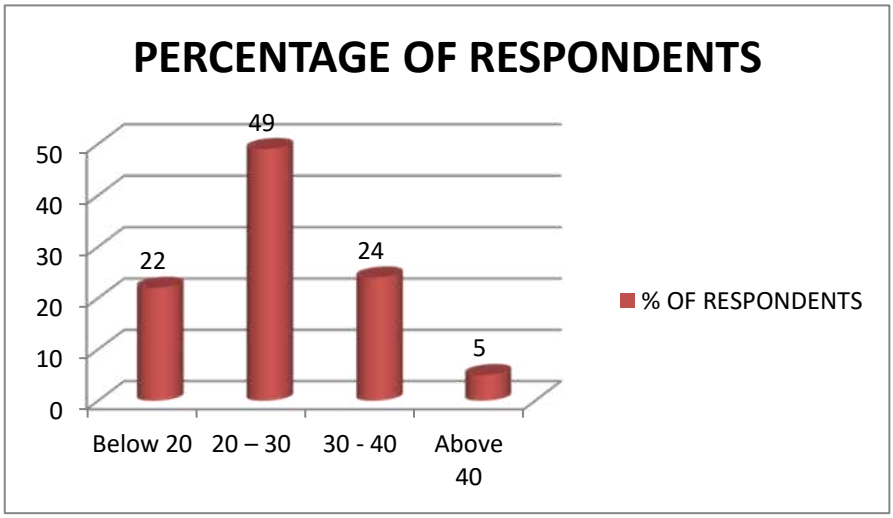


TABLE 3.3

OCCUPATION OF RESPONDENTS

S.NO	OCCUPATION	NO. OF. RESPONDENTS	PERCENTAGE
1.	Students (Part time workers)	28	39
2.	Professionals	4	6
3.	Business man	6	8
4.	Workers	34	47
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is found that 47% of the respondents are coming under category of worker, 39% of the respondents are students, 8% of the respondents are business man and 6% of the respondents are professionals.

CHART 3.3

OCCUPATION OF RESPONDENTS

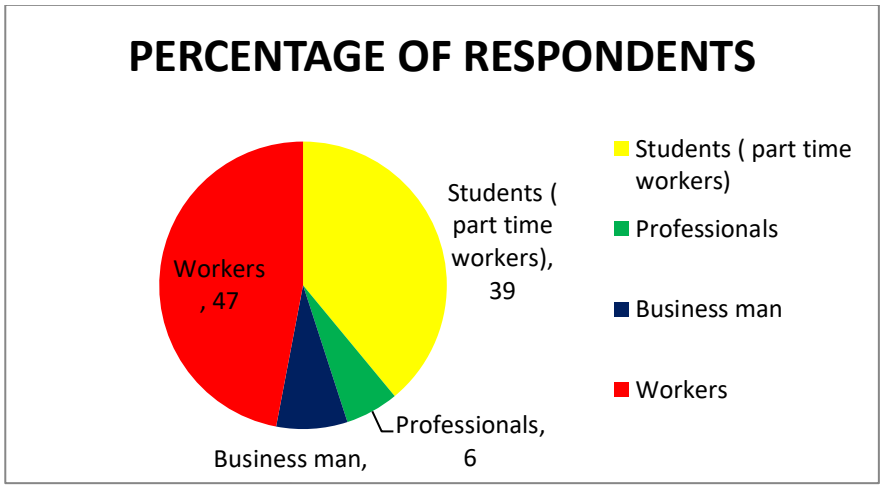


TABLE 3.4

INCOME LEVEL OF RESPONDENTS

S.NO	INCOME	NO. OF. RESPONDENTS	PERCENTAGE
1.	Below 10000	32	44
2.	10000-20000	36	50
3.	20000-30000	4	6
4.	Above 30000	-	-
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is found that 50% of the respondents are earning between 10,000-20,000 rupees, 44% of the respondents are earning below 10,000 rupees, 6% of the respondents are earning between 20,000-30,000 rupees.

CHART 3.4

INCOME LEVEL OF RESPONDENTS

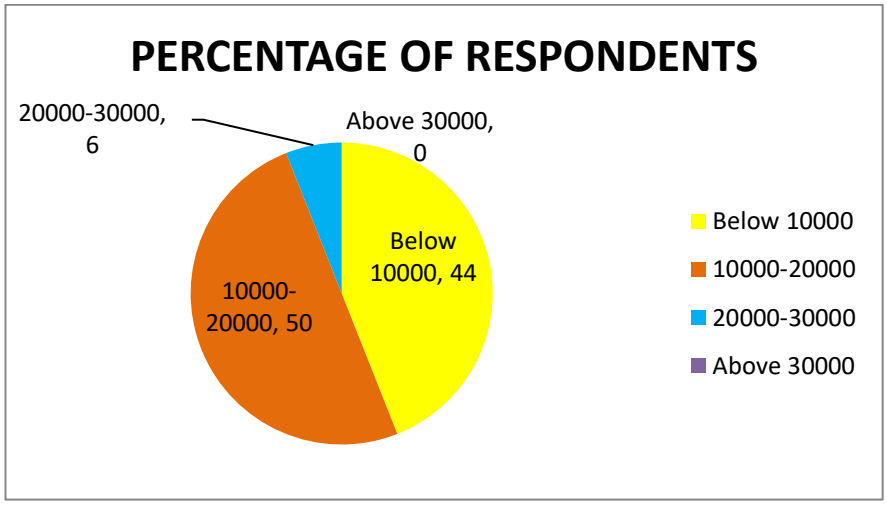


TABLE 3.5

EDUCATIONAL QUALIFICATION OF RESPONDENTS

S. NO	EDUCATION	NO. OF. RESPONDENTS	PERCENTAGE
1.	SSLC	17	24
2.	HSC	22	31
3.	UG	21	29
4.	PG	3	4
5.	Others	9	12
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is found that 31% of the respondents are studied up to HSC, 29% of the respondents are under graduated, 24% of the respondents are completed up to SSLC, 12% of the respondents are other educations like polytechnic, diploma courses and 4% of the respondents are post graduated.

CHART 3.5

EDUCATIONAL QUALIFICATION OF RESPONDENT

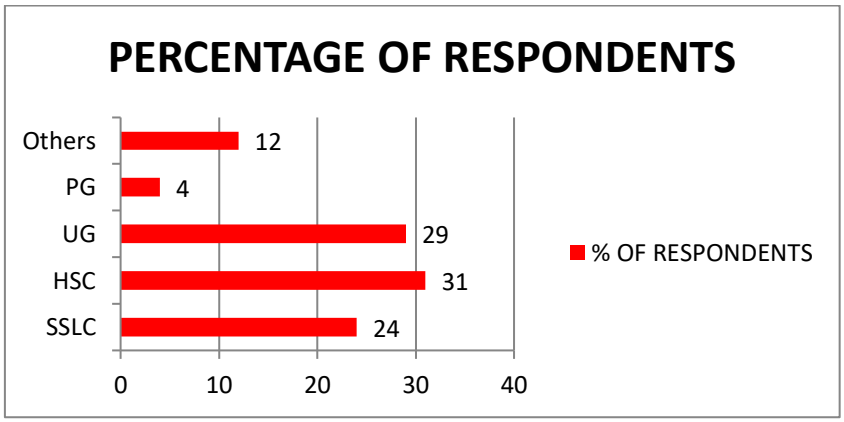


TABLE 3.6

THE WORKPLACE OF RESPONDENTS

S.NO	WORKPLACE	NO. OF. RESPONDENTS	PERCENTAGE
1.	Cinema theatres	10	14
2.	Shopping malls	37	51
3.	Super markets	25	35
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is found that 51% of the respondents are working in shopping malls, 35% of the respondents are working in super markets and 14% of the respondents are working in cinema theatres.

CHART 3.6

THE WORKPLACE OF RESPONDENTS

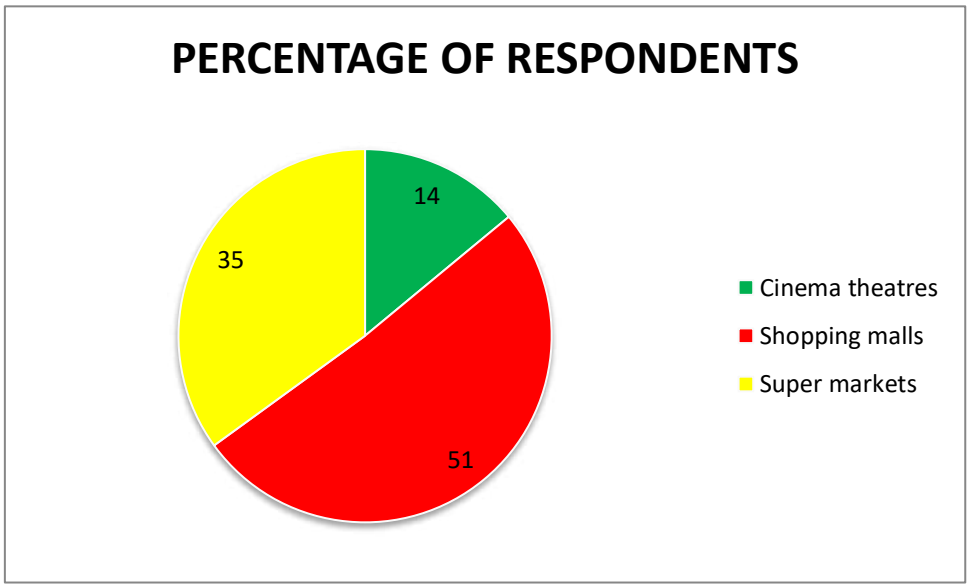


TABLE 3.7

RESPONDENTS AFFECTED BY COVID 19

S.NO	OPINION	NO. OF. RESPONDENTS	PERCENTGE
1.	YES	5	7
2.	NO	67	93
	TOTAL	72	100

SOURCE: Primary data

INFERENCE:

From the above data it is found that 93% of the respondents (workers) are not affected by COVID 19 and 7% of the respondents (workers) are affected by COVID 19.

CHART 3.7

RESPONDENTS AFFECTED BY COVID 19

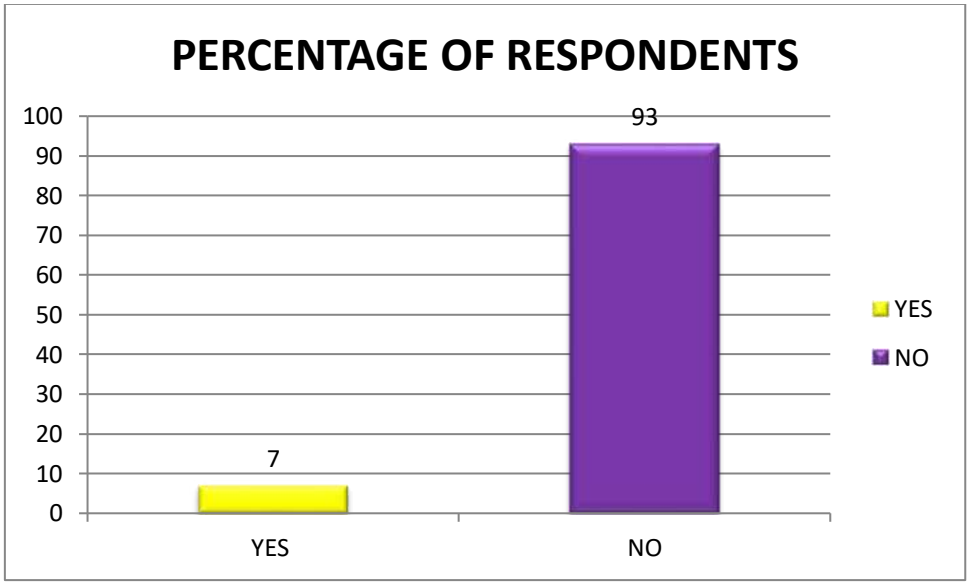


TABLE 3.8

FAMILY MEMBERS AFFECETED BY COVID 19

S.NO	FAMILY MEMBERS	NO.OF. RESPONDENTS	PERCENTAGE

1.	Spouse	-	-
2.	Children	2	3
3.	Parents	3	5
4.	Brothers	6	8
5.	Sisters	1	1
6.	No one affected	60	83
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is found that 83% family members of the respondents are not affected, 8% brothers of the respondents are affected, 5% parents of the respondents are affected, 3% children of the respondents are affected, and 1% sisters of the respondents are affected by COVID 19.

CHART 3.8

FAMILY MEMBERS AFFECTED BY COVID 19

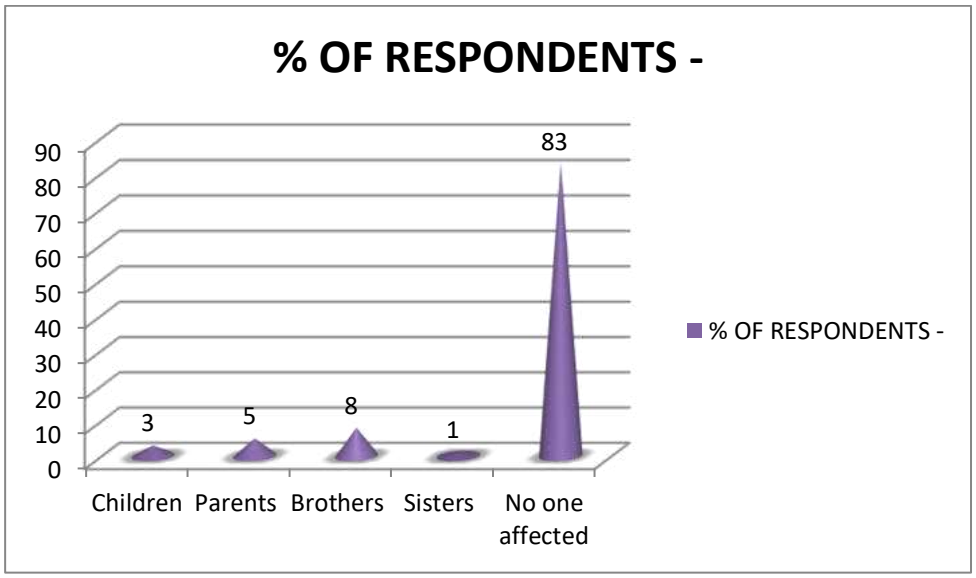


TABLE 3.9

QUARANTINE PERIOD OF WORKERS

S.NO	DURATION	NO. OF. RESPONDENTS	PERCENTAGE
1.	1 week	34	47
2.	1 week – 2 week	22	31
3.	2 week – 1 month	8	11
4.	Above 1 month	8	11
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is found that 47% of the respondents were quarantined for 1 week, 31% of the respondents were quarantined for 1 week – 2 week, 11% of the respondents were quarantined for 2 week – 1 month and 11% of the respondents were quarantined for above 1 month.

CHART 3.9

QUARANTINE PERIOD OF WORKERS

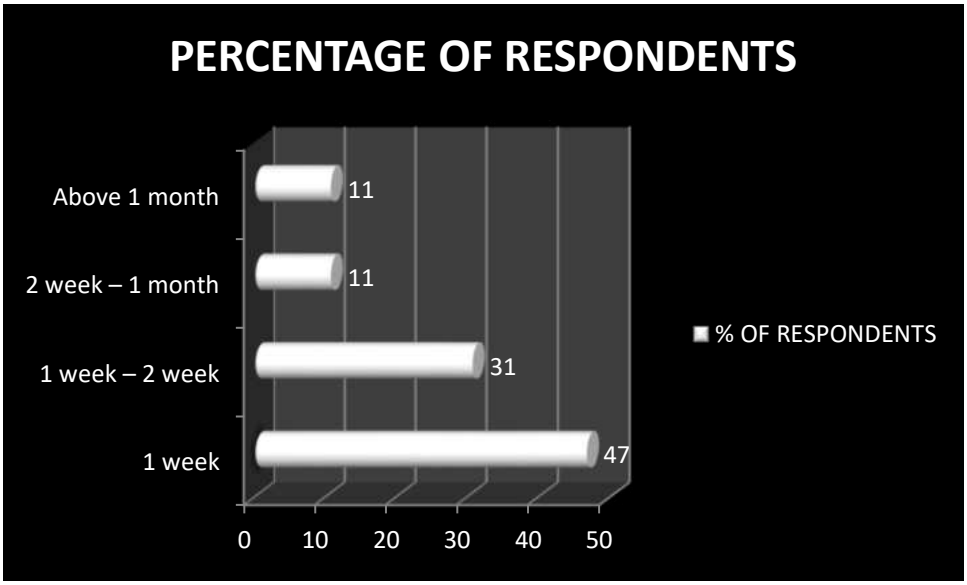


TABLE 3.10

OPINION ABOUT LOCKDOWN

S.NO	OPINION	NO. OF. RESPONDENTS	PERCENTAGE
1.	Highly enjoyed	13	18
2.	Enjoyed	25	35
3.	Highly bored	23	32
4.	Bored	11	15
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is found that 35% of the respondents were enjoyed during lockdown, 32% of the respondents felt highly bored during lockdown, 18% of the respondents were highly enjoyed during lockdown and 15 % of the respondents were bored during lockdown.

CHART 3.10

OPINION ABOUT LOCKDOWN

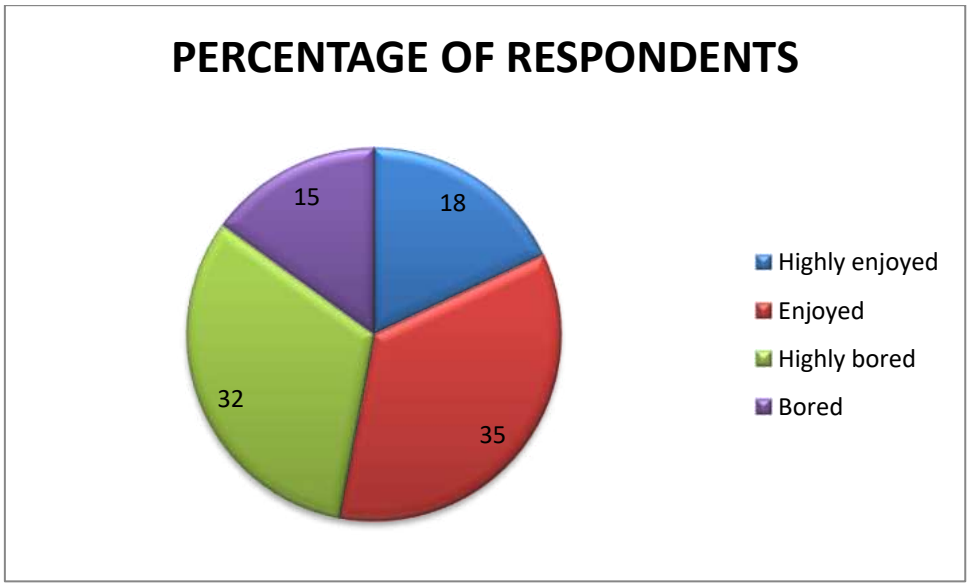


TABLE 3.11

THE INCOME LEVEL OF RESPONDENTS DURING LOCKDOWN

S.NO	PARTICULARS	NO. OF. RESPONDENTS	PERCENTAGE
1.	Lesser than regular income	26	36
2.	Regular income	12	17
3.	Higher than regular income	-	-
4.	Nil income	34	47
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is inferred that 47% of the respondents were lived without income during lockdown, 36% of the respondents were received lesser than regular income during lockdown, and 17% of the respondents were received regular income during lockdown period.

CHART 3.11

THE INCOME LEVEL OF RESPONDENTS DURING LOCKDOWN

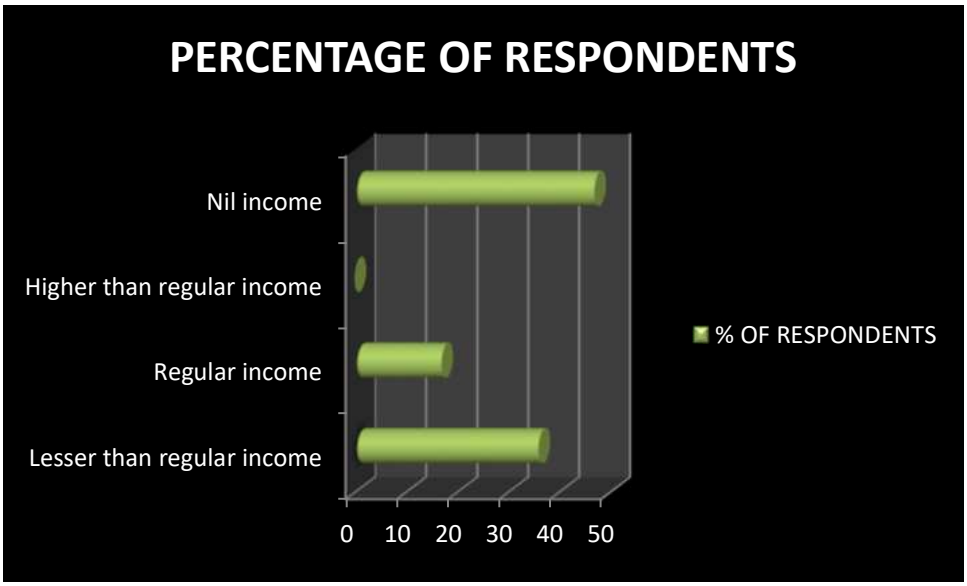


TABLE 3.12

OPINION ABOUT ALTERNATIVE JOBS DURING LOCKDOWN

S.NO	OPINION	NO.OF. RESPONDENCE	PERCENTAGE
1.	YES	15	21
2.	NO	57	79
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is inferred that 79% of the respondents were did not find any alternative jobs and 21% of the respondents were did alternative jobs during lockdown like vegetable selling, home makers did petty shops business.

CHART 3.12

OPINION ABOUT ALTERNATIVE JOBS DURING LOCKDOWN

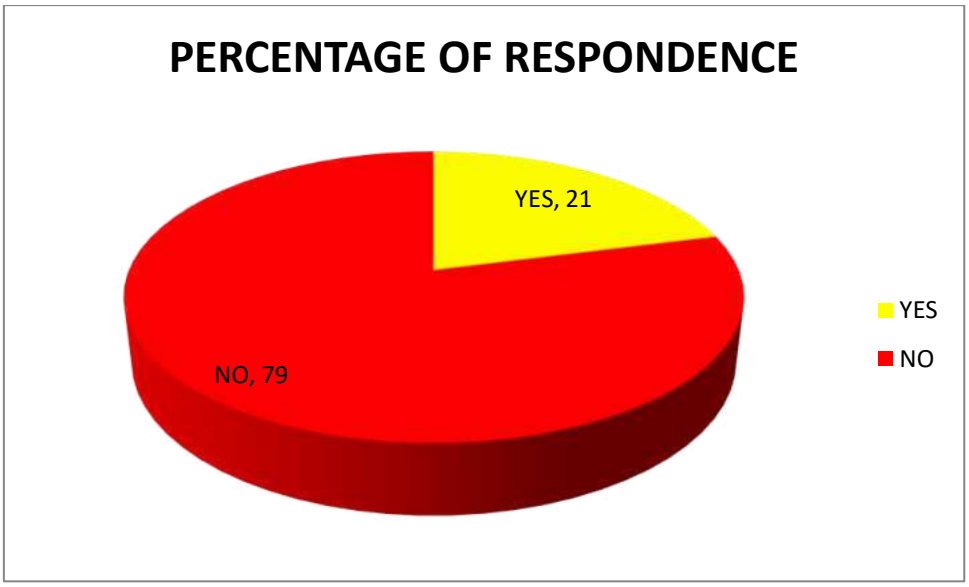


TABLE 3.13

FINANCIAL ASSISTANCE DURING LOCKDOWN

S.NO	ASSISTANCE FROM	NO. OF. RESPONDENTS	PERCENTAGE
1.	Friends	15	21
2.	Relatives	28	39
3.	Bank	5	7
4.	Jewel loan	7	10
5.	Not borrowed (own savings)	17	23po
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is inferred that 39% of the respondents were borrowed money from relatives, 23% of the respondents were not borrowed money, 21% of the respondents were borrowed money from friends, 10% of the respondents were borrowed money from jewel loans and 7% of the respondents were borrowed money from banks.

CHART 3.13

FINANCIAL ASSISTANCE DURING LOCKDOWN

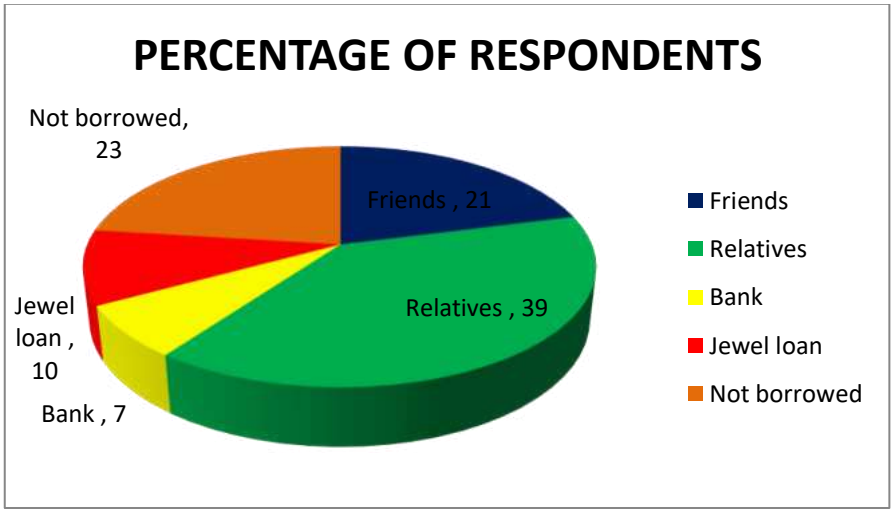


TABLE 3.14

TRANSPORTS USED DURING LOCKDOWN

S.NO	TRANSPORT	NO.OF. RESPONDENTS	PERCENTAGE
1.	Bicycle	13	18
2.	Bike/ scooty	42	58
3.	Auto	7	10
4.	Bus	10	14
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is inferred that 58% of the respondents were used their bike / scooty to travel, 18% of the respondents were used their bicycle to travel, 14% of the respondents were used bus to travel, 10% of the respondents were used auto to travel.

CHART 3.14

TRANSPORTS USED DURING LOCKDOWN

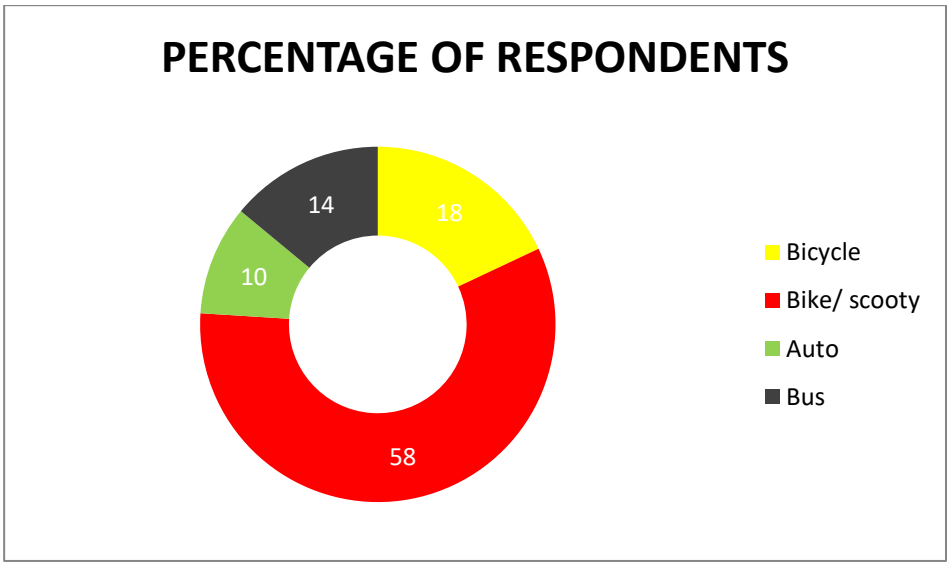


TABLE 3.15

DIFFICULTIES TO BUY NECESSARY PRODUCTS DURING LOCKDOWN

S.NO	REASONS	NO. OF. RESPONDENTS	PERCENTAGE
1.	Not available in shops	4	6
2.	Unable to go out due to lockdown	27	37
3.	Because of high cost	5	7
4.	Unable to go out due to fear of corona virus	13	18
5.	No difficulties/ products available	23	32
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is inferred that 37% of the respondents were felt difficult because of unable to go out due to lockdown, 32% of the respondents were not felt difficult, 18% of the respondents were felt difficult because of Unable to go out due to fear of corona virus, 7% of the respondents were felt difficult because of high cost and 6% of the respondents were felt difficult because of not available in shop.

CHART 3.15

DIFFICULTIES TO BUY NECESSARY PRODUCTS DURING LOCKDOWN

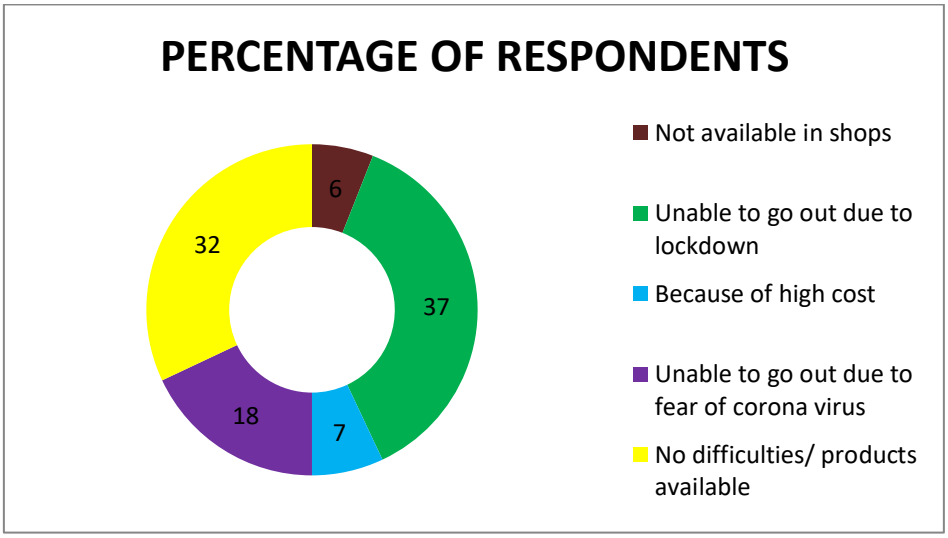


TABLE 3.16

SAVINGS DURING NORMAL/USUAL PERIOD

S.NO	SAVINGS	NO. OF. RESPONDENTS	PERCENTAGE
1.	10%	30	42
2.	10% - 20%	21	29
3.	20% - 30%	10	14
4.	30% - 40%	-	-
5.	NIL (No savings)	11	15
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is inferred that 42% of the respondents are saving 10% usually, 29% of the respondents are saving 10% - 20% usually, 15% of the respondents are not saving anything usually and 14% of the respondents are saving 20%- 30% usually.

CHART 3.16

SAVINGS DURING NORMAL/USUAL PERIOD

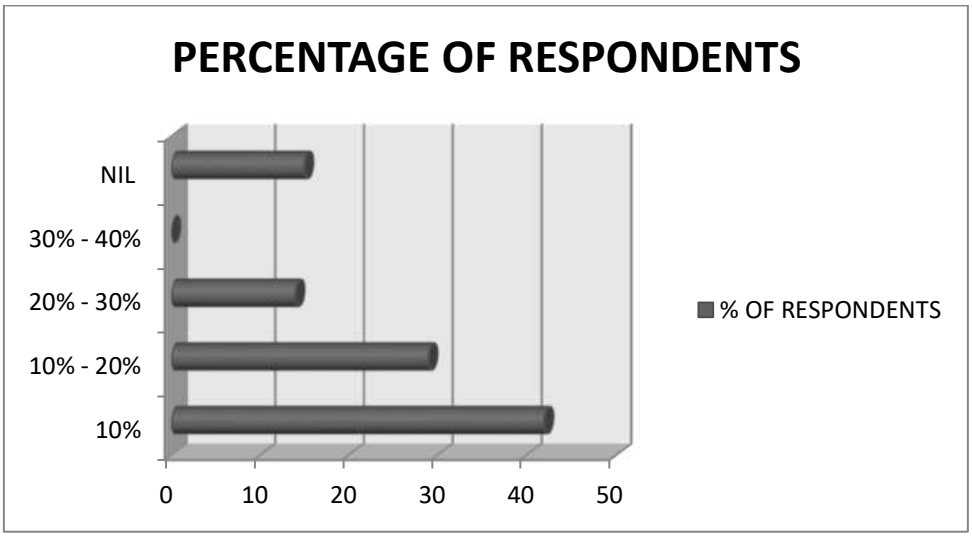


TABLE 3.17

SAVINGS DURING LOCKDOWN

S.NO	PARCULARS	NO. OF. RESPONDENTS	PERCENTAGE
1.	10%	12	17
2.	10% - 20%	7	10
3.	20% - 30%	-	-
4.	30% - 40%	-	-
5.	NIL (No savings)	53	73
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is inferred that 73% of the respondents were not saved any income during lockdown, 17% of the respondents were saved 10% of income and 10% of the respondents were saved 10%- 20% of their income.

CHART 3.17

SAVINGS DURING LOCKDOWN

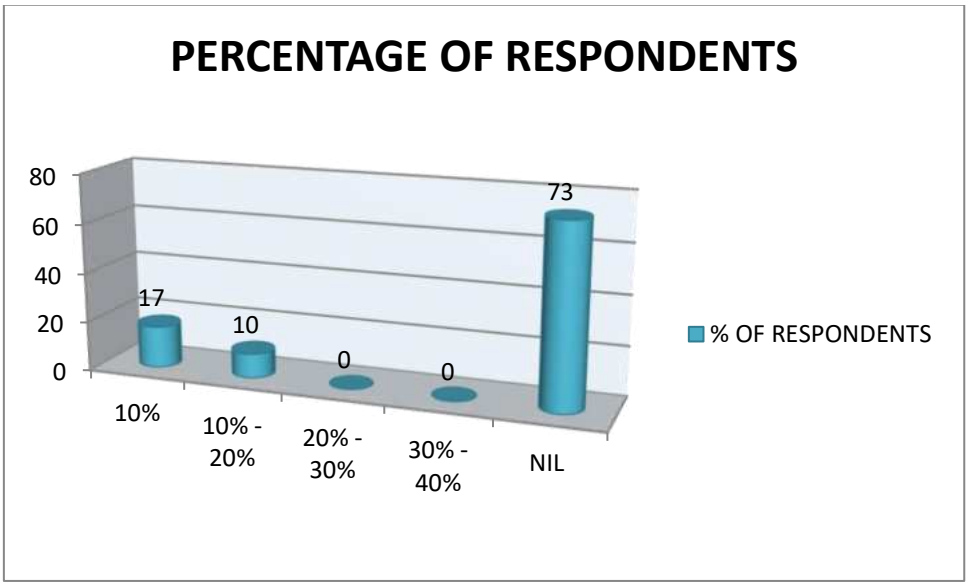


TABLE 3.18

EMPLOYEES ALLOWED TO WORK AFTER LOCKDOWN

S.NO	OPINION	NO. OF. RESPONDENTS	PERCENTAGE
1.	30% - 40%	7	10
2.	40% - 50%	8	11
3.	50%- 60%	20	28
4.	60%-80%	28	39
5.	80%- 100%	9	12
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is inferred that 39% of the respondents said that 60%- 80% of workers were allowed to work, 28% of the respondents expressed that 50%- 60% of workers were allowed to work, 12% of the respondents said that 80% - 100% of workers were allowed to work, 11% of the respondents said that 40%- 50% of workers were allowed to work and 10% of the respondents revealed that 30% - 40% of workers were allowed to work after reopening the malls, theatres.

CHART 3.18

EMPLOYEES ALLOWED TO WORK AFTER LOCKDOWN

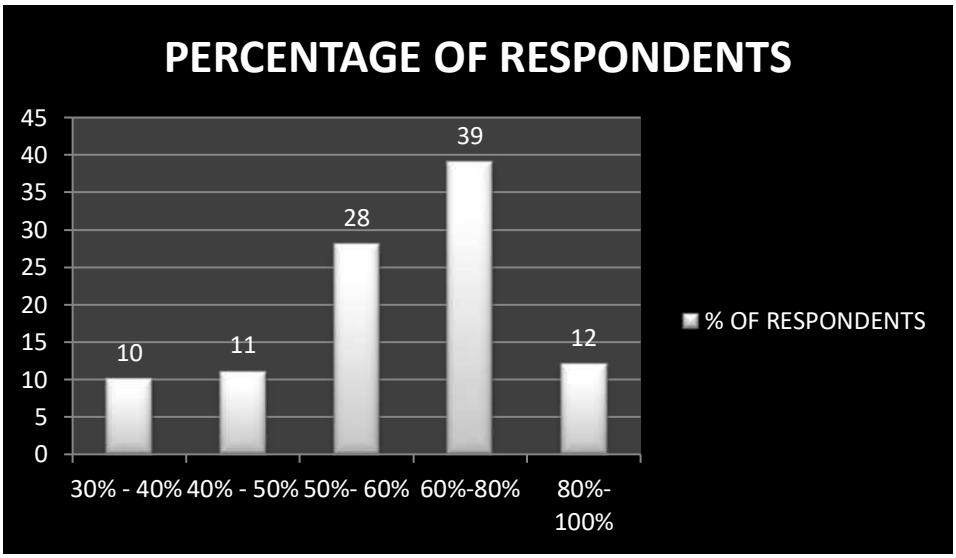


TABLE 3.19

COMPULSION OF EXTRA/ADDITIONAL WORKING TIME

S.NO	OPINION	NO. OF. RESPONDENTS	PERCENTAGE
1.	YES	13	18
2.	NO	59	82
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is inferred that 82% of the respondents expressed that no compulsion more than their regular working hours and 18% of the respondents are compel to work more than their regular working time by their employers

CHART 3.19

COMPULSION OF EXTRA/ADDITIONAL WORKING TIME

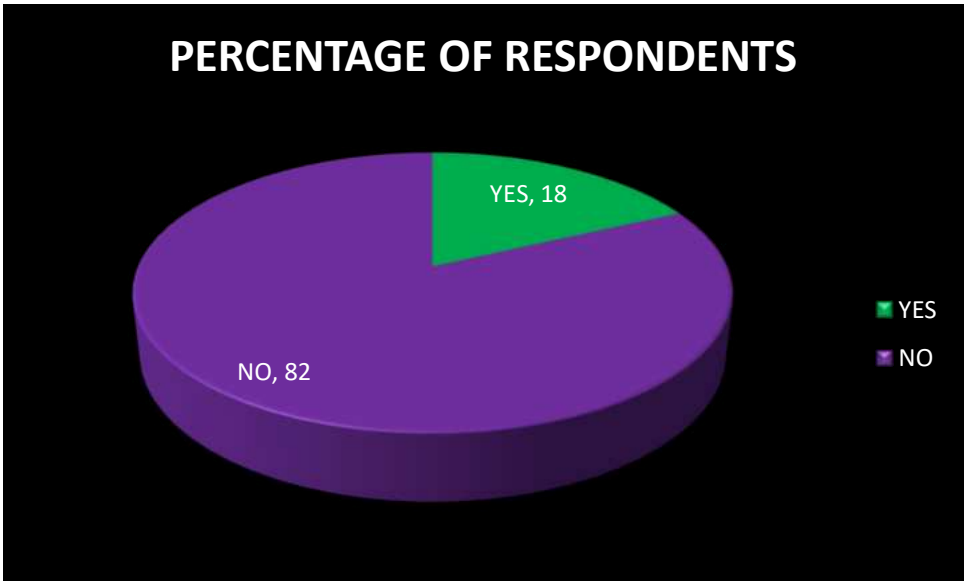


TABLE 3.20

TRANSPORT FACILITIES PROVIDED BY THE EMPLOYER

S.NO	OPINION	NO. OF. RESPONDENTS	PERCENTAGE
1.	YES	23	32
2.	NO	49	68
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is inferred that 68% of the respondents revealed that their employer did not provide any transport facilities to their workers and 32% of the respondents expressed that their employer provide transport facilities to prevent from COVID 19.

CHART 3.20

TRANSPORT FACILITIES PROVIDED BY THE EMPLOYER

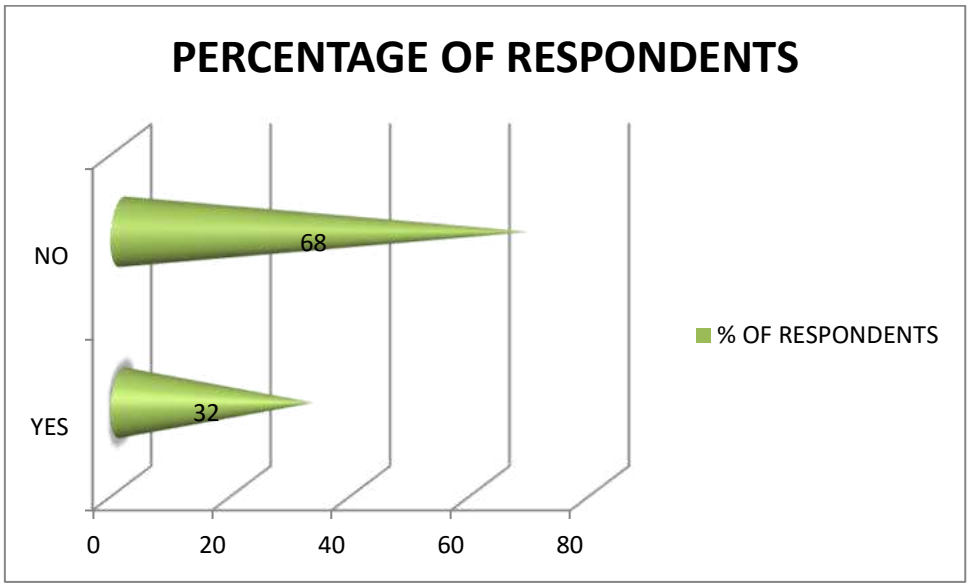


TABLE 3.21

PROVIDING SANITIZERS TO THEIR CUSTOMERS AND VISITORS

S.NO	OPINION	NO. OF. RESPONDENTS	PERCENTAGE
1.	YES	72	100
2.	NO	-	-
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is found that 100% of the respondents provide sanitizers to their customers and visitors.

CHART 3.21

PROVIDING SANITIZERS TO THEIR CUSTOMERS AND VISITORS

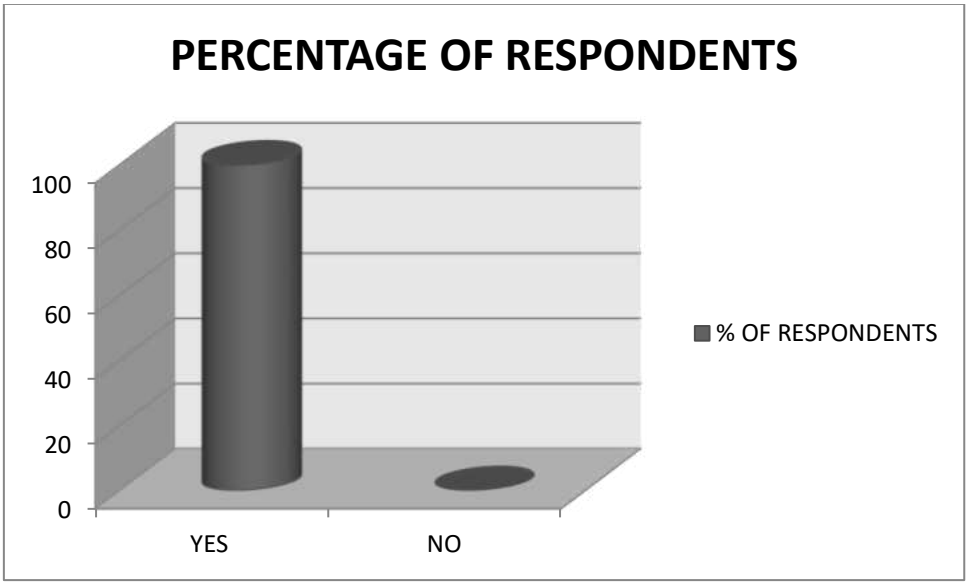


TABLE 3.22

PROVIDING FACILITIES TO MAINTAIN SOCIAL DISTENCE

S.NO	OPINION	NO.OF. RESPONDENTS	PERCENTAGE
1.	YES	65	90
2.	NO	7	10
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is found that 90% of the respondents are providing facilities to their customer and visitors and 10% of the respondents are not providing facilities to maintain social distance.

CHART 3.22

PROVIDING FACILITIES TO MAINTAIN SOCIAL DISTENCE

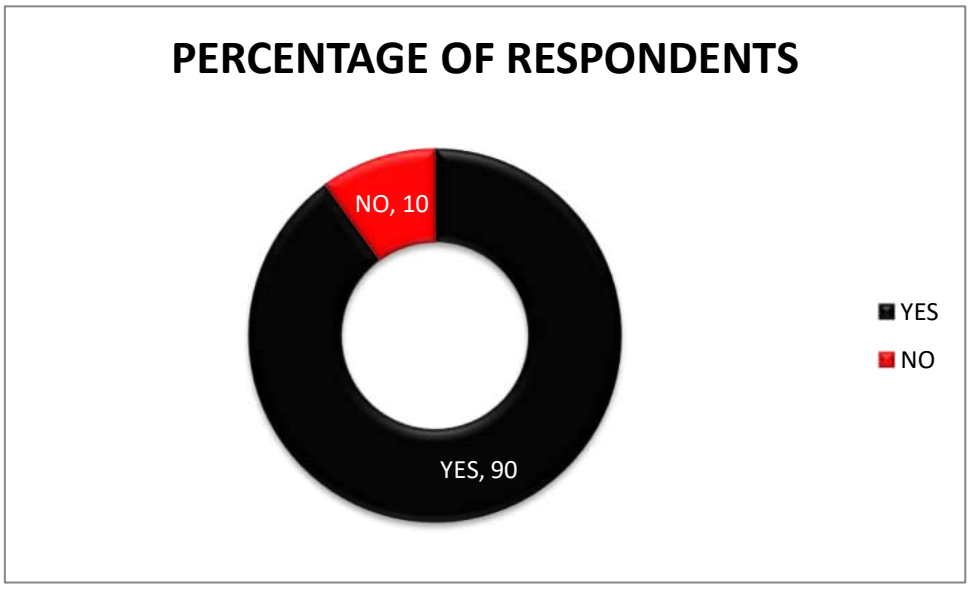


TABLE 3.23

METHOD OF SOCIAL DISTANCE

S.NO	OPINION	NO. OF. RESPONDENTS	PERCENTAGE
1.	Drew a square / circle	38	52
2.	Allowed only limited customers	10	14
3.	Avoid crowd of customers	17	24
4.	No prevention facilities	7	10
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is found that 52% of respondents expressed that they drew a square/ circle to maintain social distance, 24% of the respondents revealed that they avoid crow of customers, 14% of the respondents said that they allow only limited customers and 10% of the respondents says that the did not followed any prevention activities.

CHART 3.23METHOD OF SOCIAL DISTANCE

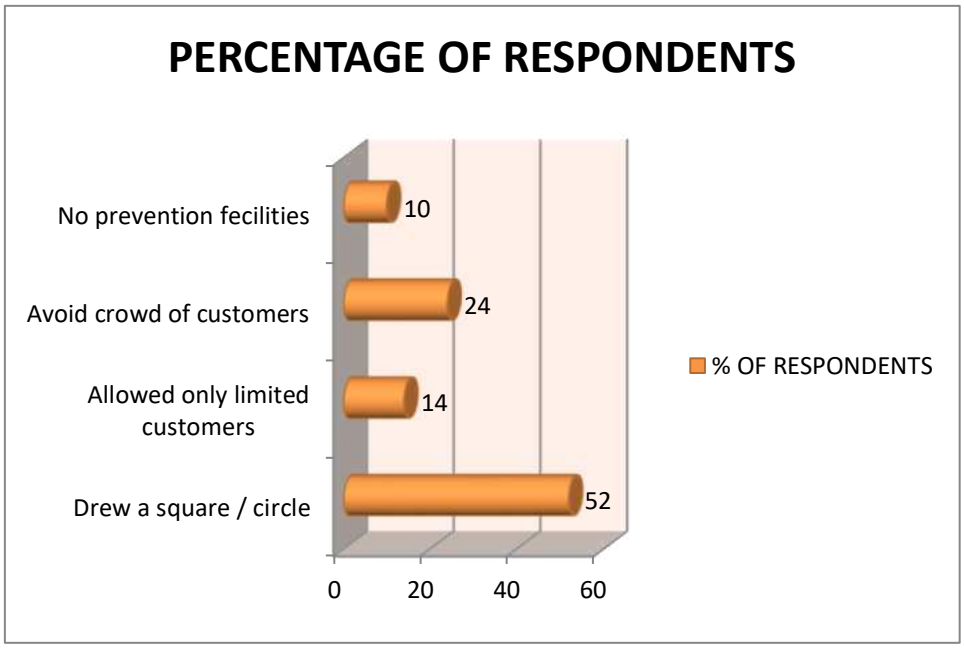


TABLE 3.24

ARRIVAL OF CUSTOMERS DURING COVID 19 PERIOD

S.NO	RESPONSE	NO. OF. RESPONDENTS	PERCENTAGE
1.	Normal / usual level	23	32
2.	Higher than usual level	11	15
3.	Lower than usual level	31	43
4.	Very lower than usual level	7	10
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is found that 43% of the respondents arrived less than usual level of customers, 32% of the respondents arrived normal level of customers, 15% of the respondents arrived higher than normal level of customers and 10% of the respondents received very lower than usual level of customers.

CHART 3.24

ARRIVAL OF CUSTOMERS DURING COVID 19 PERIOD

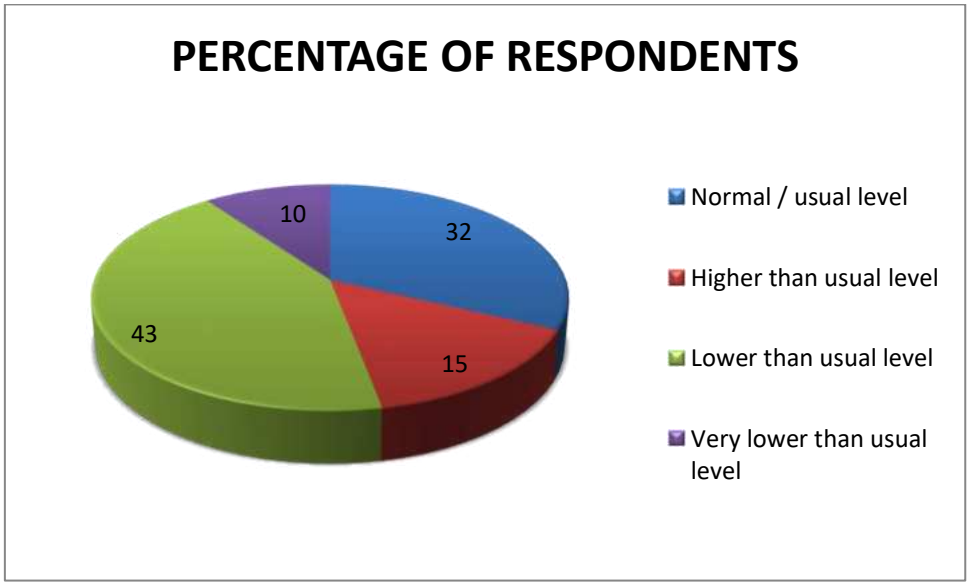


TABLE 3.25

INTEREST ON WORK AFFECTED BY COVID 19

S.NO	OPINION	NO. OF. RESPONDENTS	PERCENTAGE
1.	YES	41	57
2.	NO	31	43
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is found that 57% of the respondents agreed that COVID 19 affected their work interest and 43% of the respondents say that COVID 19 not affected their interest of work.

CHART 2.25

INTEREST ON WORK AFFECTED BY COVID 19

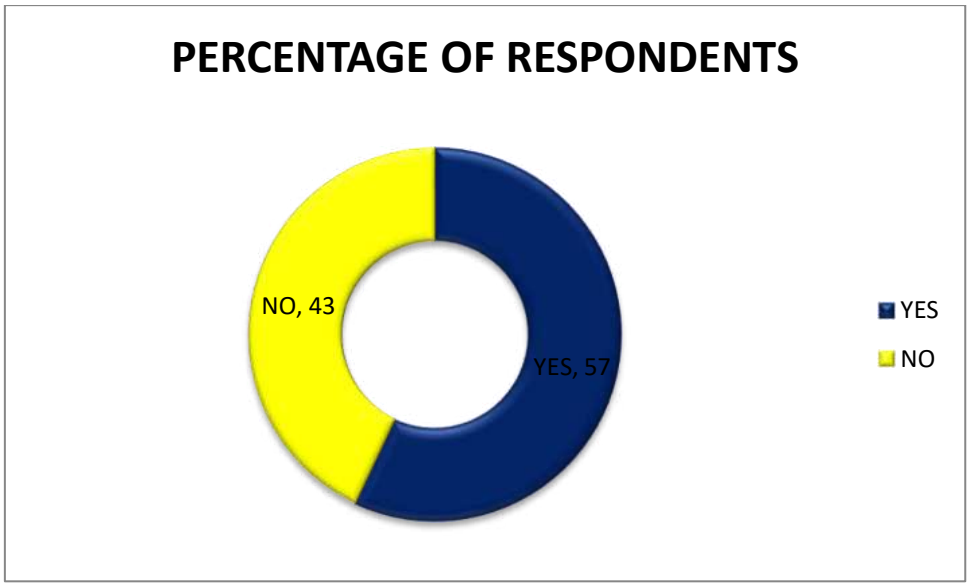


TABLE 3.26

MAINTAINING CLEANLINESS IN MALLS AND THEATRES

S.NO	PARTICULARS	NO. OF. RESPONDENTS	% OF RESPONDENTS
1.	Cleaning the frequently used place	11	15
2.	Using sanitizering products	14	19
3.	Maintaining special cleanliness of toilets	7	10
4.	All the above	40	56
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is found that 56% of the respondents expressed that they followed all of the particulars in the above table, 19% of the respondents agreed that uses sanitizering products to maintain cleanliness, 15% of the respondents said that they cleaned the frequently used place and 10% of the respondents said that the maintained special cleanliness of toilets to maintain cleanliness in malls and theatres.

CHART 3.26

MAINTAINING CLEANLINESS IN MALLS AND THEATRES

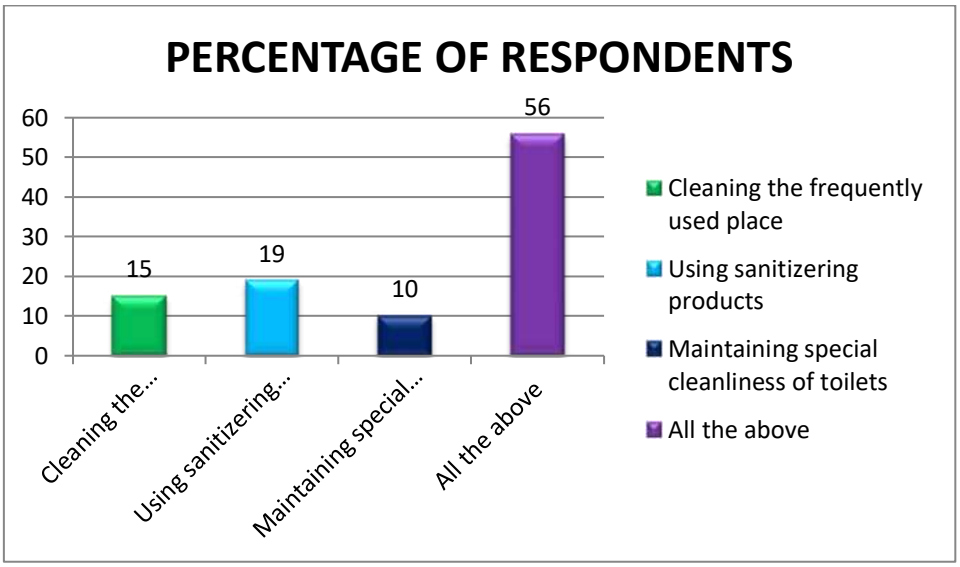


TABLE 3.27

RESPONSE TOWARDS MOVIES OPPORTUNITIES MISSING BY THEATRES

S.NO	RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
1.	**YES**	**59**	**82**
2.	**NO**	**13**	**18**
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is found that 82% of the respondents expressed that theatres employees found hurdles due missing movies opportunities during lockdown and 18% of the respondents expressed that theatres are not missing movies opportunities.

CHART 3.27

RESPONSE TOWARDS MOVIES OPPORTUNITIES MISSING BY THEATRES

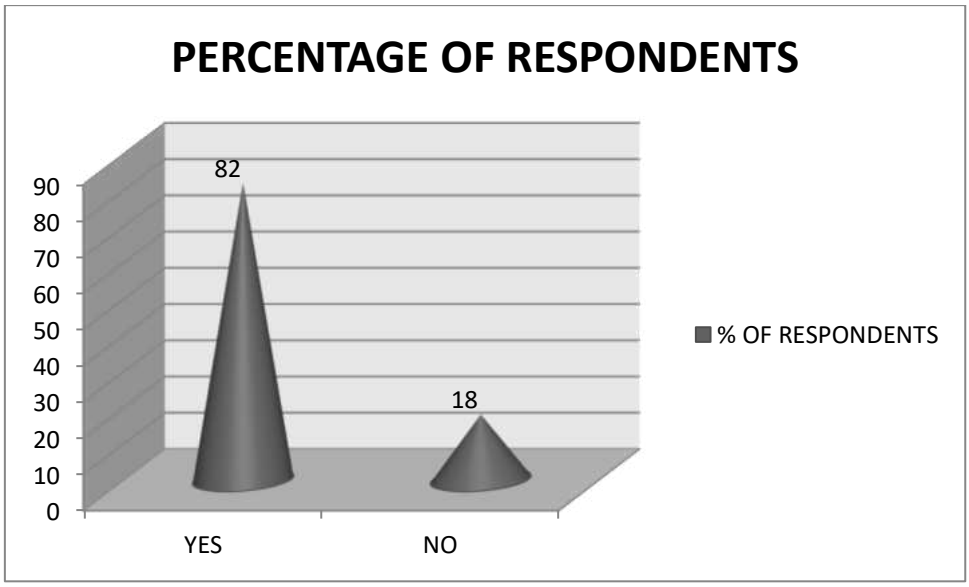


TABLE 3.28

IMPACT OF OTT PLATFOR AGAINST THEATRES

S.NO	RESPONSE	NO.OF. RESPONDENTS	PERCENTAGE
1.	YES	67	93
2.	NO	5	7
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is found that 93% of respondents are expressed that OTT tracks are affecting cinema theatres and 7% of the respondents are disagree that OTT tracks are not affecting cinema theatres.

CHART 3.28

IMPACT OF OTT PLATFOR AGAINST THEATRES

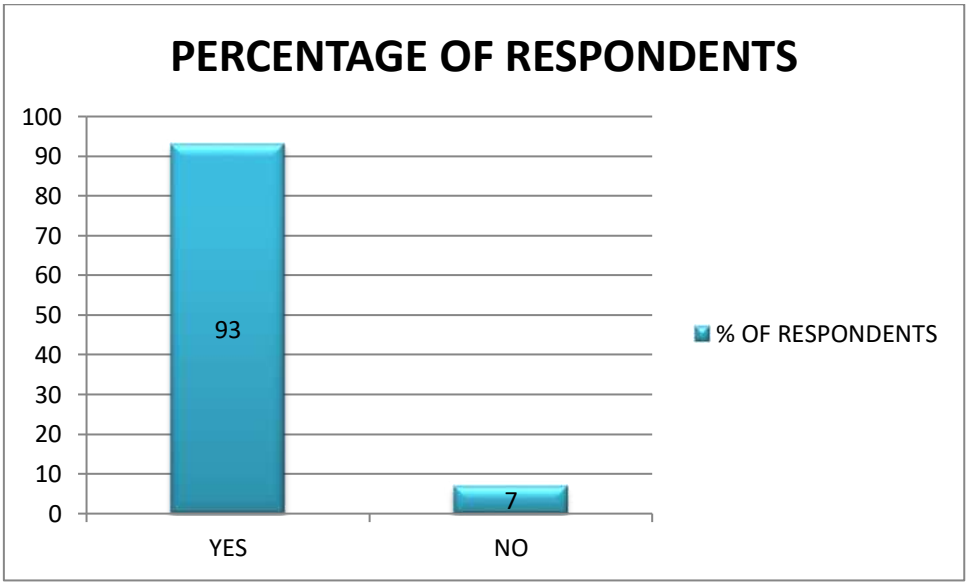


TABLE 3.29

REASONS FOR MISSING OPPERTUNITIES BY THEATRES

S.NO	REASONS	NO. OF. RESPONDENTS	PERCENTAGE
1.	Because of low visitors	21	29
2.	Because of the fear of COVID 19	16	22
3.	Because of OTT tracks	22	31
4.	Not missing movies opportunities	13	18
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is found that 31% of the respondents expressed that theatres are missing movies opportunities because of OTT tracks, 29%of the respondents said that theatres are missing movies opportunities because of low visitors, 22% of respondents said that theatres are missing movies opportunities because of fear of COVID 19 and 18% of the respondents said that theatres are not missing movies opportunities.

CHART 3.29

REASONS FOR MISSING OPPERTUNITIES BY THEATRES

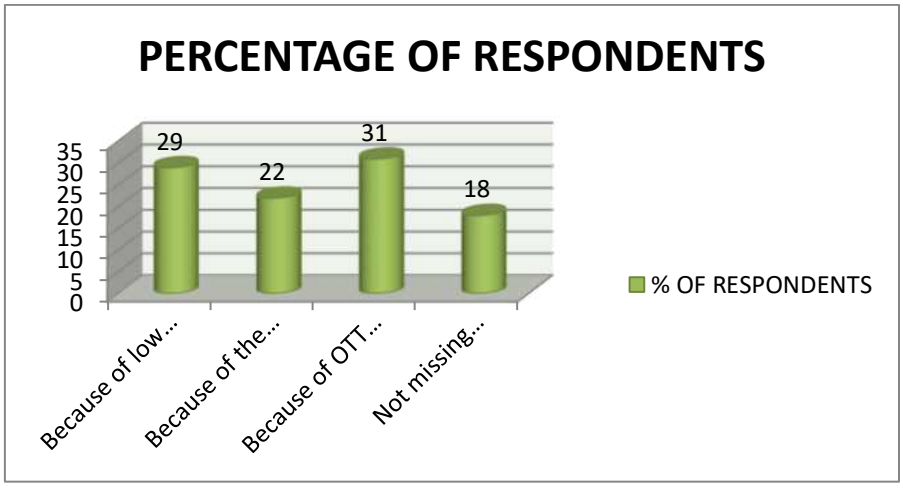


TABLE 3.30

ONLINE TICKET BOOKING WEBSITES FOR THEATRES

S.NO	WEBSITES	NO.OF. RESPONDENTS	PERCENTAGE
1.	Bookmyshow.com	29	40
2.	payTM	22	31
3.	Ticketnew	13	18
4.	Justtickets	-	-
5.	Not providing	8	11
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is found that 40% of the respondents say that they providing bookmyshow.com website, 31% of the respondents says that they are providing payTM, 18% of the respondents says that they are providing Ticketnew website and 11% of the respondents says that they are not providing online ticket booking facilities.

CHART 3.30

ONLINE TICKET BOOKING WEBSITES FOR THEATRES

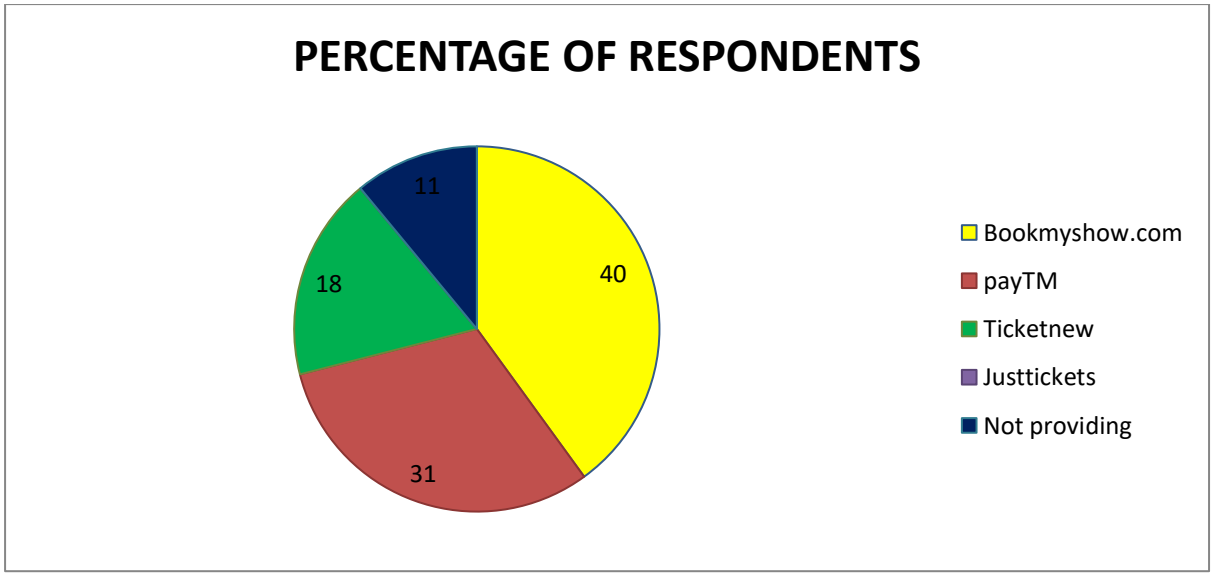


TABLE 3.31

OPINION ABOUT SCOPE OF THEATRES AFTER COVID

S.NO	RESPONSE	NO.OF. RESPONDENTS	PERCENTAGE
1.	YES	60	83
2.	NO	12	17
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is found that 83% of the respondents thinking that there is a future for theatres and 17% of the respondents thinking that there is no scope for theatres.

CHART 3.31

OPINION ABOUT SCOPE OF THEATRES AFTER COVID

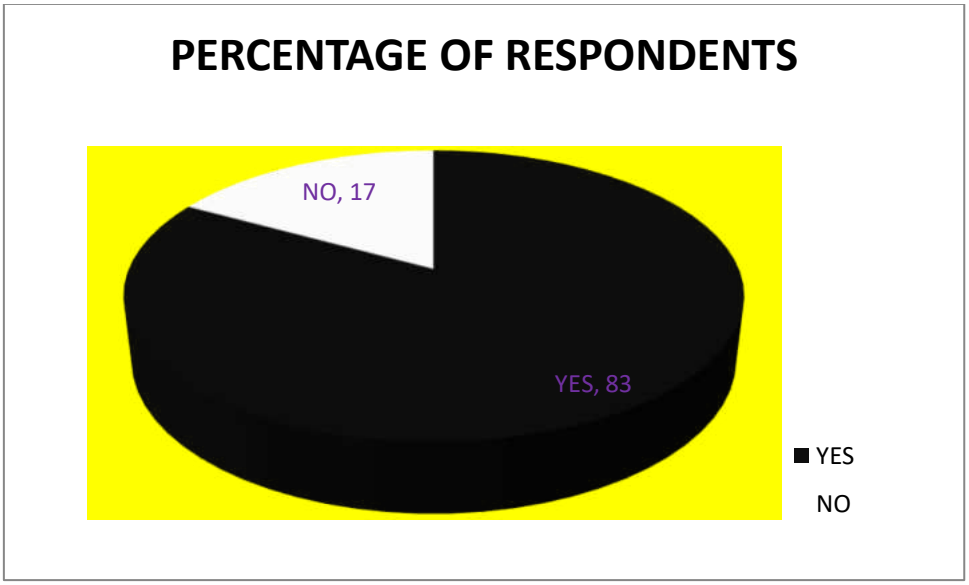


TABLE 3.32

OPINION ABOUT NO.OF VISITORS AFTER COVID 19

S.NO	PARTICULARS	NO, OF. RESPONDENTS	PERCENTAGE
1.	25% - 50%	3	5
2.	50% - 75%	14	19
3.	75% - 100%	50	69
4.	More than 100%	5	7
	TOTAL	**72**	**100**

SOURCE: Primary data

INFERENCE:

From the above data it is found that 69% of the respondents expressed that they are allowing 75% - 100% of visitors, 19% of the respondents said that they are allowing 50% - 75% of visitors, 7% of the respondents said that they are allowing more than 100% of visitors when first day first show of some special movies and 5% of the respondents expressed that they are allowing 25% - 50% of visitors to visit their theatres.

CHART 3.32

OPINION ABOUT NO.OF VISITORS AFTER COVID 19

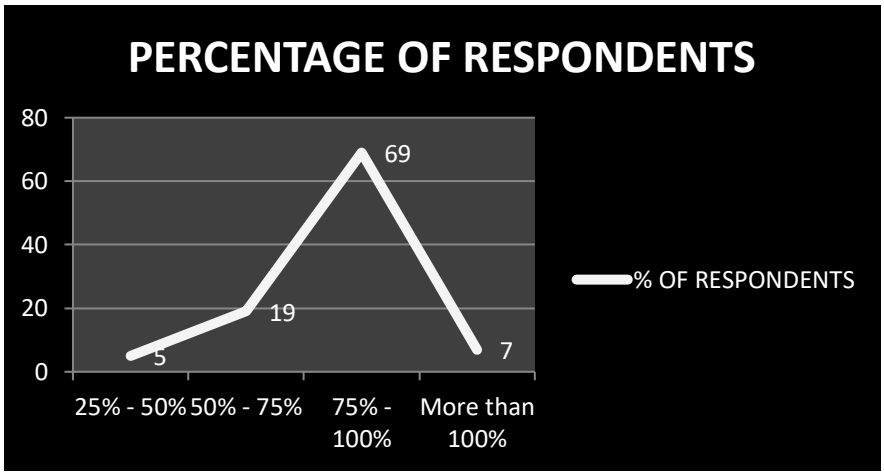


TABLE 3.33

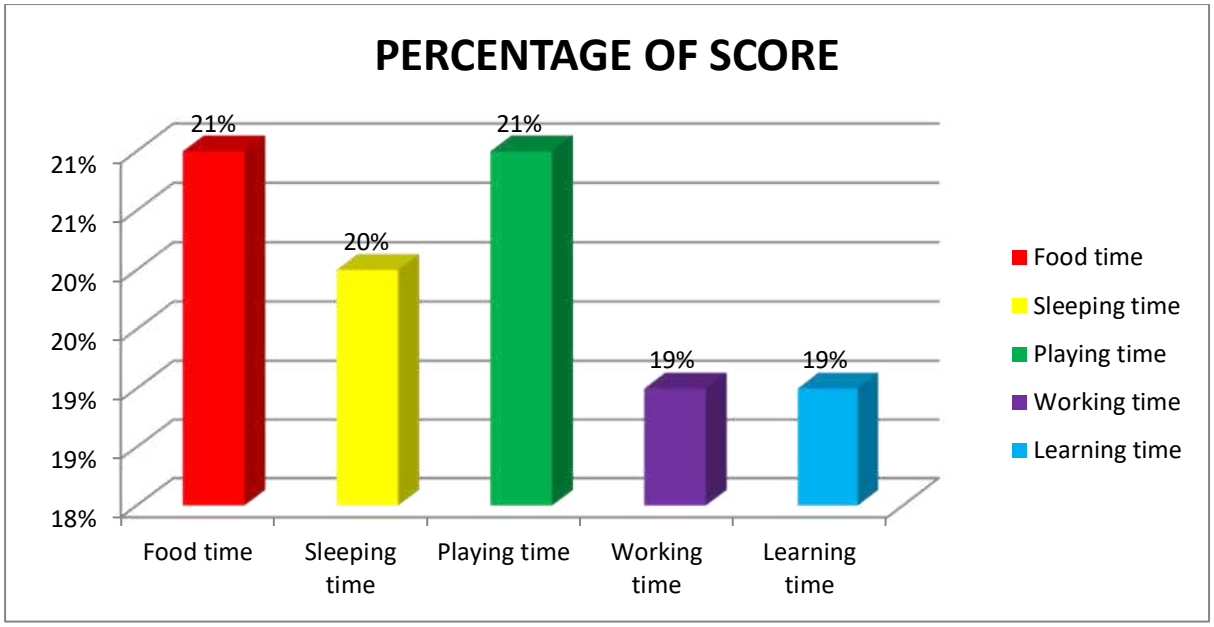
OPINION ABOUT CHANGE OF LIFE STYLE DUE TO LOCKDOWN

S.NO	PARTICULARS	RANK 1 (Strongly agree)	RANK 2 (Agree)	RANK 3 (Moderate)	RANK 4 (Disagree)	RANK 5 (Strongly disagree)
1.	Food time	45	15	12	-	-
2.	Sleeping time	38	20	14	-	-
3.	Playing time	40	16	4	2	-
4.	Working time	40	12	10	10	-
5.	Learning time	35	13	17	5	2

S.NO	PARTICULARS	R1	R2	R3	R4	R5	SCORE	% OF SCORE	RANK
1.	Food time	225	60	36	0	0	321	21%	2
2.	Sleeping time	190	80	42	0	0	312	20%	3
3.	Playing time	250	64	12	2	0	328	21%	1
4.	Working time	200	48	30	20	0	298	19%	4
5.	Learning time	175	52	51	10	2	290	19%	5
	TOTAL						**1549**	**100**	

CHART 3.33

OPINION ABOUT CHANGE OF LIFE STYLE DUE TO LOCKDOWN



SOURCE: Primary data

INFERENCE:

In this question, the respondents were asked to rank the day-to-day life timing changed by lockdown on a given scale strongly agree, agree, moderate, disagree and strongly disagree which is represent the scale 1 to 5 respectively. The particulars considered here are food times, sleeping time, playing time, working time, and learning time. For computing the total scores, certain weights have been assigned to various degree of option (like 1st rank- 5, 2nd rank- 4, 3rd rank-3, 4th rank- 2 and 5th rank- 1) by multiplying these weight with corresponding numbers of the respondents to get individual scores give total scores for concerned factors. This is a representative of different respondent's opinion. From the above table it is found that their food time have highly changed, playing time have changed, their sleeping time have changed moderately, their working time have not much changed and their learning time have not changed.

TABLE 3.34

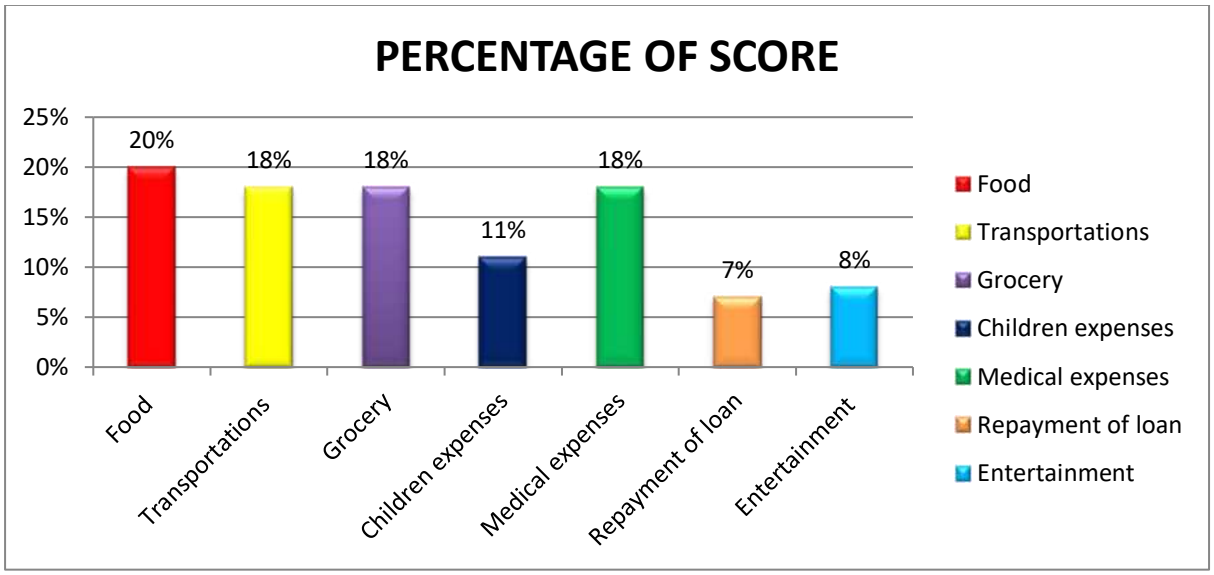
INCOME SPENT DURING PANDEMIC PEROID

S.NO	PARTICULARS	RANK 1 (Very high)	RANK 2 (High)	RANK 3 (Moderate)	RANK 4 (Low)	RANK 5 (Very low)
1.	Food	70	2	-	-	-
2.	Transportations	42	20	10	-	-
3.	Grocery	34	25	13	-	-
4.	Children expenses	-	10	36	23	2
5.	Medical expenses	50	10	12	-	-
6.	Repayment of loan	-	-	-	54	18
7.	Entertainment	-	-	-	62	10

S.NO	PARTICULARS	R1	R2	R3	R4	R5	SCORE	% OF SCORE	RANK
1.	Food	350	8	0	0	0	358	20%	1
2.	Transportations	210	80	30	0	0	320	18%	3
3.	Grocery	170	100	39	0	0	309	18%	4
4.	Children expenses	0	40	108	46	2	196	11%	5
5.	Medical expenses	250	40	36	0	0	326	18%	2
6.	Repayment of loan	0	0	0	108	18	126	7%	7
7.	Entertainment	0	0	0	124	10	134	8%	6
	TOTAL						**1769**	**100**	

CHART 3.34

INCOME SPENT DURING PANDEMIC PEROID



SOURCE: Primary data

INFERENCE:

In this question, the respondents were asked to rank how they had spent their income in pandemic period on a given scale very high, high, moderate, low and very low which is represent the scale 1 to 5 respectively. The particulars considered here are food, transportations, grocery, children expenses, medical expenses, repayment of loan, entertainment expenses. For computing the total scores, certain weights have been assigned to various degree of option (like 1st rank- 5, 2nd rank- 4, 3rd rank-3, 4th rank- 2 and 5th rank- 1) by multiplying these weight with corresponding numbers of the respondents to get individual scores give total scores for concerned factors. This is a representative of different respondent's opinion. From the above table it is found that the respondents had spent very high income for food, the respondents had spent high income for grocery, transportation and medical expenses, the respondents had spent moderate amount of income for children expenses, the respondents had spent low amount of income for entertainment expenses and the respondents had spent very low amount of income for repayment of loans.

TABLE 3.35

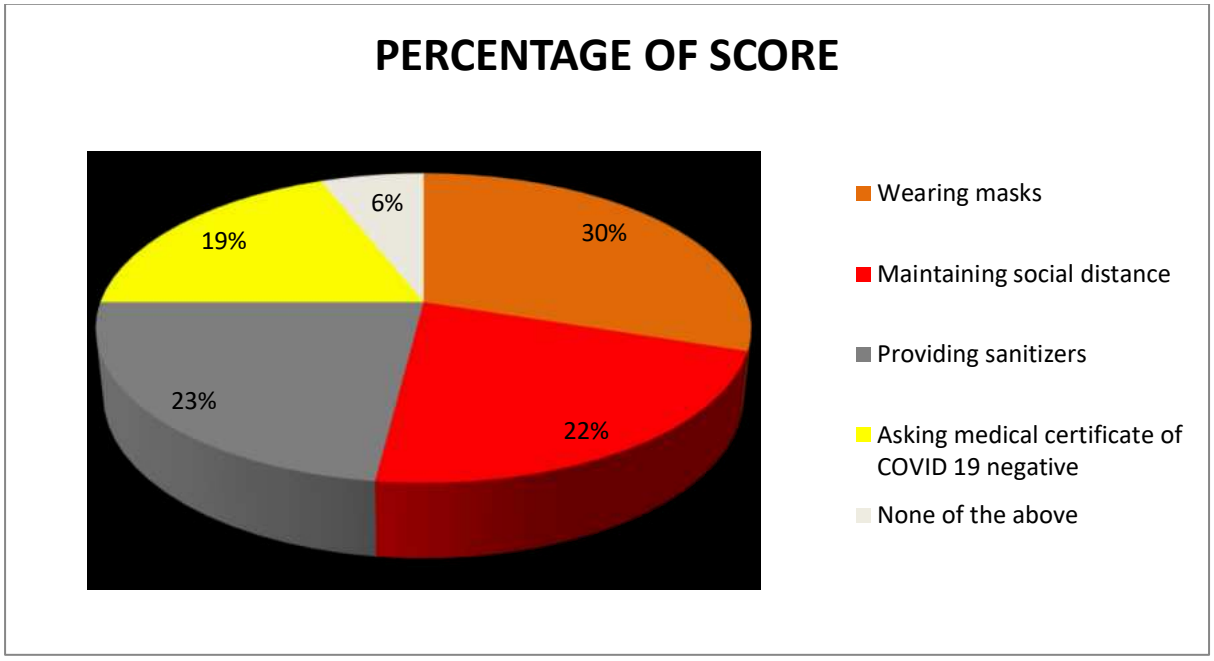
SAFETY MEASURES USED BY EMPLOYEES/ WORKERS

S.NO	PARTICULARS	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5
1.	Wearing masks	72	-	-	-	-
2.	Maintaining social distance	-	55	7	10	-
3.	Providing sanitizers	-	60	12	-	-
4.	Asking medical certificate of COVID 19 negative	-	22	34	16	-
5.	None of the above	-	-	-	-	72

S.NO	PARTICULARS	R1	R2	R3	R4	R5	SCORE	% OF SCORE	RANK
1.	Wearing masks	360	0	0	0	0	360	30%	1
2.	Maintaining social distance	0	220	21	20	0	261	22%	3
3.	Providing sanitizers	0	240	36	0	0	276	23%	2
4.	Asking medical certificate of COVID 19 negative	0	88	102	32	0	222	19%	4
5.	None of the above	0	0	0	0	72	72	6%	5
	TOTAL						**1191**	**100**	

CHART 3.35

SAFETY MEASURES USED BY EMPLOYEES/ WORKERS



SOURCE: Primary data

INFERENCE:

In this question, the respondents were asked to rank the precautionary measures followed by them in pandemic period on a given scale 1 to 5. The particulars considered here are wearing masks, maintaining social distance, providing sanitizers, asking medical certificate of COVID 19 negative. For computing the total scores, certain weights have been assigned to various degree of option (like 1st rank- 5, 2nd rank- 4, 3rd rank-3, 4th rank- 2 and 5th rank- 1) by multiplying these weight with corresponding numbers of the respondents to get individual scores give total scores for concerned factors. This is a representative of different respondent's opinion. From the above table it is clearly shows that the respondents followed the precautionary measures like wearing masks, providing sanitizers, maintaining social distance and asking medical certificate of COVID 19 negative.

CHAPTER – 4

FINDINGS AND SUGGESTIONS

CHAPTER – 4

FINDINGS:

- Majority **(56%)** of the respondents are female.
- Majority **(49%)** of the respondents are 20-30 aged persons.
- Most **(47%)** of the respondents are coming under others category like workers and supervisors.
- This study shows that majority **(50%)** of the respondents are earning 10000-20000 as income.
- Majority **(31%)** of the respondents are educated up to HSC.
- Majority **(51%)** of the respondents are working in shopping malls.
- This study reveals that **(93%)** of the respondents are not affected by COVID 19.
- This study shows that most **(83%)** of the family members of the respondents are not affected by COVID 19.
- Most **(47%)** of the respondents were quarantined for 1 week.
- This study shows that majority **(35%)** of the respondents were enjoyed during lockdown period.
- Majority **(47%)** of the respondents were lived without income during lockdown period.
- Majority **(79%)** of the respondents were did not find any alternative jobs to run their family during lockdown.
- Most **(39%)** of the respondents were borrowed money from relatives to run their family during pandemic period.
- This study reveals that majority **(58%)** of the respondents were used their bike/ scooty to travel in pandemic period.
- Majority **(37.5%)** of the respondents were felt difficult to by necessary products like milk, grocery and medicines because of unable to go out due to lockdown.
- This study shows that most **(42%)** of the respondents are saving 10% from their income usually.
- Most **(73%)** of the respondents were not saved any income during lockdown.
- This study reveals that majority **(39%)** of the respondents are say that 60%-80% of workers are allowed to work after reopening of malls and theatres.
- This study shows that most **(82%)** of the respondents were not compel to work more than their regular time of work.

- Majority **(68%)** of the respondents say that their employer did not provided any transport facilities to their worker to protect from COVID 19.
- This study reveals that all **(100%)** of the respondents provides sanitizers to their customers and visitors.
- Majority **(90%)** of the respondents are providing facilities for maintaining social distance to their customers and visitors.
- This study shows that most **(52%)** of the respondents say that they drew a circle/square to maintain social distance.
- Majority **(43%)** of the respondents received less than usual level of income during COVID 19 period.
- Majority **(57%)** of the respondents say that COVID 19 affected their interest of work.
- Most **(56%)** of the respondents say that they maintain cleanliness of malls and theatres by cleaning the frequently used place, using sanitizering products, special cleaning of toilets.
- Majority **(82%)** of the respondents say that theatres are missing movies opportunities.
- Majority **(93%)** of the respondents say that OTT tracks are affecting cinema theatres.
- Most **(31%)** of the respondents say that theatres are missing movies opportunities because of OTT tracks.
- This study reveals that most **(40%)** of the respondents say that they are providing Bookmyshow.com website for online ticket booking.
- Majority **(83%)** of the respondents say that there is a future for theatres without any struggles.
- Majority **(69%)** of the respondents say that they are allowing 75%-100% of visitors to visit now a day.
- This study reveals that most **(21%)** of the respondent's playing time have highly changed.
- This study reveals that majority **(20%)** of the respondents were spent high amount for food.
- Majority **(30%)** of the respondents were followed precautionary measures by wearing masks.

SUGGESTIONS:

- The employer and government should provide transport facilities to their workers during unavoidable situations and lockdowns.
- The employer has to increase the percentage of workers because they are struggling through various things.
- The restrooms of malls and theatres should be maintained hygienically to protect from COVID 19.
- The employer has to take in-charge of certain percentage of the education expenses of under privileged worker's children
- Day to day life timing of workers can change after the COVID also.
- The employer should provide certain some of money in respect of the precautions fund for their workers.
- Movies have to release through theatres because for the sake of off-screen workers and theatre employees.
- The arriving of OTT tracks have to reduce.
- All age group of people especially youngsters should support theatres released cinemas/ films.

CHAPTER – 5

CONCLUSION

CHAPTER – 5

CONCLUSION

The impact of corona virus pandemic on India has been largely disruptive in terms of economic activity as well as a loss of human lives. Almost all the sectors have been adversely affected as domestic demand and exports sharply plummeted with some notable exceptions where high growth was observed. An attempt is made to analyse the impact and possible solutions for some key sectors.

During COVID 19 period majority of the workers were affected by COVID 19 in all aspects especially in financial aspect. The workers were struggled to travel and faced many difficulties in pandemic period. The worker's day to day life timing has changed because of lockdown. The workers cannot run their family in a sufficient manner because they were become jobless during lockdown and many workers switch over to other jobs as well.

The workers face many difficulties to maintain their children. The employer followed many precautionary measures to prevent from corona virus. The toilets of malls and theatres were cleaned. After reopened of malls and theatres certain some of workers only allowed to work it is lead to poverty of the rest of the workers. There is no savings by the workers during lockdown. Over The Top (OTT) tracks are affecting cinema theatres. New movies are releasing through OTT tracks it is lead to the shutdown of theatres and jobless of theatres workers. If the arriving of new OTT tracks can be reduced then only there is a future for theatres.so we conclude that the workers are struggled by monetary and physical aspects.

ANNEXURE – 1

QUESTIONNAIRE

QUESTIONNAIRE

A STUDY ON IMPACT OF COVID 19 ON CINEMA THEATRES, SHOPPING MALLS AND SUPERMARKETS WORKERS IN THOOTHUKUDI.

1. Name :
2. Age(in years) :

   a) Below 20 b) 20 – 30 c) 30 – 40 d) 40 above
3. Gender :

   a) Male b) Female c) Transgender
4. Occupation :

   a) Student b) Professional c) Business d) others (specify) _____
5. Income level :

   a) Below 10000 b) 10000 – 20000 c) 20000 – 30000 d) above 30000
6. Educational qualification :

   a) SSLC b) HSC c) UG d) PG e) others (specify) _____
7. Nature of family :

   a) Join family b) Nuclear family
8. No of members in your family :

   a) 2 – 4 b) 4 – 6 c) 6 – 8 d) Above 8
9. Marital status :

   a) Married b) Unmarried
10. Are you working in :

    a) Cinema theatre b) shopping mall c) Supermarket
11. Did you affected by COVID 19?

    a) Yes b) No
12. Did anyone of your family affected by COVID 19?

    a) Yes b) No
13. If yes, who affected in your family?

    a) Spouse b) Children c) Parents d) Brothers e) Sisters f) No one affected
14. Did COVID 19 affect you by mentally?

    a) Yes b) No
15. How long you and your family members quarantined because of COVID 19?

    a) 1 Week b) 1 Week – 2 Week c) 1 Month d) Above 1 Month

16. How did you felt about lockdown?

a) Highly Enjoyed b) Enjoyed c) Highly Bored d) Bored

17. What was your income in COVID period?

a) Lesser than regular income

b) Regular income

c) Higher than regular income

d) Nil income

18. Did you find any alternative job in lockdown period?

a) Yes b) No

19. If yes, which type of job you did? (mention) _____

20. Did you feel hard to maintain your family during lockdown period?

a) Yes b) No

21. Did you borrow money to run your family during lockdown period?

a) Yes b) No

22. If yes, from whom you borrowed money?

a) Friends b) Relatives c) Bank d) Jewel loan e) not borrowed

23. How did you spend your income for the following in pandemic period?(✓)

(Amount spent during lockdown period)

Expenses	Very high	High	Moderate	Low	Very low
Food					
Transportations					
Grocery					
Children expenses					
Medical expenses					
Repayment of loan					
Entertainment					

24. Which transport did you used for travel in pandemic period?

a) Bicycle b) Bike/ Scooty c) Auto d) Bus

25. Did you face any difficulty to buy necessary products like milk, groceries and medicine?

a) Yes b) No

26. If yes, in which way?

a) Not available in shops

b) Unable to go out due to lockdown

c) Because of high cost

d) Unable to go out due to fear of COVID

e) Not affected

27. Do you think/feel that lockdown/pandemic situation changed your day-to-day life?

a) Yes b) No

28. If yes, how?(✓)

Timing	Strongly agree	Agree	Moderate	Disagree	Strongly disagree
Food time					
Sleeping time					
Playing time					
Working time					
Learning time					

29. How much you did usually saved from your income?

a) 10% b) 10% to 20% c) 20% to 30% d) 30% to 40% e) Nil

30. Rank pre COVID expenses of your family:

Expenses	Rank
Food expenses	
Transport expenses	
Education expenses	
Medical expenses	
Repayment of loan	
Entertainment expenses	
Clothing expenses	
Other expenses	

31. How much did you save from your income in CIVID period?

a) 10% b) 10% to 20% c) 20% to 30% d) 30% to 40% e) Nil

32. Rank your expenses during COVID:

Expenses	Rank
Food expenses	
Transport expenses	
Education expenses	
Medical expenses	
Repayment of loan	
Entertainment expenses	
Clothing expenses	
Other expenses	

33. After reopened of malls and theatres how many workers are allowed to work?

    a) 30% to 40% b) 40% to 50% c) 50% to 60% d) 60% to 80% e) 80% to 100%

34. Is there any precautionary measures taken by the employer against COVID 19?

    a) Yes b) No

35. If yes, rank the precautionary measures:

Precautionary measures	Rank
Wearing masks	
Maintaining social distance	
Providing sanitizers	
Asking medical certificate of COVID 19 negative	
None of the above	

36. Did your employer compel you to work more than your regular working time?

    a) Yes b) No

37. Did your employer provide any transport facilities to pick and drop you in a protective manner?

    a) Yes b) No

38. Did you provide sanitizers to your customer and visitors to prevent COVID 19?

    a) Yes b) No

39. Did you provide facilities to your customer and visitors to maintain social distancing?

a) Yes b) No

40. If yes, in what are the ways you provided?

a) Drew a square/circle and ask them to stand on the mark

b) Allowed only limited customers and visitors

c) Avoided crowd of customers and visitors

d) No prevention facilities had provided

41. How was your level of customers and visitors level after corona virus?

a) Normal/Usual level of

b) Higher than usual level

c) Lower than usual level

d) Very than usual level

42. Did COVID 19 affect your interest of work?

a) Yes b) No

43. Did you maintain cleanliness in malls/ theatres/ supermarkets?

a) Yes b) No

44. If yes, how?

a) Cleaning the frequently used place

b) Using sanitizing products to clean the floors and seats

c) Maintaining special cleanliness of toilets

d) All the above

45. Did maintaining and playing area of children in malls were specially cleaned?

a) Yes b) No

46. Are theatres missing movies opportunities?

a) Yes b) No

47. Do you think that OTT tracks movie release affect theatre business?

a) Yes b) No

48. Why theatres are missing movies opportunities?

a) Because of low visitors

b) Because of the fear of COVID

c) Because of OTT tracks

d) Not missing movies opportunities

49. Do you provide online ticket booking facilities to your visitors?

a) Yes b) No

50. Which online ticket booking websites do you used?

a) Bookmyshow.com b) PayTM c) Ticketnew d) justtickets.in

51. Do you hope there is future for theatres?

a) Yes b) No

52. Now are allowing full visitors to theatres?

a) Yes b) No

53. How many per cent of visitors are allowed in the theatre? a) 25% to 50% b) 50% to 75% c) 75% to 100% d) More than 100%

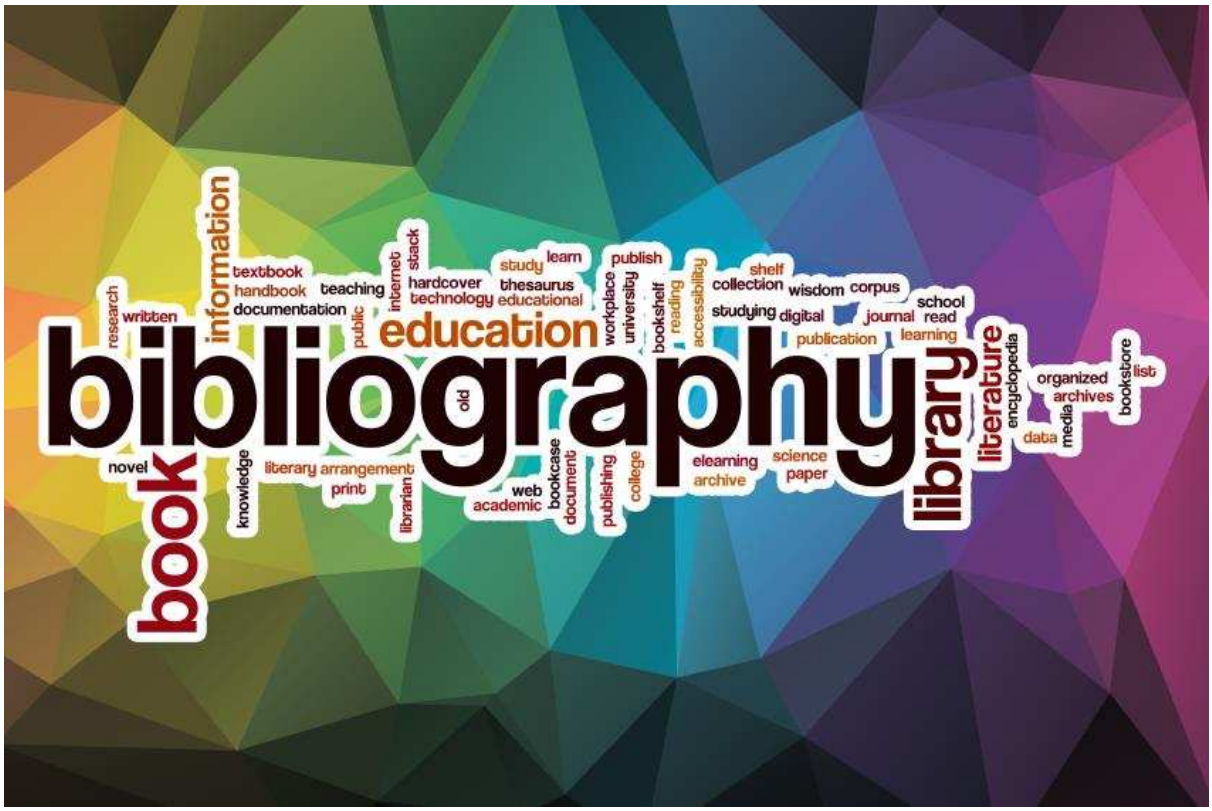
54. Did canteens in theatres and hotels in malls are cleaned well during COVID period?

a) Yes b) No

55. After COVID / pandemic situation level of satisfaction towards following aspects. (✓)

Aspects	**Highly Satisfied**	**Satisfied**	**Moderate**	**Dissatisfied**	**Highly dissatisfied**
New Work					
Workplace					
Salary / Wages					
Timing of work					
Customer approach					
New business					

ANNEXURE – 2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academic
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elearning
archive
science
paper

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ANNEXURE- 2

BIBLIOGRAPHY

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- ✓ **The customer rules – Lee Cockrell.**
- ✓ **Corona and related viruses – Levy and Gary.**

ARTICLES:

- ✓ **Digestive oncology in the COVID 19 pandemic era.**
- ✓ **COVID 10 and stroke an emerging association.**

"A STUDY ON SOCIO ECONOMIC STATUS OF FISHERMEN IN THOOTHUKUDI CITY"

Project submitted to PG and Research Department of Commerce

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

Bachelor of Commerce

Submitted by

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(RE-ACCREDITED WITH "A+" GRADE BY NAAC)

APRIL 2021

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DECLARATION

We hereby declare that the project entitled" **A STUDY ON SOCIO ECONOMIC STATUS OF THE FISHERMEN IN THOOTHUKUDI CITY"** is submitted in partial fulfillment of the requirement of the work done under the guidance and supervision of **Mrs. A. AMORA M.Com., M.Phil., SET**. This project has not previously formed the basis for the award of any degree , diploma , fellowship or any other similar titles and it represents entirely an independent work on the part of us.

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Place: Thoothukudi

Date: 10.04.2021

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CERTIFICATE

It is certified that this project work entitled **"A STUDY ON SOCIO ECONOMIC STATUS OF THE FISHERMEN IN THOOTHUKUDI CITY"** is submitted to **ST.MARY'S COLLEGE (AUTONOMOUS)**, affiliated to **MANONMANIAM SUNDARANAR UNIVERSITY,TIRUNELVELI,** in partial fulfillment of the 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 2020-2021 by the following students

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ACKNOWLEDGEMENT

First of all, we would like to thank Almighty Lord for this abundant blessing showered upon ourselves throughout this project.

We would like to express our special thanks of gratitude to our principal **Rev. Dr. Sr. A. S. J LUCIA ROSE M.Sc., PGDCA., M.Phil., Ph.D.**

We wish to express our heartfelt thanks to our Head of the Department **DR. G. STELLA BEATRICE NIRMALA M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT, DGT** and to our guide **Mrs. A. AMORA M.Com., M.Phil., SET, Assistant Professor, Department of Commerce, St. Mary's College (Autonomous)** for her relentless effort and encouragement and to our department staff who have helped us in our work.

We are grateful to our beloved parents for their encouragement and advice which helped us to make our efforts success.

We gratefully acknowledge all our friends, classmates, for their valuable help and suggestions during the course of this study. It is humble to thank our companion who assisted to complete the project.

Once again thank you for everyone who helped to do this project, we could not have pulled this off without them.

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LIST OF CHART

Table no	Description	Page no
3.1	Age of respondents	40
3.2	Monthly income of respondents	41
3.3	Type of family	42
3.4	The marital status of the respondents	43
3.5	The educational qualification of respondents	44
3.6	The other jobs choosen by the respondents	45
3.7	The household type of respondents	46
3.8	Experience of fishermen in fishing activities	47
3.9	The reasons for choosing fishing as their occupation	48
3.10	How respondents survived during lockdown	49
3.11	The communication method during emergency situation while fishing	50
3.12	Time spent for fishing activities	51
3.13	Satisfaction level about the income they earn	52
3.14	Ranking regarding the factor that affects while fishing	55
3.15	Savings from the income earned	56
3.16	Opinion of the respondents about the welfare scheme provided by the government	57
3.17	Working hours of people involved in fishing activities	58
3.18	Factors affecting the rate of fish	59
3.19	Survival ways of people during the fish ban period	60
3.20	Opinion about the future of fishing industry	61
3.21	Methods of selling fish catch	62
3.22	The lifesaving appliances used	63
3.23	Modern equipments used by the respondents	64
3.24	Chart showing "yes" or "no" opinion	67-68

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LIST OF TABLES

Table no	Description	Page no
3.1	Age of respondents	40
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3.11	The communication method during emergency situation while fishing	50
3.12	Time spent for fishing activities	51
3.13	Satisfaction level about the income they earn	52
3.14	Ranking regarding the factor that affects while fishing	53-54
3.15	Savings from the income earned	56
3.16	Opinion of the respondents about the welfare scheme provided by the government	57
3.17	Working hours of people involved in fishing activities	58
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3.19	Survival ways of people during the fish ban period	60
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3.21	Methods of selling fish catch	62
3.22	The lifesaving appliances used	63
3.23	Modern equipments used by the respondents	64
3.24	Table showing "yes" or "no" opinion	65-66

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CONTENT

CHAPTER	TITLE	PAGE NUMBER
I	INTRODUCTION	1-8
II	PROFILE OF THE SUDY	9-37
III	ANALYSIS AND INTERPRETATION	38-71
IV	FINDINGS AND SUGGESTIONS	72-77
V	CONCLUSION	78-79
ANNEXURE-I	QUESTIONNAIRE	80-85
ANNEXURE-II	BIBLIOGRAPHY	86-87

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CHAPTER-I

INTRODUCTION

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CHAPTER-I

1.1 INTRODUCTION:

Thoothukudi is a port city, a municipal corporation and an industrial city in Thoothukudi district in the Indian state of Tamil Nadu. The city lies in the coromandel coast of Bay of Bengal. Thoothukudi is the capital city of Thoothukudi district.

According to confederation of Indian industry Thoothukudi has the second highest human development index in Tamil Nadu. The majority of the people of the city are employed in salt pans, sea -borne trading, fishing and tourism .

The 21 islands between Thoothukudi and Rameshwaram shores in the Gulf of Mannar are noted as the first marine biosphere reserve of India and have arounded 36000 species of flora and fauna. This protected area is called Gulf of Mannar marine national park it is one of the major seaports in India with a history dating back to the 6th century ad. It is one of the oldest sea port in the world.

GEOGRAPHY:

Thoothukudi is located about 590 kilometers from southwest of Chennai, 190 kilometers from northeast of Thiruvananthapuram and 580 kilometers from southeast of Bengaluru and 125 kilometers from the Gulf of Mannar.

The region, surrounding Thoothukudi is liberally dotted with rain fed tanks , red soils found on the southern side of the Thoothukudi town is composed quartz and variable quantities of fine red dry dust. The port is an all weather one. The beach of Thoothukudi is featured with calm breeze and very low waves.

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DIFFERENT NAMES OF THOOTHUKUDI:

Thoothukudi district is also called as "PEARL CITY" due to the pearl fishing carried out in this area at ancient time. It is also called as "SEA GATEWAY OF TAMILNADU". Thoothukudi is a part of the pearl fishery coast and is known for its pearl fishing and shipbuilding industries. The ancient name of Thoothukudi is "KORKAI". Now, the city officially called as "TUTICORIN."

HISTORY OF THOOTHUKUDI:

The city is believed to be of significant antiquity and has been ruled, at different times, by the Early Pandyas, Medieval Cholas, Later Pandyas, Malabar Sultanate, Tirunelveli Sultanate, Vijayanagar Empire, Madurai Nayaks, Chanda Sahib, Portuguese, Dutch and the British. Thoothukudi was settled by the Portuguese, Dutch and later by the British east Indian company. Now, the city is controlled by the Thoothukudi municipal corporation covering an area of 353.07 kilometer square. It has been a centre for maritime trade and pearl fishery more than 2000 years.

FISHERMAN:

Fishermen are also called as fisher. Fishermen is a person who catches fish or other animals from a body of water for living or for sports. Worldwide there are about 500 million people in developing countries depends on fisheries and aquaculture and worldwide there are about 38 million subsistence fishers approximately. In Thoothukudi city there are nearly 82567 fishermen.

FISHING INDUSTRY:

The fishing industry includes any industry or activity based on processing, preserving, storing, exporting, transporting, marketing, selling fish or fish products. The commercial activities of fishing industry is aimed at the delivery of fish, other animals and other products like pearl, conch, salt, etc., for human consumption or as input factors in other industries.

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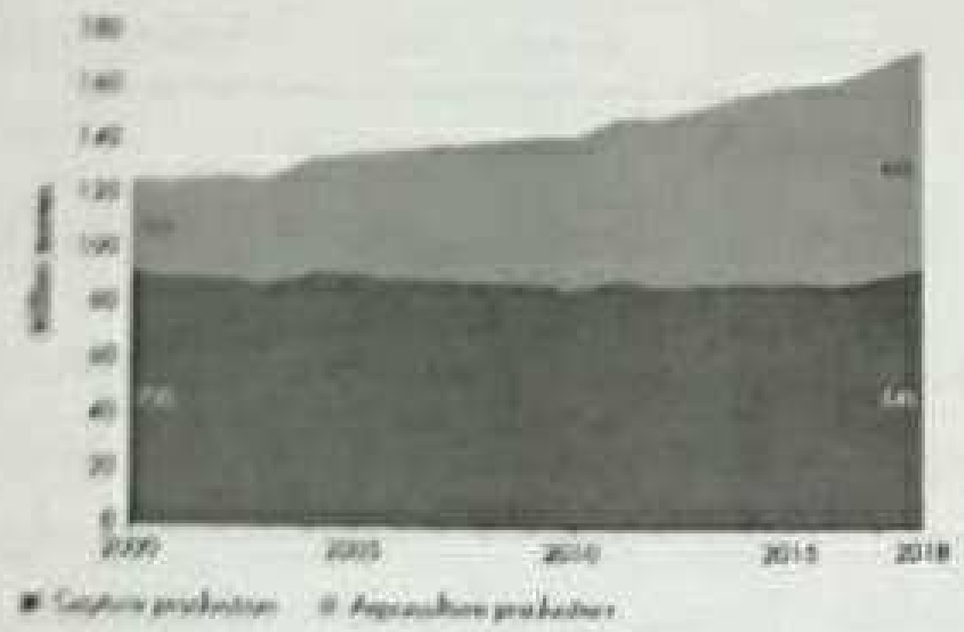
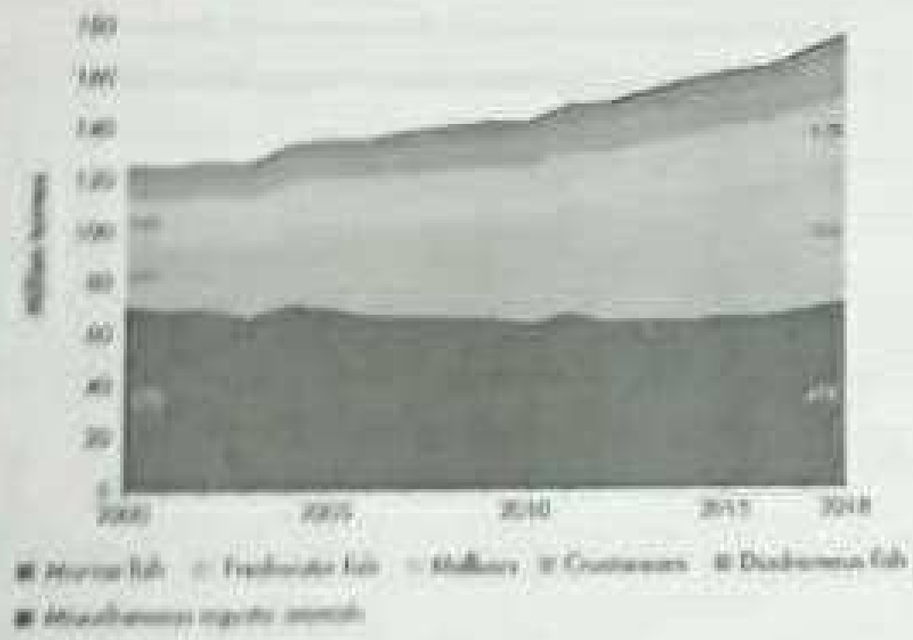
World capture fisheries and aquaculture production from FAO's statistical yearbook 2020





1.2 OBJECTIVES OF THE STUDY:

- To know about the social status of fishermen.
- To bring out the economic challenges faced by fishermen.
- To analyse more about the government schemes available for fishermen.
- To study about the expenses made by the fishermen.
- To find how lockdown affected the life of fishermen.

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1.3 STATEMENT OF PROBLEM:

In Thoothukudi most of the people prefer to work in fishing industry. Now a days the resources are very much needed. Utilities of the sea resources are less than the expenses they spent. These factors impact the psychology of the fishing people in their work. Questionnaire and interview are relevant for this study. It will reflect the expectations of the fishermen and the reality they are facing in their work and sea.

1.4 REVIEW OF LITERATURE:

Sweatha Natarajan (2010) in her study stated that level of education among the members of the fishing community is poor. However, there are noticeable differences in the level of education between urban and rural fishing villages. While most of the children of the urban fishing villages manage to complete high school, the children in the rural villages are forced to discontinue at the high school level, due to financial issues.

Asha Krishna Kumar (2010) in her study stated that fisherfolk along the rural coastal areas live in damaged huts and their living condition is poor ,infrastructure facility like housing ,sanitization and health care are major problems facing the fishing community .majority of the people are lagging in literacy and education.

Vhankade (2011) in his study pointed out that government lends money to the cooperative societies in the form of loan and subsidies. Likewise they also assist economically backward people in coastal region for the purpose of fishery and fishery business when to increase their standard of living .the fishermen cooperative society provides small credit to the poor fishermen so as they needful capital for their fish business ad they can raise their income with the help of this credit.

Aswathy N.A.; Shanmugam T. R.; & Sathiadhus R.-(2011)- central marine fisheries research institute – Kochi – India – economic viability of mechanized fishing units and socio economics of fishing ban in Kerala - the study revealed that, in open access unregulated marine fisheries, the viability of a fishers unit greatly influences the entry or exit of vessels in the fishing industry. The paper analyses the friability of various mechanized fishing units in the Kerala state using different economic and financial indicators. Socio-economic impact of fishing ban on fishing labour was also worked out and suggestions were given for improving the livelihood security of fish workers.

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Barbosa (2002) in his study "FISHING FOR A HIGH LIVING" states that the mechanized fishing in Goa is done without any proper regulations. There is no license system for trawlers in the state. Once a trawler owner registers his trawler, he need not approach any government department again. The state of Goa has 1128 registered trawlers and this is far above the saturation point. He suggests that there is a need to regulate the number of trawlers that go in the sea and their expedition schedule. The author strongly feels that there is a need to redraft the laws and to control the mesh size.

Khader Vijaya; Sattiadhas R. & Mohamad Leasim H. (2004)- role of women in fisheries in coastal eco-system of Andhra Pradesh, Karnataka, Kerala and Tamil Nadu 15-12-2004 states that fish eaters in the study area comprise 47 per cent of the total population ranging from 237 per cent in Tamil Nadu to 85 per cent in Kerala. Though the position of Tamil Nadu in terms of numbers of coastal districts and possession of coast line including the number of landing centers is envious, the number of fish eaters in the state is minimal. Andhra Pradesh employs 32 per cent of its fisherwomen in fish caring / drying / net making and 27 per cent in processing plant works.

1.5 AREA OF STUDY:

The study about socio economic crises faced by fishermen in Thoothukudi is related to the geographical area of Thoothukudi. Thoothukudi is officially known as Tuticorin, a port city and a municipal corporation and an industrial city in the Indian state of Tamil Nadu. Thoothukudi has the second highest human development index in Tamil Nadu next to Chennai.

1.6 PERIOD OF STUDY:

The study has been done for a period of five months from December 2020- March 2021.

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1.7 SCOPE OF STUDY:

Fishing industry is one of the largest industries in the world. It is the part of the economic growth of country. The study about problems faced by fishermen is felt relevant and an attempt is being made to analyse the problems of fishing people in detail. The study done by the ascertaining the factors that motivate the people to do fishing and works relate to fishing, government schemes etc., the study also aims at analysing the level of their satisfaction from the benefits and to instruct about the government schemes available for the fishing people.

1.8 LIMITATIONS:

- Due to the time constraints, only the most important information has been taken for the study.
- Some of the respondents are uneducated so the researcher had to use the interview schedule.
- Some of the replies from the respondents may be biased.
- Mistakes can occur in recording observations or inaccurate use of measuring instruments.

1.9 METHODOLOGY:

The primary methods of data collection that is questionnaire technique was used to collect the data required. Convenience sampling method has been adopted for the study and also about 66 samples have been collected for the study.

PRIMARY DATA:

To achieve the objectives of the study the primary data have been collected through questionnaire with direct interview through Google forms to avoid paper and pen. This questionnaire aims to gather information related to fishing people's expectations and observations.

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SECONDARY DATA:

Secondary data was collected through journals, books, magazines and internet.

1.10 SAMPLING DESIGN:

In this study convenience sampling was used to collect the data from 66 respondents through questionnaire in Google forms.

1.11 FRAMEWORK ANALYSIS:

The following statistical tools have been used to analyse

- Bar diagram
- Pie charts
- Columns
- Tabulations
- Percentage analysis

1.12 CHAPTERIZATION:

CHAPTER-I	-	Introduction
CHAPTER-II	-	Profile of the study
CHAPTER-III	-	Analysis and interpretations
CHAPTER-IV	-	Findings and suggestions
CHAPTER-V	-	Conclusion
ANNEXURE-I	-	Questionnaire
ANNEXURE-II	-	Bibliography

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CHAPTER-II

PROFILE OF THE STUDY

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CHAPTER-II

INTRODUCTION:

Fishing has been one of the oldest economic activities of the human race. It comes next to agriculture. Fishery is an important sector in most of the developing and developed countries in respect of income and employment. Millions of people are involved in fishing and fish trading for many years. Directly or indirectly they depend upon fishing for their living. The fisheries sector contributes over 1%of India's Gross Domestic Product (GDP) and directly supports the livelihood of 16 million people.

The fishing industry involves a multitude of activities on a day-to- day basis. These include fish catching, harvesting and processing, transportation, distribution and marketing. Fishermen catch fish mainly from rivers, ponds, canals, backwaters and oceans.

A large number of methods are used for catching fish ranging from trawling, angling, netting, spear fishing, hand gathering and trapping.

TAMILNADU FISHERIES DEPARTMENT

The state of Tamil Nadu is blessed with an Exclusive Economic Zone (EEZ) of 1.9 lakh sq.km, contributing 5.209 lakh tons of marine fish products. Tamil Nadu exported 1, 28,845 MT of marine products and earned a foreign exchange of Rs. 5591.49 crore.

Tamil Nadu is enriched with Marine, Brackish water and Inland fishery resources amenable for capture and culture fisheries. Substantial focus is being given on the economic and social dimensions of fishery resources. The Indian Fisheries Act, 1872 enacted by madras presidency paved way for the formulation of fisheries legislation across India. India is the 2nd largest producer of fish in the world and of inland fish production. Tamil Nadu ranks 4th in the total fish production of our country.

The per capita consumption of fish in Tamil Nadu is 9.38 kg as against the recommended requirement of 11.60kg. With an increase in demand for fish, there is a need for augmenting the overall fish production of the State substantially from all available fishery resources.

Aquaculture is emerging as a prominent activity for enhancing fish production and income generation in rural areas integration of fish culture with agriculture has proved to be an option for augmenting the productivity from aquaculture systems.

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TYPES OF BOATS:

CENTRE CONSOLE BOAT:

- **Boat Length :**

  14 to over 50 feet

- **Construction :**

  Usually fibre glass hull in a wide range of designs, with deep - and modified V

- **Description:**

  Often called "open fishermen", for its open deck layout, center console, narrow single cockpit space fore and after. It accommodates live wells, fish boxes, T- tops, Outriggers and abundant storage.

- **Propulsion:**

  Single or multiple outboards or stern drivers.

- **Purpose:**

  Adaptable to all fishing situations and waters, depending on size and rigging.

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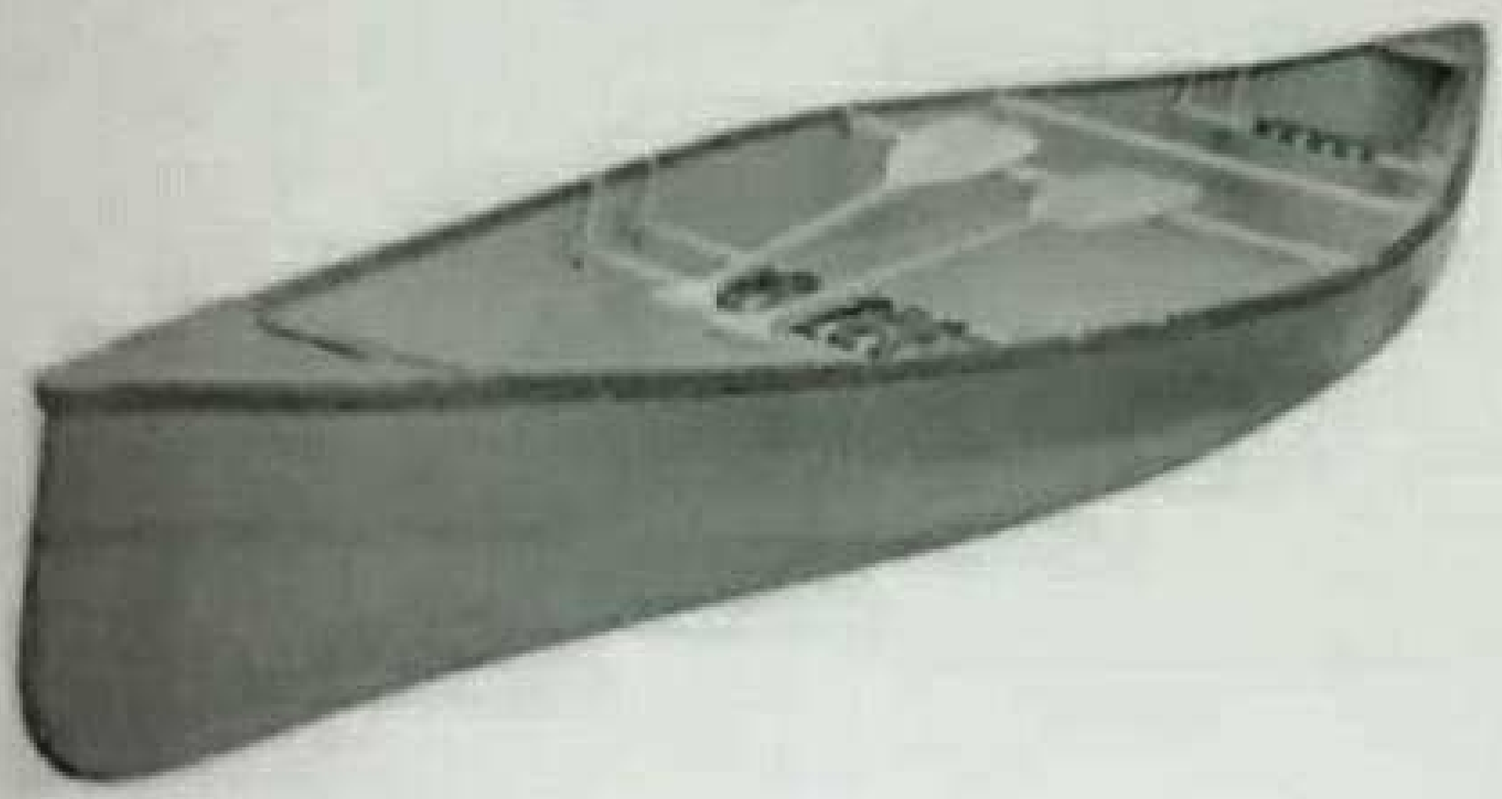
CANOE:



- **Boat Length :**

  12 to16 feet

- **Construction :**

  Wood , aluminium, fibreglass or moulded plastic

- **Description** :

  Lightweight narrow and usually pointed at bow stern to accommodate a small motor

- **Propulsion** :

  One or two paddlers with a single bladed paddle

- **Purpose**:

  Inshore fishing in protected waters.

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KAYAK:

- **Boat Length :**

  8 to 16 feet

- **Construction :**

  Wood, aluminium, fibreglass or moulded plastic

- **Description :**

  Narrow and usually pointed at bow and stern. Design may be covered or sit on top design

- **Propulsion:**

  One sometimes, two people with double bladed paddles.

- **Purpose :**

  Inshore fishing

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FLATS SCOOTER

- **Boat Length :**

  16 to 22 feet

- **Construction :**

  Fibreglass flat bottomed platform like hull

- **Description** :

  Centre console, low freeboard, lacks gunwales for wading anglers' ease in getting on and off , often extensively customized with towers and fishing amenities

- **Propulsion:**

  Single outboard

- **Purpose**:

  Inshore fishing, especially in wading depths.

- **Propulsion** :

  Oars, single , small outboard or electric trolling motor

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Outboard motors are most common type of boat propulsion , found on most freshwater fishing boats. They are self – contained engine units mounted to rear wall known as the transom of the boat.

Each unit has an engine, propeller and steering control in most units, cables attached to the steering .To make it easier to move the boat in and out of the water, the entire motor unit can be pivoted up and out of the water.

Two –cylinder and three cylinder models are the most common but very large outboard motors are also available.

STERN DRIVERS:

The engine is mounted forward of the transom, with an halt that goes through the transom to the drive unit located outside the boat below the water.

Similar to the outboard unit this portion of the engine has a propeller and acts as a rudder to steer the boat. Like an outboard, the lower drive unit on a stern drive can be pivoted up to facilitate moving boat in and out of the water.

COMMUNICATION METHODS USED BY FISHERMEN:

A peaceful day at a sea can suddenly turn into complete chaos. Even if they have years of experience, there's always a chance that something can go wrong when sailing

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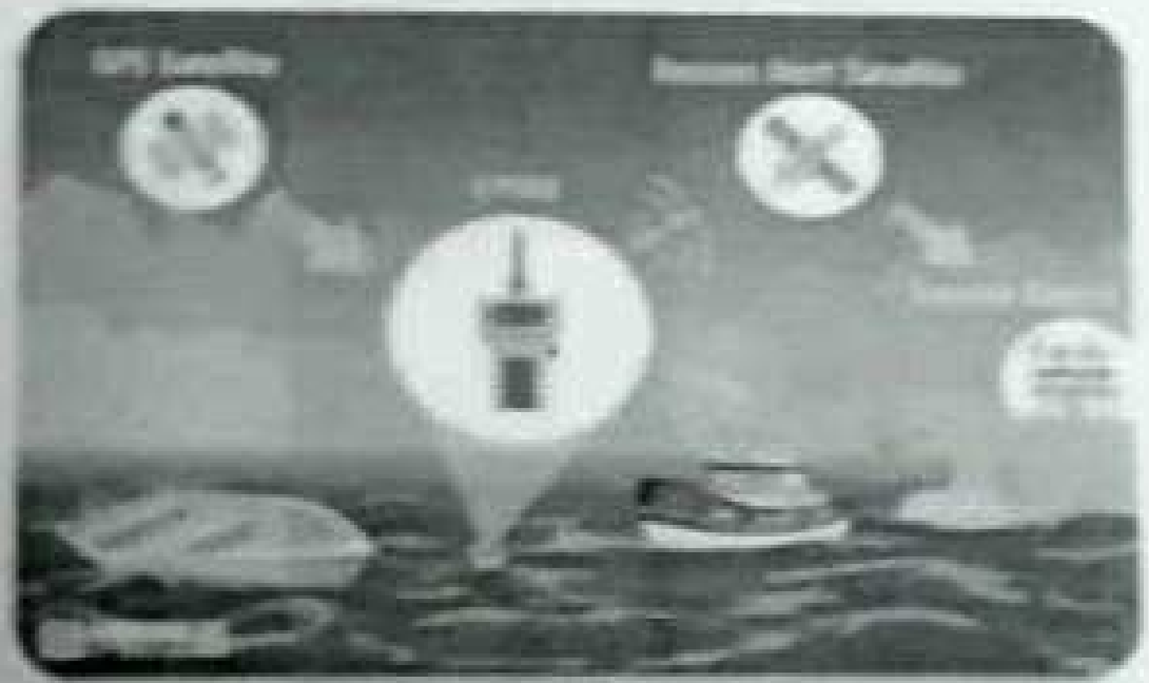
Communication is necessary these times. There are various devices available that can ensure safety and ensure the success of maritime adventures such as a marine GPS, a marine VHF radio and a marine VHF antenna.

EPIRB:

This is something every skipper should have on board their vessel is an Emergency Position Indicating Radio Beacon (EPIRB). An EPIRB is a distress signal that is made specifically for mariners. When an emergency arises this device sends out a signal to search and rescue professionals when trouble strikes , the EPIRB sends out a coded message through the Cospas Sarsat , a free network that can by sailors around the globe . The distress signal is transmitted via earth and satellite stations to the rescue station that is closest to the distress vessel. Additionally, an EPIRB sends out a homing signal that sends out a homing signal that aids search and rescue services either finding the originating location of the distress signal.



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VHF RADIO:

A marine VHF can be used as an emergency radio as one can use it send out signals for help plus it can be used as a weather radio and simply for communicating with other boaters

They are fixed mounted units with more range and handheld ones with more versatility .VHF stands for Very High Frequency sending and receiving marine radio communication by line of sight . The frequency range between 156 and 174 MHz

SEARCH AND RESCUE TRANSPONDER (SART):

SART is extremely vital equipment on the ship as it performs the job of a signal man. It is a vital equipment on the ship asit performs the job of a signal man it is a vital machine during distress for it helps in locating the position of the vessel in case it goes off track. SART are made of waterproof components which protects it against damage by water.

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SART are essentially battery operated hence can be operative for a long time .SARTs are of use in ship , lifeboats and life rafts. They are most supportive machines in case of an unprecedented emergency .SARTSs are designed to remain afloat on the water for a long time in case the vessel finds itself submerged in water. SART is basically an electronic device that automatically reacts to the emission or interrogation by radar. This enhances the visibility of the party in need of assistance on the radar display (PPI). They operate on the 9 GHz band and only transmit when they are switched on when interrogated by the radar.

LIFE SAVING APPLAINCES:

LIFE RAFT:

Life rafts are provided as a life saving appliance on every seagoing merchant in addition to lifeboats.

Life rafts are much easier to launch as compared to lifeboats and in case of emergency situations, evacuation from the ship can be done manually launching any of them as the life rafts are designed with an auto inflatable system. Life rafts are stored in a fibreglass container, incorporated with a high pressure gas used for inflating life raft at the time of emergency.

A Hydrostatics Release Unit (HRU) is connected to raft container and ship, which release the raft even after the ship sinks in water. The basic survival items are already stored in the raft which includes rations, pyrotechnics, life jackets etc

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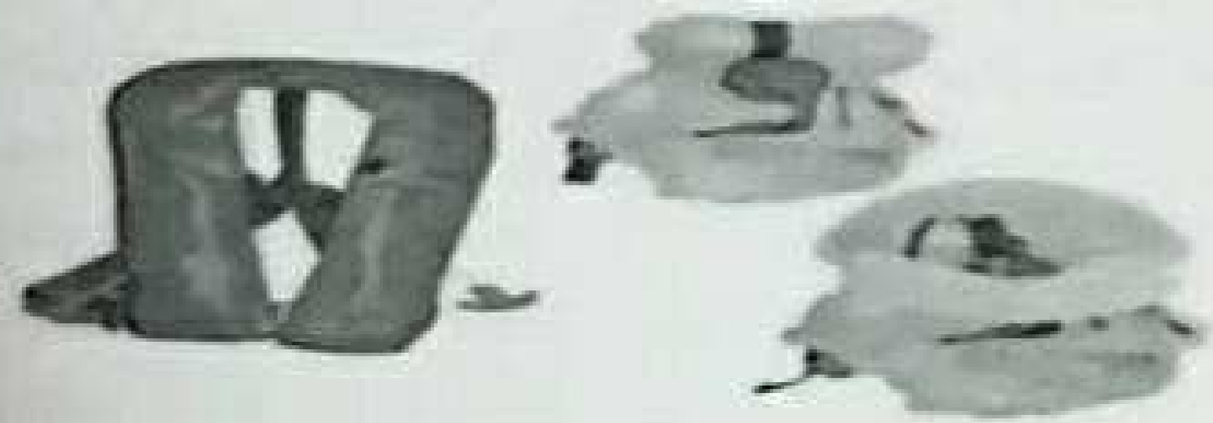
SURVIVAL SUIT:

The survival is something that is worn by fishermen who fish in extremely cold temperatures.These fishermen keeps wearing the immersion suit continuously in order to make sure that their bodies do not lose heat and are kept continuously warm and insulated.

INFLATABLE IMMERSION SUIT:



This rescue suit do not fully cover the person's body. The inflated suit only covers a person's body. The inflated suit only covers a person's hands and legs, thus helping to keep the person afloat and safe in emergency situations .Because of the compactness of the suit, this suit is easier to carry and transport than the other suit.

Certain immersion suit are also inbuilt with an emergency torch, a whistle and a tagline that can be attached to the suit of the person who is being rescued .This tagline , also known as buddy line ,is provided to make sure that all the people are together and no person gets lost in water.

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METHODS OF SELLING FISH:

SELLING AT AUCTION:

Most country fishermen prefer to sell their catch in the auction because they can sell it at a higher price. The fishermen who catches fish directly from the sea likes to sell their catch at auction.

SELLING TO WHOLESALERS:

Some fishermen sell to wholesalers. These wholesalers will in turn sell it to small scale retailers.

SELLING TO CONSUMERS:

Some fishermen sell their catch to the consumers directly and in the auction as well. But the price they charge for direct selling may vary with the price they charge for selling through biding.

CHALLENGES FACED BY FISHERMEN:

Everyday survival is a big challenge for fishermen. They work in harmony with the nature putting their life at risk. So the challenges faced by them are also huge. If examined closely many small scale fishing communities have high levels of poverty. The small and medium scale fishers find it hard to get market access. They cannot afford large boats so they take small ones sufficient for their needs. They do not have control over the tides while fishing. So they risk their life often. Any unexpected tides or natural disturbances cost their life .Even though they have such difficulties they still continue to do fishing. As it has been their only traditional job. Some people cannot think of any other profession other than fishing because of their educational qualification.

Most of the fisher folks cannot think about any other profession due to the fact that they do not possess any fancy degrees. Thus they cannot switch their profession. The fisher folks may also face difficulties in the sea while fishing. Continuous labour done by them in the mid sea may affect their health conditions but they put all those things aside to manage their family. The hard work done by the fishermen are not recogonized properly by others. Often they do not get the basic wages.

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The wholesaler or retailer or any person who buy sea foods from the fishermen sell them at a price higher than what they paid to the fishermen. This is the saddening part in the lives of the fishermen and it has also been the worry of the fishermen community that the people who do not work in the sea day and night are generating more income than the actual fishers who does fishing on shore. They are unable to sell their product in the in the price they wish to sell.

Also country men are affected by big boats as they violate the rules of the government. Every year there comes a fish ban period for fish breeding in the month of April to July. The fishermen who use small boats such as catamaran will not do fishing on these days. But they are disheartened to the fact that those big boat fishers cross their limits on fish catch which results in depletion of resources.

INCENTIVE SCHEMS PROVIDED BY THE GOVERNMENT:

The government provides utmost importance for protecting the traditional fishing rights of the fishermen and also has introduced many need based fishermen welfare activities to ensure social safety and security of fishers. All requisite measures taken by the government to strengthen the fishery infrastructure improving rural economy through integrating fish culture.

The state government is focused to achieve a fish production of 10 lakh tons from the present production of 6.88 lakh production thereby, plans to double the exports from the present 1.28 lakh MT to2.50 Lakh MT in the next years in the sustainable manner.

ON GOING SCHEMES:

The following 3 new NADP schemes to tune of Rs. 5.20 Crore have been sanctioned during the year 2020-2021:

1. Development and transfer of Seaweed Farming Technology as an alternative employment option.
2. Up scaling of Biofloc production technology for shrimp culture.
3. Establishment of demonstration units for nursery.

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TAMILNADU FISHERMEN WELFARE BOARD (TNFWB):

Tamil Nadu Fishermen Welfare Board was established in 2007 with a view to ensure social security and wellbeing of fishers and labours engaged in fishing activities and its allied activities.

A total of 4.82 lakh members were enrolled in Tamil Nadu Fishermen Welfare Board. Collection of contributors is being made through various receipts from the members. The member contribution is Rs.20 per member other receipts being 7% of fishery lease amount.

STATE GOVERNMENT SCHEMES:

The state government of Tamil Nadu has released a total amount of Rs.296.85 crore under various marine fisher welfare schemes.

SUPPLY OF TAX EXEMPTED HOGHJ SPPEED DISEL ((HSD) TO THE TRADITIONAL CRAFTS :

The government of Tamil Nadu provides tax exempted HIGH SPEED DISEL TO MECHANIZED FISHING BOATS AT THE RATE OF 18000 litres per year and to motorized country crafts at the rate of 4000 litres per year registered with the state fisheries department .This scheme is continued in the year 2020-21

DAILY RELIEF TO THE FAMILIES OF MISSING FISHERMEN:

The state government is providing daily allowance of Rs.250 per day to the families of fishermen who went missing while fishing at sea .

During 2019-2020, a sum of Rs.11.10 Lakh has-been released as a relief to 23 missing fishermen. This scheme is continuing in the year 2020-21

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SUPPLY OF INSULATED ICEBOXES:

During 2019-20 Fisheries cooperative Federation has supplied iceboxes to traditional fishermen under National Development Programme (NADP) at 50% subsidy assistance.

FISHERIES COOPERATIVE SOCITIES:

The Fisheries co operative societies play a pivotal role in the upliftment of fishermen and fisherwomen in the State. The department is executing various welfare schemes to fishermen through various Fisheries Cooperative Societies .They are operating full time and part time fair price jobs.

KISAN CREDIT CARDS (KCC) TO FISH FARMERS AND FISHERS:

In pursuance to the announcement of Government Of India, the necessary steps have taken to extend the facility of Kisan Credit Card in Fisheries sector to help fishers meet their needs. Under KCC facility, the eligible fish farmers have the credit limit of 2 lakhs to meet their working capital requirements.

Interest subvention for fishermen is allowed at 2% per annum at the time of distribution of Loan and additional interest of 3% per annum in case of prompt payment as Prompt Repayment Incentives In Tamil Nadu so far 15,891 applications have been received from fishers and 14, 369 applications have been forwarded to bankers to State Level Bankers committee.

FISHERMEN HOUSING SCHEME:

The government of Tamil Nadu has sanctioned a sum of Rs. 85 crore under Prime Minister Awaas Yojna (PMAY) scheme to construct 5000 houses to the Inland and Marine fishermen .3098 fisher folk have been so far benefitted under this scheme.

This scheme meant for housing is all extended to 2020-21.

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REVOLVING FUND:

Revolving fund has been created by the government of Tamil Nadu for providing immediate relief assistance to the fishermen whose boats /fishing implements/ houses are damaged due to unforeseen circumstances .An amount of Rs.10 lakhs each was allocated to the 13 coastal districts totalling of Rs. 1.30 crore was provided to the coastal District Collectors.

EXTENSION ACTIVITIES:

The fisheries department is equipped with an extension and training wing to disseminate the welfare schemes of the government and to transfer the research findings effectively to the fisher and stakeholders.

The fisheries department participates in various exhibitions', tourism and trade fairs. Awareness campaign on fishery resources management, sea safety measure , hygienic handling of fish ,cleanliness in fishing harbour, plastic threats to organisation are being organized regularly .

Fishermen grievance day and fish farmers meet are also being conducted periodically. Annual day s like national fish farmers day are celebrated.

Quarterly newsletter **'Meenvala Kalanjiyam'** in Tamil is being published with information on various Government schemes, success stories of fish farmers and recent updates in fishery sector.

CENTRALLY SPONSORED NATIONAL SCHEME FOR WELFARE OF FISHERMEN:

The centrally sponsored scheme is operated through states and has the following components

- Development of model fishermen villages
- Group Accident Insurance for Active fishermen
- Saving cum-relief fund

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DEVELOPMENT OF MODEL FISHERMEN VILLAGE:

Under this component, the eligible fishermen , the eligible fishermen in would be provided with basic civic amenities like houses, drinking water .The state should keep the said criteria in view while selecting beneficiaries for allotment of houses under the scheme:

The beneficiary should be an active fishermen identified by the State Government. Preference should be given to fishermen below poverty line and to landless fishermen owning land may also be considered for allotment of house under the scheme

Cost of development would be shared equally by the Central Government and State governments subject to the conditions.

HOUSING:

A fishermen village may consist of not less than10 houses. There is no upper limit for the number of houses to be constructed in a village, which would depend on the number on the number of eligible fishermen in that village. However the State Governments may ensure an equitable distribution of houses among all villages in proportion to the number of eligible fishermen. The plinth area and cost of construction of house would be limited to 35 sq. mts. and Rs.40000 /- respectively.

The ceiling on land and cost of construction may indicate the upper limit .The State Government may plan and ensure optimizing the use of available resources so that more number of houses could be built within the budgeted amount.

DRINKING WATER:

A fishermen village would be provide with one tube well for every 20 houses .Where a village consists of only 10 houses or more but less than 20 houses , one tube well may be provided for such a village .The cost of installation of a tube well should not exceed Rs.30000/-. However the actual number of tube wells installed will be rationalized on the basis of actual water requirement.

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GROUP ACCIDENT INSURANCE FOR ACTIVE FISHERMEN:

The fishermen licensed with the state governments would be insured for Rs.50000 against death or permanent total disability and Rs.25000 for partial permanent disability. The insurance cover will be for a period of 12 months. The annual premium payable would not exceed Rs.15 payable per head.

SAVING CUM RELIEF:

Rs. 25 per month shall be collected from a eligible marine fisherman for a period of 8 months in a year. A total of Rs.600 will be merged with the State & Central Government contribution of Rs.300 the total sum of Rs.1200 thus collected and distributed to the beneficiaries in four equal monthly installments. However the default in payment by any beneficiary exceeding 1 month may be waived.

ONLINE REGISRATION OF FISHING VESSELS:

For ensuring coastal security a scheme of " Online registration of fishing vessels has been introduced and implemented at a cost of Rs. 1.33 crore in Tamil Nadu

FISHING BAN PERIOD ASSISTANCE:

UNIT COST:

Rs.1500 per marine fishermen family

PERIOD:

APRIL15– June 14

CONDITIONS:

- Beneficiary should be a fulltime active fishermen
- Beneficiary should be member of a functional local fishers cooperative society
- Beneficiary should be below poverty line (BPL) and between 18 to 60 years of age.
- The amount will be transferred to beneficiary bank account through NEFT

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BUILD A COMMUNITY HALL FOR FISHERMEN:

UNIT COST:

Rs. 4 lakh per unit

CONDITIONS:

- Fishers village with 75 or more houses shall be eligible for a community hall for legitimate community activities
- The community hall should have a minimum plinth area of 200 sq.mm
- Post construction maintenance of the community hall shall be vested with the village Panchayats Management of Fisheries Societies.

PROMOTION OF DEEP SEA FISHING PRACTICES:

There area around 5806 mechanized fishing boats engaged in fishing in the state of Tamil Nadu most of the mechanized fishing boats were engaged in trawling. The fishing by trawling is considered to be an unsustainable and unviable fishing practice.

The continuous trawling operation has caused depletion of its precious fishing resources. In order to put an end to the unsustainable fishing practice of bottom trawling, the government of Tamil Nadu has taken various measures to phase out trawling and to

Simultaneously manage the fishery resources in the inshore waters. To diversify the fishing trawlers into deep sea fishing, government of Tamil Nadu is implementing various flagship schemes and also developed infrastructure facilities to handle tuna and deep sea catches. The government of Tamil Nadu is implementing a scheme of

Providing 50 % subsidy assistance subject to a maximum of Rs.30 lakh to the fishermen towards construction of new long liner cum Gillnetter boats at a total amount of Rs. 60 lakh. Under this scheme construction of 54 deep sea fishing boats have been completed and 56 boats are under various stages of construction. An amount of Rs. 16.99 crore as subsidy has been released so far.

The Government of India is also implementing a scheme of conversion of trawlers into resource specific deep sea fishing vessels with 100% subsidy assistance with a ceiling of Rs.15 Lakh per vessel.

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The central institute of fisheries nautical engineering training (CIFNET) has imparted on board training and skill development in deep line, gill net, hygienic handling of deep sea catches to 304 Fishermen in 22 batches so far and is being continued.

Communication equipment was also supplied at subsidized cost to the deep sea fishing boats in order to ensure the safety and security of deep sea fishing boats.

The government has provided 160 satellites phones and 200 NAVIC and 80 NAVTEX units to 80 clusters of deep sea fishing boats. It is also proposed to distribute another 500 satellite phones to deep sea fishing boats with 75 % subsidy during the year 2020.

LAUNCHING OF WEB GIS BASD MOBILE APP "THOONDIL":

To ensure the safety and security of the fishermen by monitoring the movements of fishing vessel and registering the crews venturing and registering the crews venturing for fishing vessels and registering the crews venturing for fishing . the department of fisheries in association with the National Centre for Coastal Research (NCCR), Ministry of Earth Sciences (MOES) and Indian National Centre for Ocean Information and Services (INCOIS) Government of India launched a mobile and web based application " **Thoondil** " Web GIS based Decision Support System on 15.11.2018.

" **Thoondil**" – web based decision support system was developed to assist the state administration and equip the fishermen by dispensing vital information on real time positioning , navigation to safe locations , facility to mark grounds , potential fishing zones (PPZ) from INCOIS , details on weather forecast and trip records which can be used by the fishermen at sea to ensure their own society.

The details of mechanized fishing boats and crew operated in Tamil Nadu are being registered in "**Thoondil** "application for better monitoring and surveillance.

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BANK LOAN FACILITIES FOR FISHERMEN:

MUDRA LOAN YOJNA:

A new scheme has been introduced for fishermen. This scheme will allow small scale farmers to get loan for new boats. This is to help them to get mechanized boats so it will be easier for them to complete their jobs this is especially for fishermen who cannot get into deeper parts of the seats with their current boats. With a new boat, fishermen will have an easier time catching more fish.

Keys about the scheme:

- .a person can get up to RS.1 crore in money off of the scheme. This will come from a loan through the central government.
- A boat that can go beyond 12 nautical miles from the surface should be utilized. The loan total should be enough to cover such a boat.
- This is also designed for people aiming to get boats that handle more people. The boats to be used in the scheme may be used to handle many people so fishermen can work with others instead of being alone.

HOW TO PARTICIPATE?

Fishermen must look into this scheme will have to get out to their local bank branches to find what is available this includes looking at different banks to see who offers loan and how much they have to work with it. All banks have their own amount of funds provided by the government for the scheme.

WHO IS ELIGIBLE?

Fishermen rated as being small or marginal incapacity are eligible to take advantage of this scheme. These are fishermen in particular who need assistance with their businesses to grow and become more prominent information on the existing boats might be required at some loan offices to ensure that a person can utilize the loan properly.

The Mudra scheme will help fishermen who need assistance with new boats. This especially helps them to keep their businesses afloat.

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SBI FISHERIES LOAN:

SBI Fisheries loan featuring farmers to generate additional income by providing loan for buying, integrated fish farming, fish seeds, fish net and other equipment.

ELIGIBILITY FOR SBI FISHERIES LOAN:

- Professional fishermen
- Farmers working with the knowledge of fish farming.

COLLATERAL SECURITY FOR LOAN:

1. Loan up to RS.100000/- : nil
2. Loan above RS.100000/- mortgage of land

MARGIN OF LOAN:

15-25 % of the project Cost

REPAYMENT PERIOD OF LOAN:

Repayable in maximum 48 months.

DOCUMENTS REQUIRED FOR SBI BANK LOAN:

1. Duly filled in application form
2. Identity proof voter ID card /passport/pan card/ aadhar card/driving license etc.
3. Address proof: voter ID / passport/ aadhar card etc.

HOW TO APPLY?

Information can be drawn by contacting the nearest SBI bank branch providing agricultural advance.

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CANARA BANK FISHERIES LOAN:

Canara Bank categorizes fisheries loan customers mainly 3 types under Marine Fisheries segment: Finance for Fishing Boats, Finance for Deep Sea fishing vessel, and Finance for inland fisheries.

CANARA BANK FISHERIES LOAN FOR FISHING BOAT:

- ✓ It can be used for boats, nets and other fishing tool equipments.
- ✓ Purchase /construction of mechanized boats.
- ✓ Mechanization of country boats with inboard / outboard engine.

Catamarans.

ELIGIBILITY:

The applicant should be well experienced / professional fishermen. Applicant should be able to manage the craft and have trained crew to operate the craft / vessel. Skilled crew members should be available in the area.

The applicant should be local resident and the place of residence of applicant should be within 16 KMs from the branch. There should be good potential fishing grounds in the command area of coastal tracts and fish varieties which have good demand (inland / export) should be available in large quantities.

There should be adequate harbour facilities for landing, berthing and The area should be well served by rail and road network to facilitate quick transport of fish catch to the sheltering of boats.

PROCESSING/ MARKETING CENTRES:

Adequate servicing and repairing facilities for the craft should be available. There should be adequate cold storage / processing / freezing / canning facilities. [illegible] marketing, refrigerated and insulated transport vehicles must be available.

The party should be preferably a member of Fish Marketing Federation. [illegible] assists the fishermen for marketing the catch and also undertakes to remit the sale [illegible] to the bank.

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MARGIN MONEY:

For loans upto Rs. 1, 00,000/-: No margin.

For loans above Rs. 1, 00,000/-: 15% to 25% of the project cost depending upon purpose and quantum of loan.

SECURITY:

For loan upto Rs.1,00,000/-: Hypothecation of crops / assets created out of finance. For loan above Rs.1,00,000/-: Hypothecation of crops / assets created out of finance; Mortgage of landed property.

Security Exception: Either mortgage of landed property or co-obligation of 3rd party acceptable to bank to be obtained in addition to hypothecation of assets created in following case:

Fishing boats (excluding deep sea fishing vessels). However, discretion is given to SA to stipulate additional Collateral securities.

REPAYMENT PERIOD:

The loan is repayable in 4-7 years for non-mechanized boat and 8-12 years for mechanized boats in monthly instalments spread over the fishing season. Repayment holiday upto 4 months in a year during off-season (monsoon season) may be permitted.

DOCUMENTS REQUIRED FISHING BOAT LOAN:

Copy of license/ inspection certificate issued by port authority of the area.

Copy of Registration certificate issued by Marine Products Export Development Authority (MPEDA) and from Fisheries Department wherever necessary

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CANARA BANK FISHERIES LOAN FOR DEEP SEA FISHING VESSEL:

Deep Sea Fishing Vessel loans are sanctioned for: purchase / construction of vessels / trawlers, fishing equipment. Need based working capital requirement of two voyages comprising of fuel and oil costs, consumables and stocks, processing and storage costs are considered as separate short term loan or as composite loan along with term loan. As per the definition given by NABARD, fishing vessel having an OAL (overall length) of 15 meters to 25 meters are termed as medium vessel and those above 25 meters are termed as Deep Sea Fishing Vessel.

ELIGIBILITY:

Promoters should be having long standing experience in the line of fishing activity and / or one of the promoters must be a qualified skipper.

The vessel proposed to be built / acquired should be designed to catch fishes like tuna, squids. Adequate potential for catches should be available in the area. There should be adequate harbour facility for landing, berthing and sheltering of the vessel. The area should be well served by rail and road network to facilitate quick transport of fish catch to the processing / marketing centre. Adequate facility for servicing any repairs for the vessel should be available in the area.

MARGIN MONEY:

25% to 33%

SECURITY:

Loan for Deep Sea fishing vessels, the value of collateral security of immoveable properties should be at least 200% of the loan amount.

REPAYMENT:

Period Entire loan is to be repaid within a maximum period of 8 years in monthly/quarterly instalments, with one year repayment holiday.

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DOCUMENTS REQUIRED FOR DEEP SEA FISHING VESSEL LOAN:

Copy of license / inspection certificate issued by port authority of the area.

Copy of Registration certificate issued by Marine Products Export Development Authority (MPEDA) and from Fisheries Department wherever necessary. Performa invoice / Estimate of the Boat purchased / constructed.

CANARA BANK FISHERIES LOAN FOR INLAND FISHERIES:

Canada Bank Fisheries Loans are sanctioned for rearing of fishes in all its aspects i.e. such as construction / deepening / widening desalting of ponds, purchase of fingerlings, equipments, manures, feeds and labour inputs.

ELIGIBILITY:

The applicant should be experienced / professional fisherman / trained entrepreneur. The applicant should own/take on lease land/water tanks / swamps brackish water areas.

Technical guidance from Fisheries Dept. should be available. Fingerlings should be easily available. The area should be well served by rail / road to facilitate quick transport of fish catches to processing / marketing centres.

There should be adequate cold storage / processing / freezing / canning facilities. Refrigerated and insulated transport vehicles must be available for marketing the products.

SECURITY:

For loan upto Rs. 1, 00,000/-: Hypothecation of crops / assets created out of finance.

For loans above Rs.1, 00,000/-: Hypothecation of crops / assets created out of finance; mortgage on landed property.

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ON SECURITY:

For loans granted for construction / deepening of tank, the security norms will be as advised in the form of development of this manual.

In case of composite loans: E.g. Construction of pond+ rearing of fish, if the development loan component exceeds Rs. 100,000/-, mortgage of landed property is required.

REPAYMENT PERIOD:

Loan for purchase of fingerlings, managing of ponds etc. shall be repaid as follows:

CULTURING OF SHRIMPS:

Loan is to be repaid in one year with 2 or 3 equal instalments and first of such instalments shall fall due after 4 months from the date of stocking.

CULTURING OF FISHES:

Loan is to be repaid within one year in one lump sum or after harvest of fish Loans granted for repairing / desalting of tanks are to be repaid in 5-8 years in case of pond fish culture and 5-10 years for brackish water fish / prawn culture in half yearly instalments with an initial repayment holiday of 11 months. The due dates of instalment should always coincide with the period of harvest of fishes.

DOCUMENTS REQUIRED FOR INLAND FISHERIES LOAN:

Estimate / invoice of the work to be done.

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MANAGEMENT OF FAMILY OF FISHERMEN DURING LOCKDOWN:

General public found it harder to manage the family during the lockdown as many people are daily wage workers ,same goes to the fishermen community. They are the people whose income cannot be drawn accurately. Some days they have good earnings some days they won't. As this has been the daily scenario of fisher folks they found it extremely difficult to manage their family in the curfew period. Many people borrowed money from others and some of them used savings and others got loan from bank. This applies to half of the community while some of them even suffered from starvation on the other hand.

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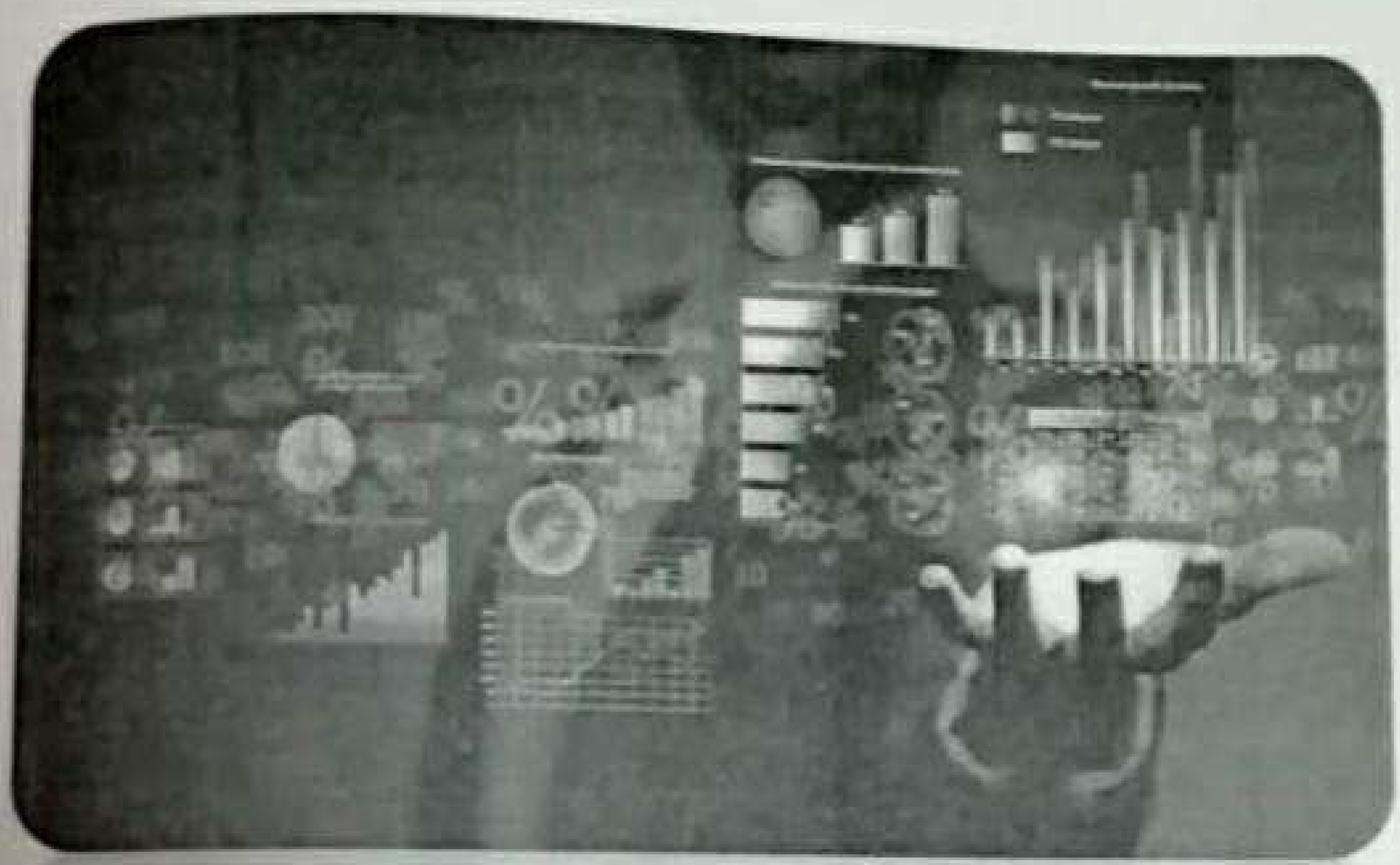
CHAPTER-III



DATA ANALYSIS AND INTERPRETATION

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CHAPTER-III

INTRODUCTION:

This chapter deals with the analysis and interpretation of the collected data. Analysis of data plays a dominant role in project tables and diagrams. 66 respondents were met and data were collected through questionnaire in Google forms. The analysis is being carried out based on the survey conducted among the respondents.

Each questions in the questionnaire is analysed individually, sufficiently tabulated and represented graphically.

The analysis of the data plays a predominant role in analysing the results of various factors. The data are tabulated and interpreted by the research and are presented in the form of bar diagram, pie chart, cones and cylinder charts.

These diagram and chart give a bird's eye view for the entire data which helps in summarising and presentation of the collected data in a systematic manner.

In our current study the data collected has been analysed using

- Bar diagram
- Pie diagram
- Percentage analysis
- Area diagram
- Column diagram
- Henry Garrett ranking method

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TABLE 3.1

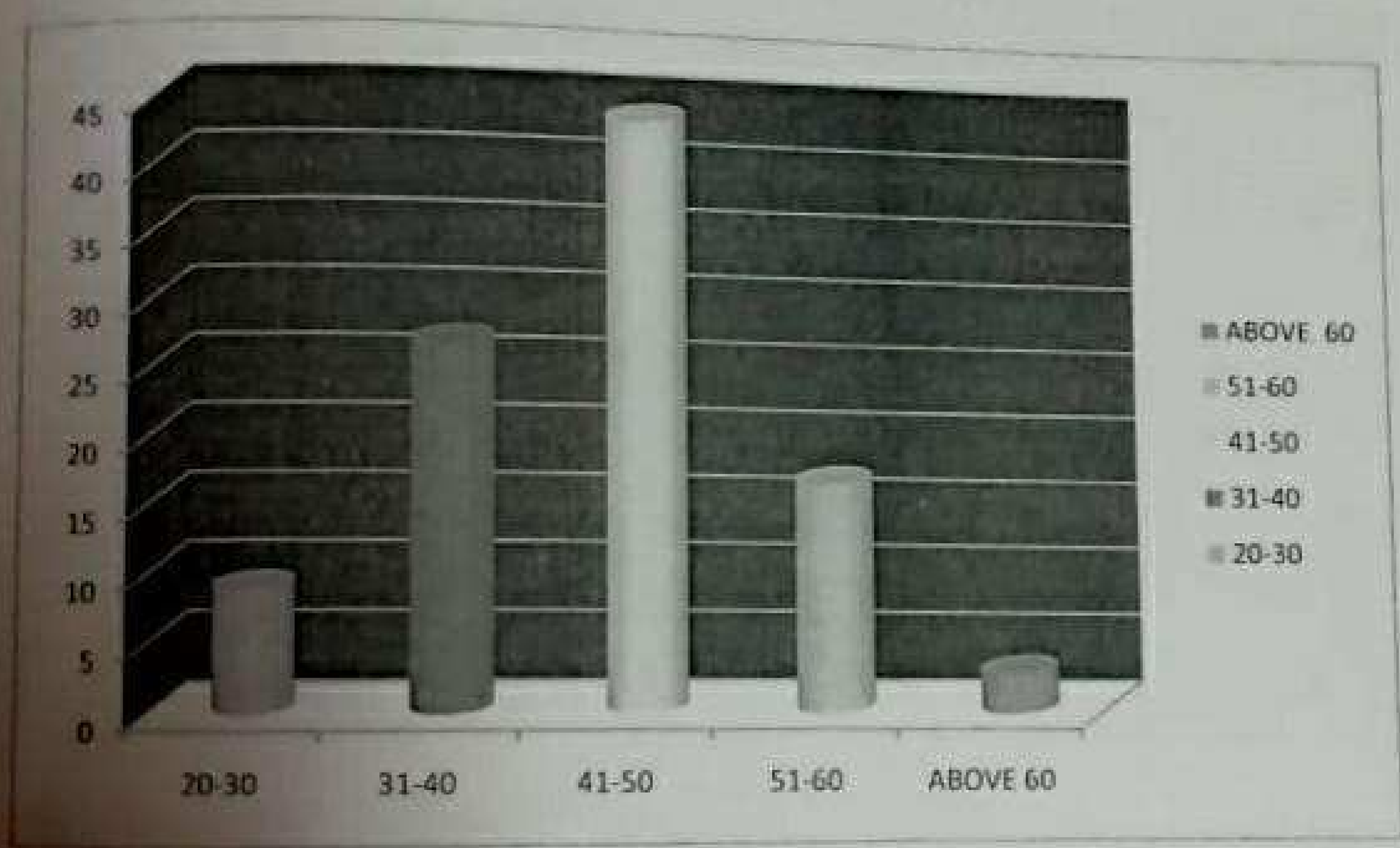
AGE OF RESPONDENTS

Age	No. Of. Respondents	% of respondents
20-30	6	9
31-40	18	27
41-50	29	44
51-60	11	17
Above 60	2	3
TOTAL	66	100

SOURCE: Primary data

FIGURE 3.1

AGE OF RESPONDENTS



INFERENCES:

From the above given data it is proved that 9% people are between 20-30 age group.27% people are between 31-40 age group. 44% of people belongs to 41-50 age group.17% of people belongs to 51-60 age group. 3% of people are above 60 age.

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TABLE 3.2

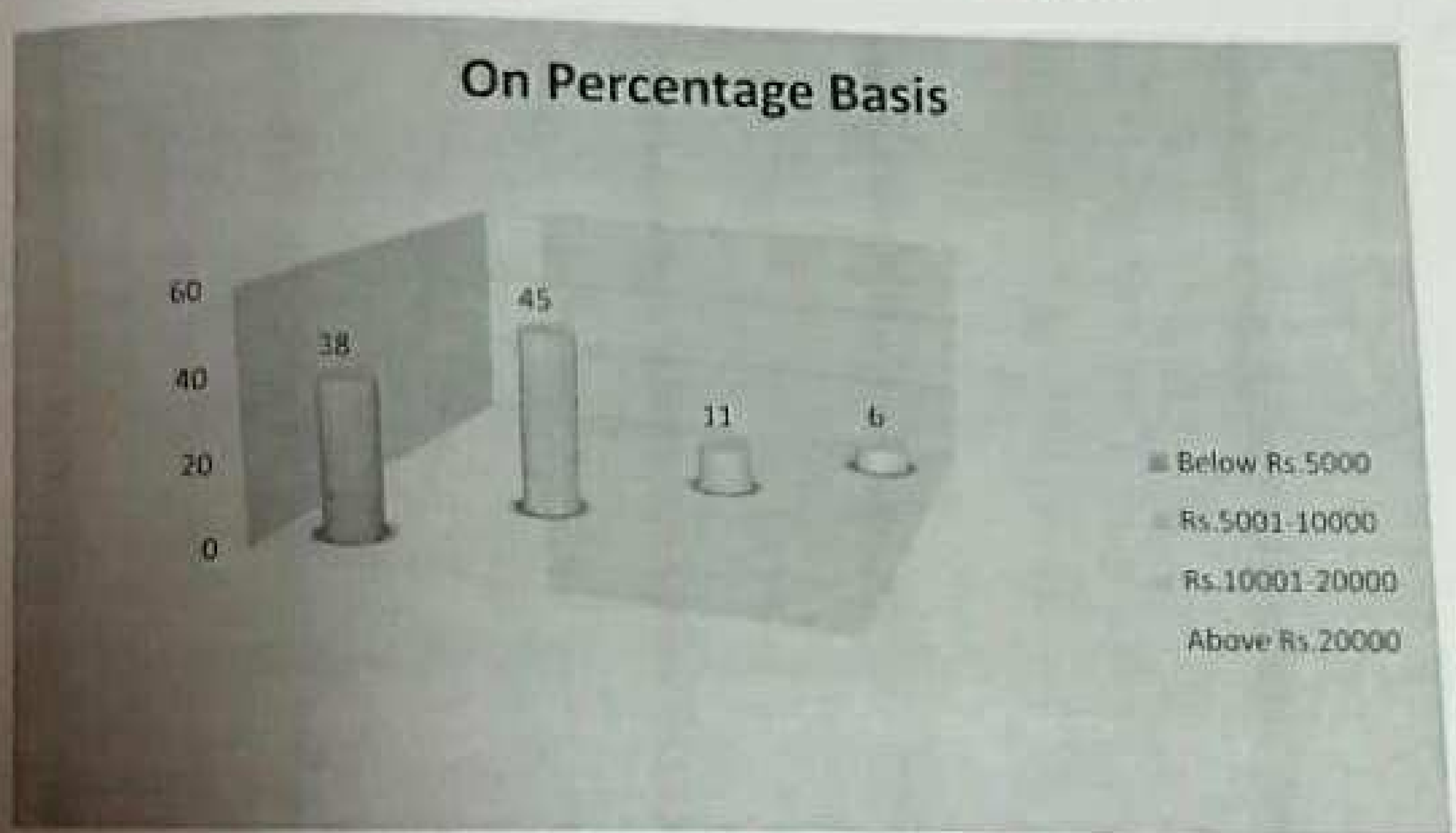
MONTHLY INCOME OF RESPONDENTS

Particulars	No. Of. Respondents	% of respondents
Below Rs.5000	25	38
Rs.5001-10000	30	45
Rs.10001-20000	7	11
Above Rs.20000	4	6
TOTAL	66	100

SOURCE: Primary data

FIGURE 3.2

MONTHLY INCOME OF RESPONDENTS



INFERENCES:

From the above data it is found that only 6% of people earn above Rs.20000 per month while 11% of people have monthly income of Rs.10001-20000. 35% of the people earn below Rs.5000 and majority of the people earn above Rs.5001 to 10000.

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TABLE 3.3

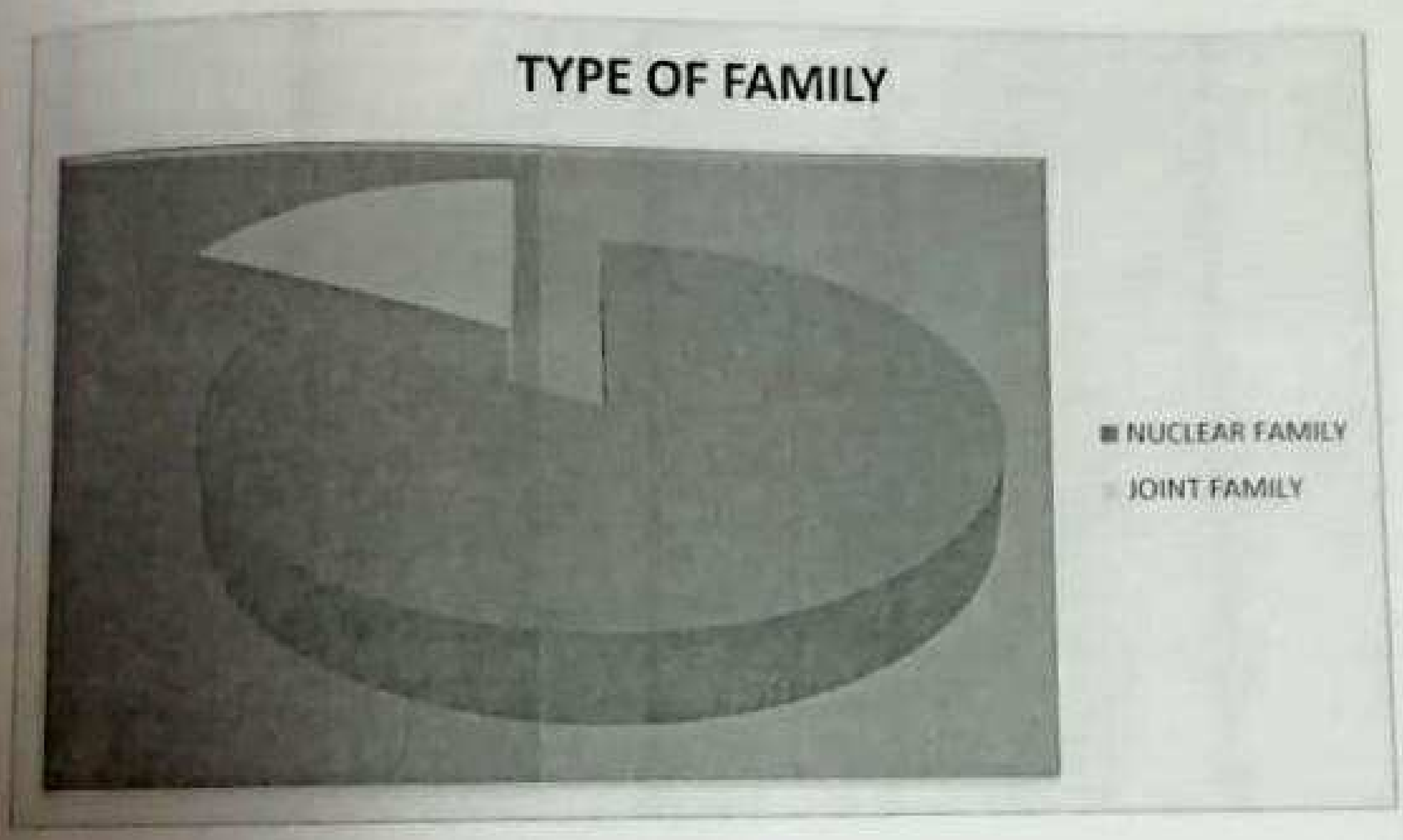
THE TYPE OF FAMILY

Type of family	No. Of. Respondents	%of the respondents
Nuclear	55	83
Joint	11	17
Total	66	100

SOURCE: Primary data

FIGURE 3.3

THE TYPE OF FAMILY



INFERENCES:

From the above mentioned data it is found 83% of the respondents live in the nuclear family.17% of the people live in joint family.

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TABLE 3.4

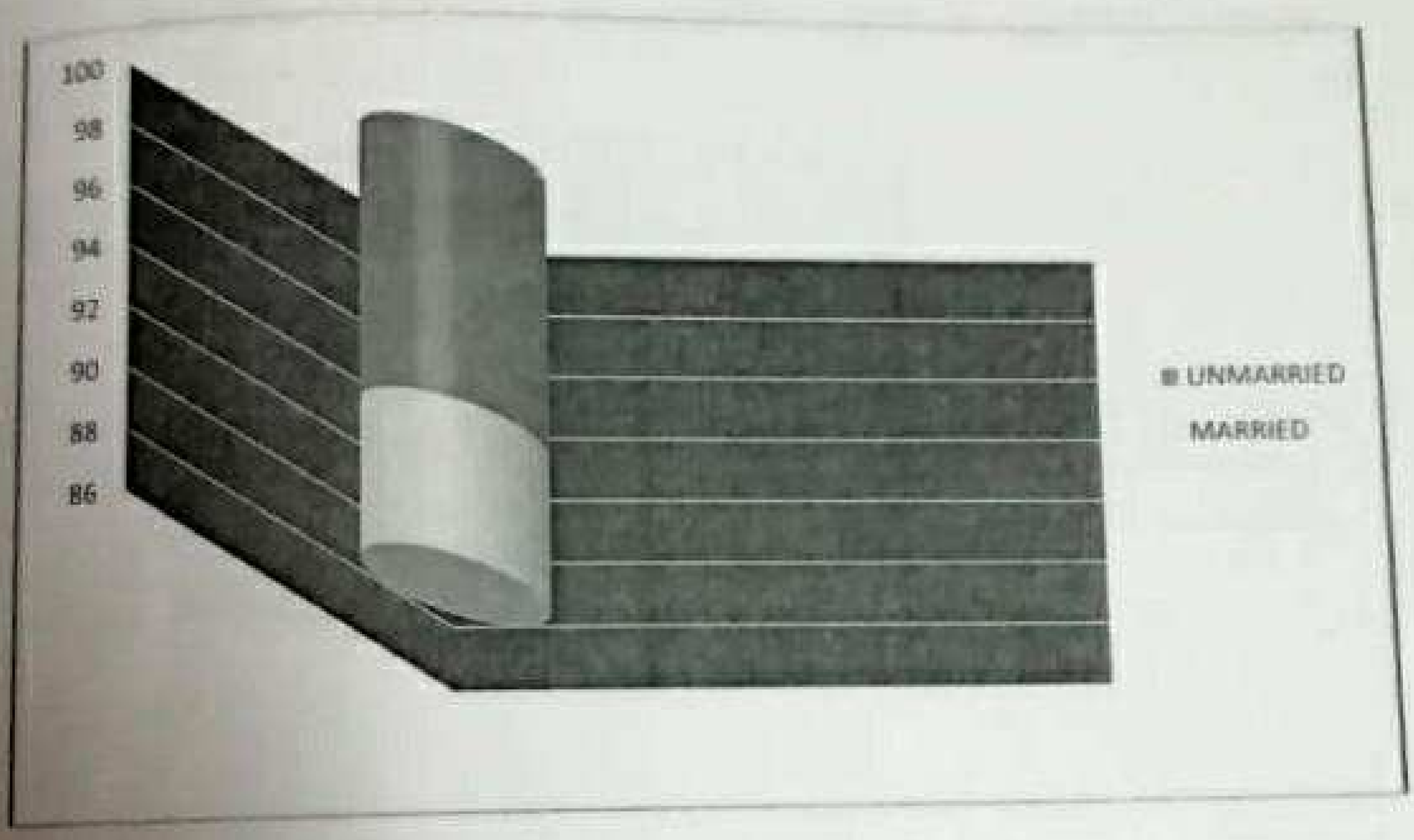
THE MARITAL STATUS OF THE RESPONDENTS

Marital status of the respondents	No. Of. Respondents	% of the respondents
Married	60	91
Unmarried	6	9
TOTAL	66	100

SOURCE: Primary data

FIGURE 3.4

THE MARITAL STATUS OF THE RESPONDENTS



INFERENCES:

From the above given data it is found that 91% of the respondents are married and 9% of the respondents are unmarried

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TABLE 3.5

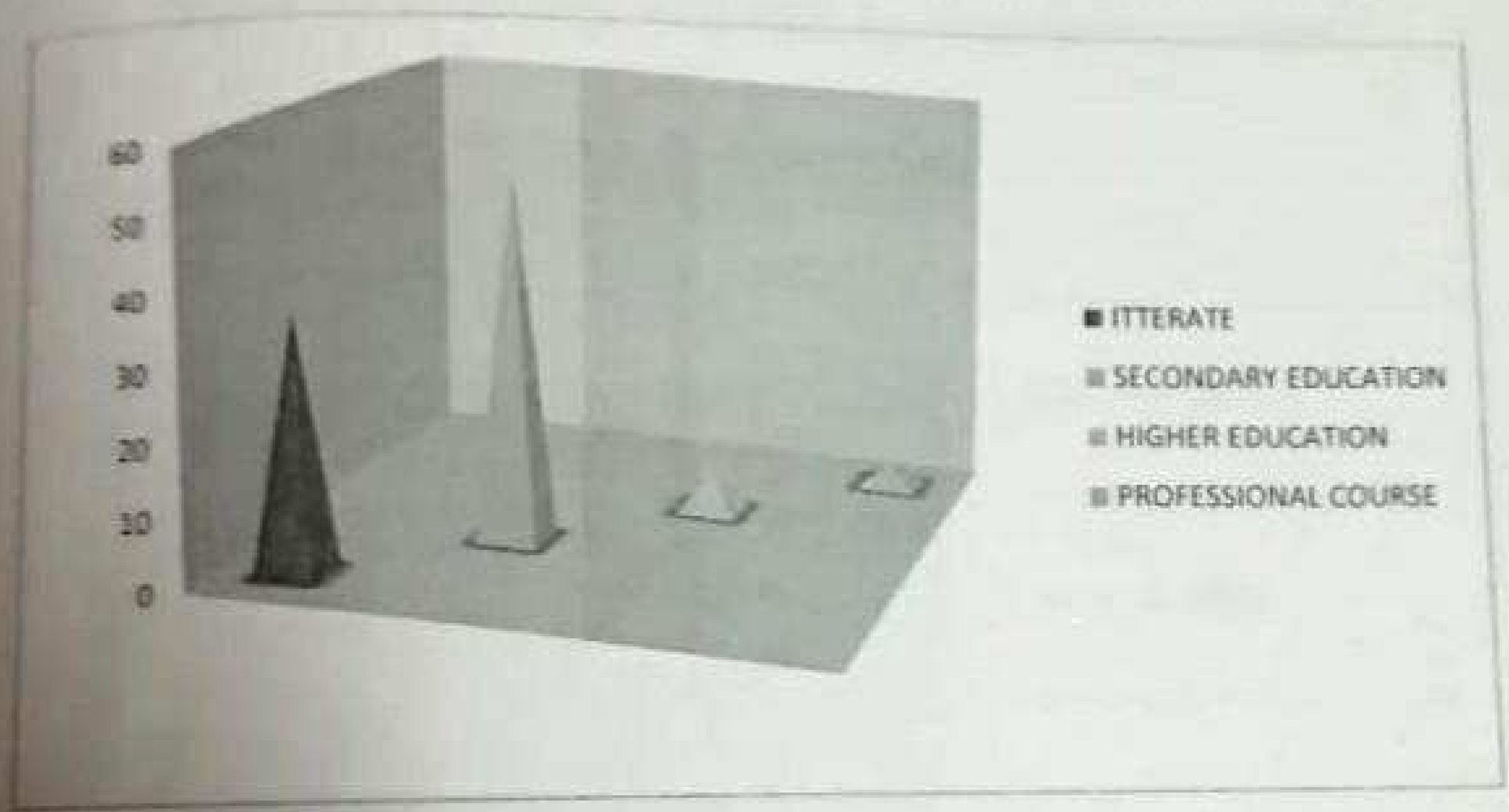
THE EDUCATIONAL QUALIFICATION OF RESPONDANTS

Particulars	No. Of. Respondents	%of respondents
Illiterate	24	36
Secondary education	35	53
Higher education	4	6
Professional course(ITI)	3	4
TOTAL	66	100

SOURCE: Primary data

FIGURE 3.5

THE EDUCATIONAL QUALIFICATION OF RESPONDENTS



INFERENCES:

From the above data it is known that 36% of people are illiterate 53% of people have completed their secondary education 6% of people have done their higher education and only 4% of people have completed professional course.

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TABLE 3.6

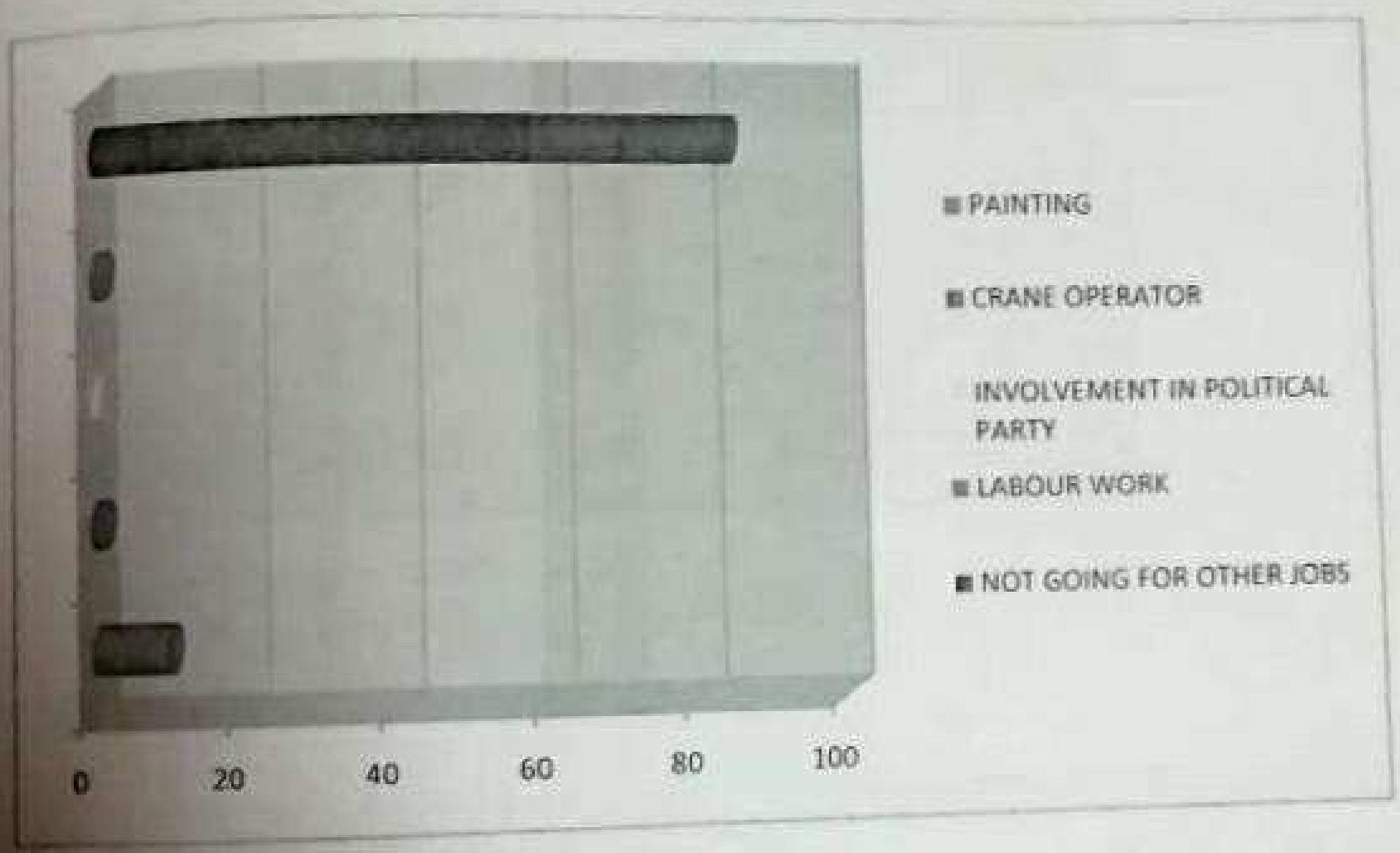
THE OTHER JOBS CHOOSEN BY THE RESPONDENTS

Other jobs	No. Of. Respondents	% of the respondents
Painting	7	10.5
Crane operator	1	1.5
Involvement in political party	1	1.5
Labour work	1	1.5
Not going for other jobs	56	85
TOTAL	66	100

SOURCE: Primary data

FIGURE 3.6

THE OTHER JOBS CHOOSEN BY THE RESPONDENTS



INFERENCES:

From the above mentioned data we know that 10.5% of people have choosen painting .1.5% of people have choosen crane operator.1.5% of people have choosen involvement in political party.85% of people are not interested to go for other jobs.

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TABLE 3.7

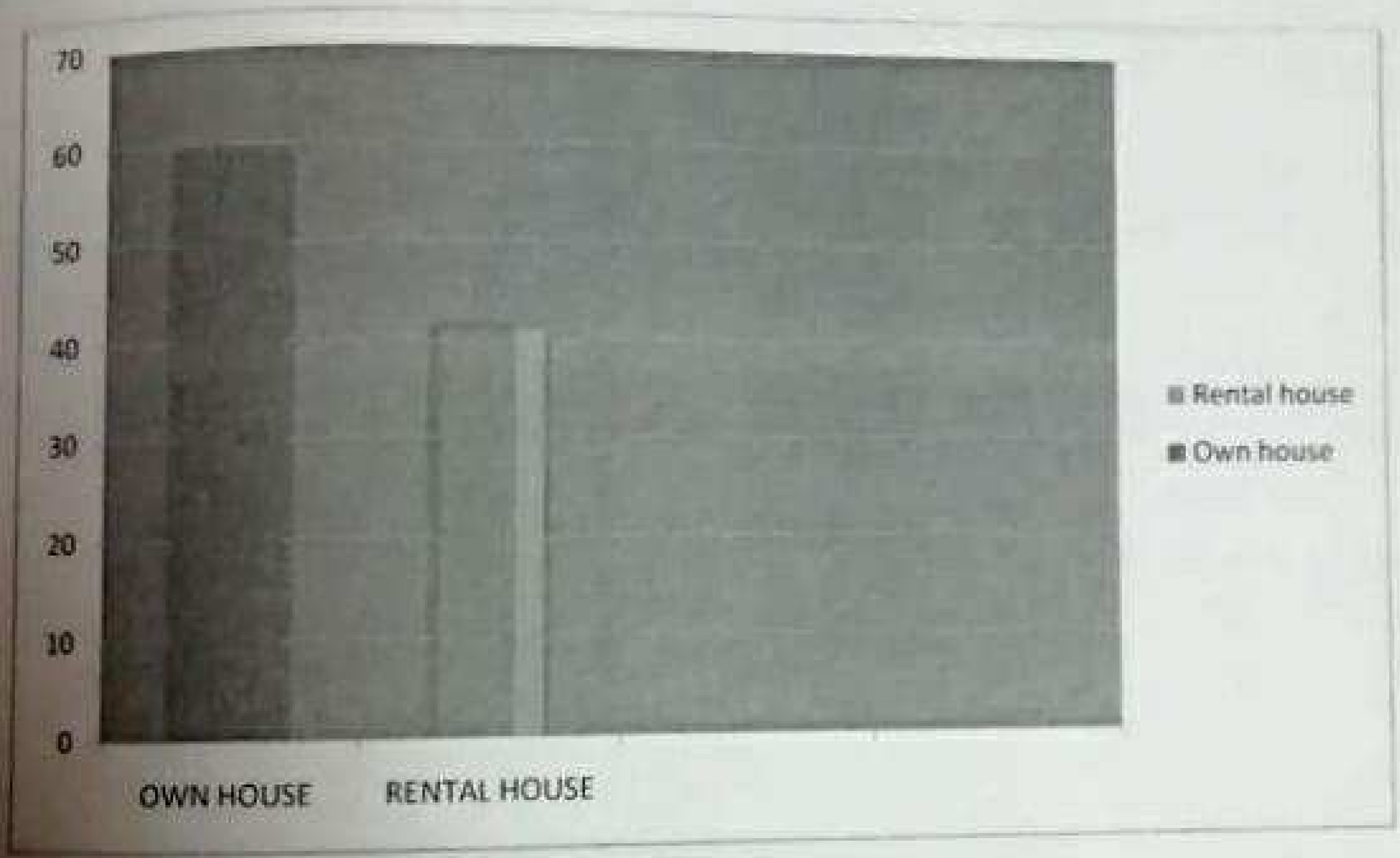
THE HOUSEHOLD TYPE OF RESPONDENTS

Particulars	No. Of. Respondents	% of respondents
Own house	39	59
Rental house	27	41
TOTAL	66	100

SOURCE: Primary data

FIGURE 3.7

THE HOUSEHOLD TYPE OF RESPONDENTS



INFERENCES:

From the above data it is clear that 59% of the people stay in their own house and 41% of the people stay in rental house.

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TABLE 3.8

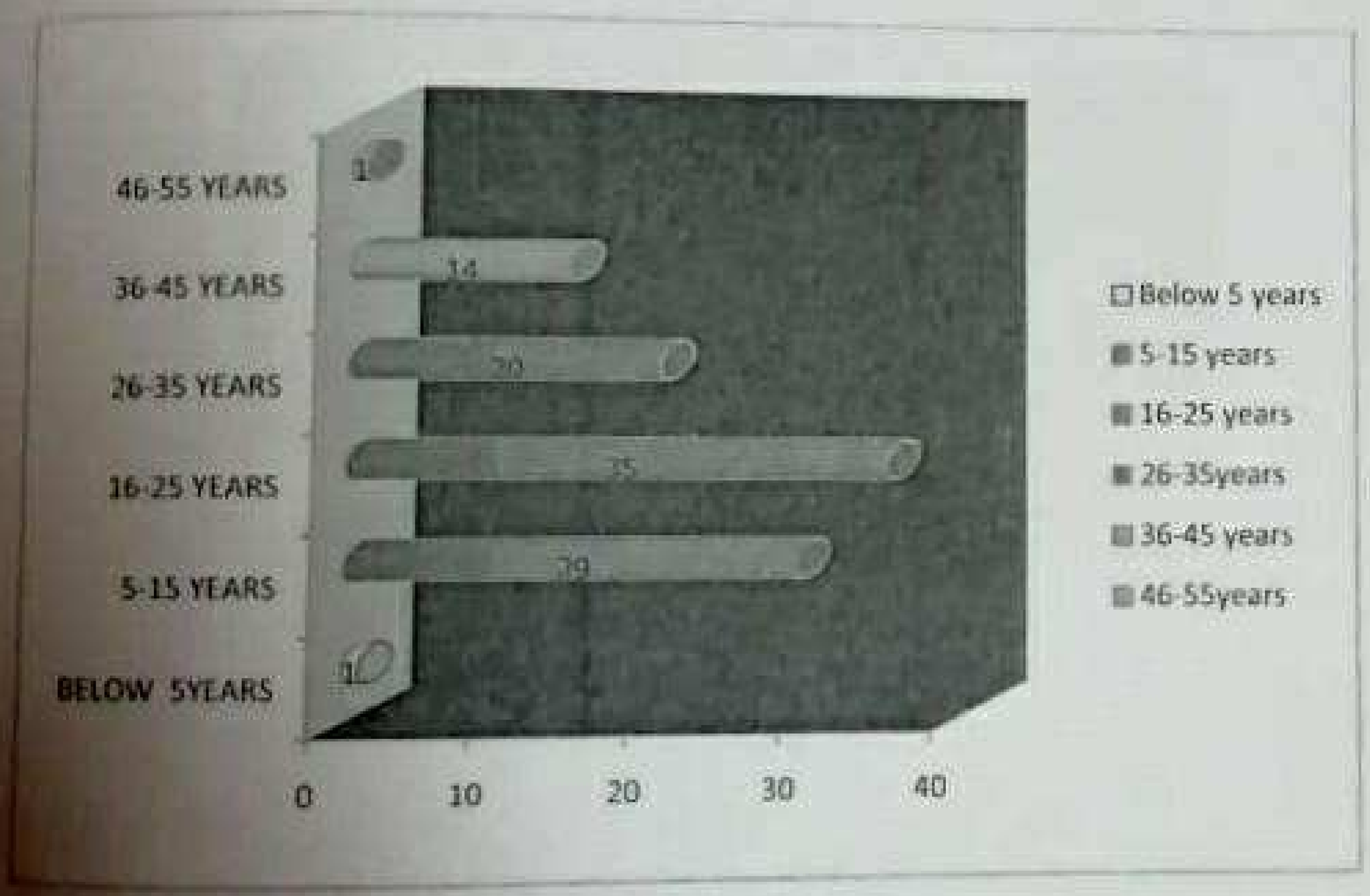
EXPERIENCE OF FISHERMEN IN FISHING

Particulars	No. Of respondents	% of respondents
Below 5 years	1	1
5 -15 years	19	29
16 – 25 years	23	35
26-35 years	13	20
36-45 years	9	14
45 -55 years	1	1
TOTAL	66	100

SOURCE: Primary data

FIGURE 3.8

EXPERIENCE OF FISHERMEN IN FISHING



INFERENCES:

From the above data it is understood that 35% of the people involved in fishing activities are between 16-25 years and 1% of the people have working experience below 5 years & above 46-55 years.

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TABLE 3.9

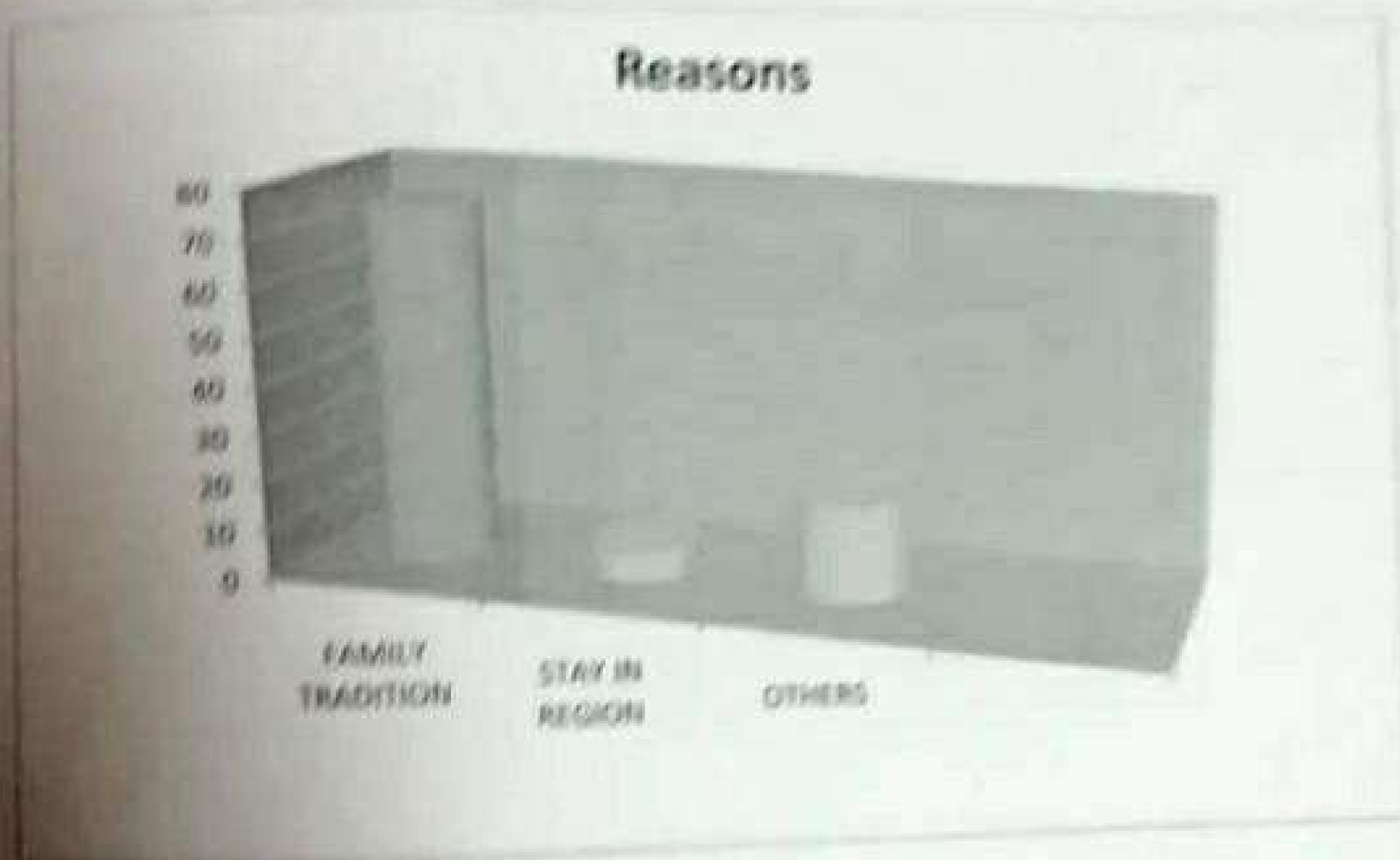
THE REASONS FOR CHOOSING FISHING AS THEIR OCCUPATION

Particulars	No. of Respondents	% of respondents
Family tradition	49	74
Opportunity to stay in region	4	6
Others	13	20
Total	66	100

SOURCE: Primary data

FIGURE 3.9

THE REASONS FOR CHOOSING FISHING AS THEIR OCCUPATION



INFERENCES:

From the above data, it is clear that 74% of people have choosen fishing as occupation due to family tradition 6% of people have choosen to stay in the region and 20% of people choose fishing for other reasons.

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TABLE 3.10

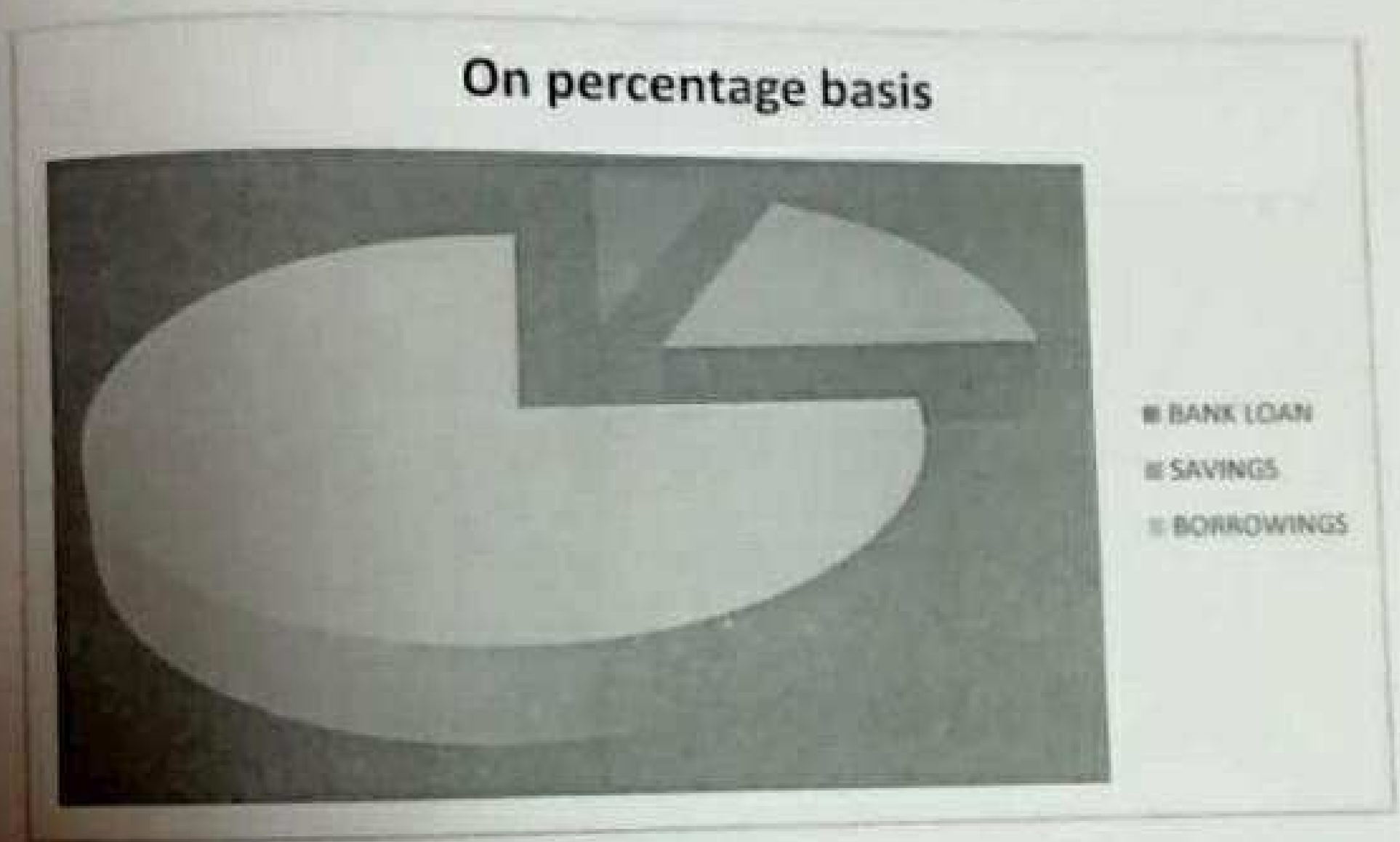
HOW RESPONDENTS SURVIVED DURING LOCKDOWN

Particulars	No. Of. Respondents	% of respondents
Bank loan	4	6
Savings	12	18
Borrowings from others	50	76
TOTAL	66	100

SOURCE: Primary data

FIGURE 3.10

SURVIVAL METHOD OF RESPONDENTS



INFERENCES:

From the above data it is understood that only 6 % of people borrowed money from bank 18 % of people used their savings and 76% of people borrowed money from others during the lockdown period.

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TABLE 3.11

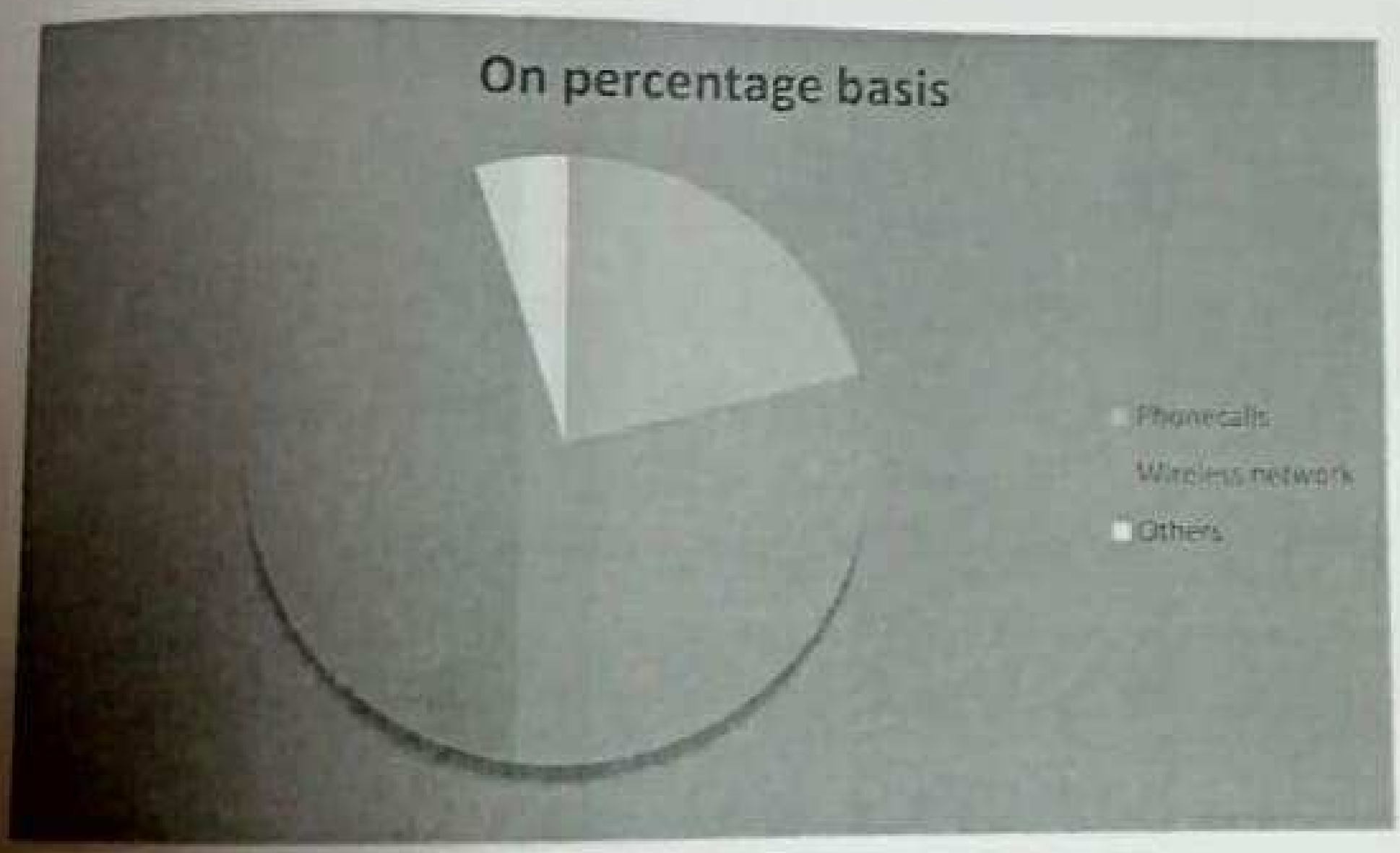
THE COMMUNICATION METHOD DURING EMERENCY SITUATION WHILE FISHING

Particulars	No. Of. Respondents	% of respondents
Phone calls	14	21
Wireless networks	49	74
Others (VHF, Messages..)	3	5
TOTAL	66	100

SOURCE: Primary data

FIGURE 3.11

THE COMMUNICATION METHOD DURING EMERGENCY SITUATIONS



INFERENCES:

From the above data it evident for us that 74% of people use wireless network for communication which is offered by the government 21% of the people use phone calls in emergency situation and 5% of people use other mode of communication.

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TABLE 3.12

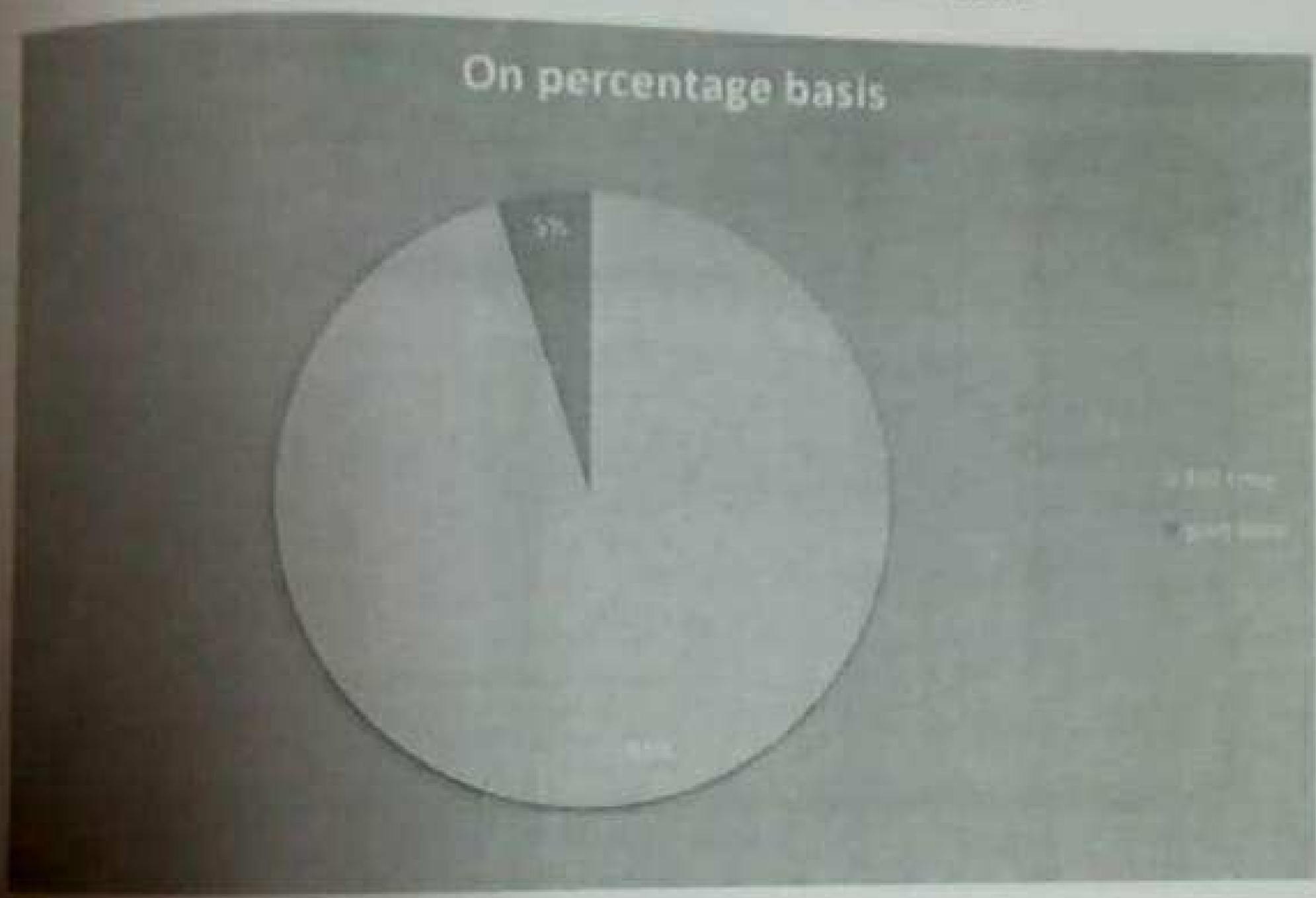
TIME SPENT FOR FISHING ACTIVITIES

Particulars	No. Of. Respondents	% of respondents
Full time	63	95
Part time	3	5
TOTAL	66	100

SOURCE: Primary data

FIGURE 3.12

TIME SPENT FOR FISHING ACTIVITIES



INFERENCES:

From the above data it is understood that only 5% of people work part time 95% of people are involved in fishing activities full time.

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TABLE 3.13

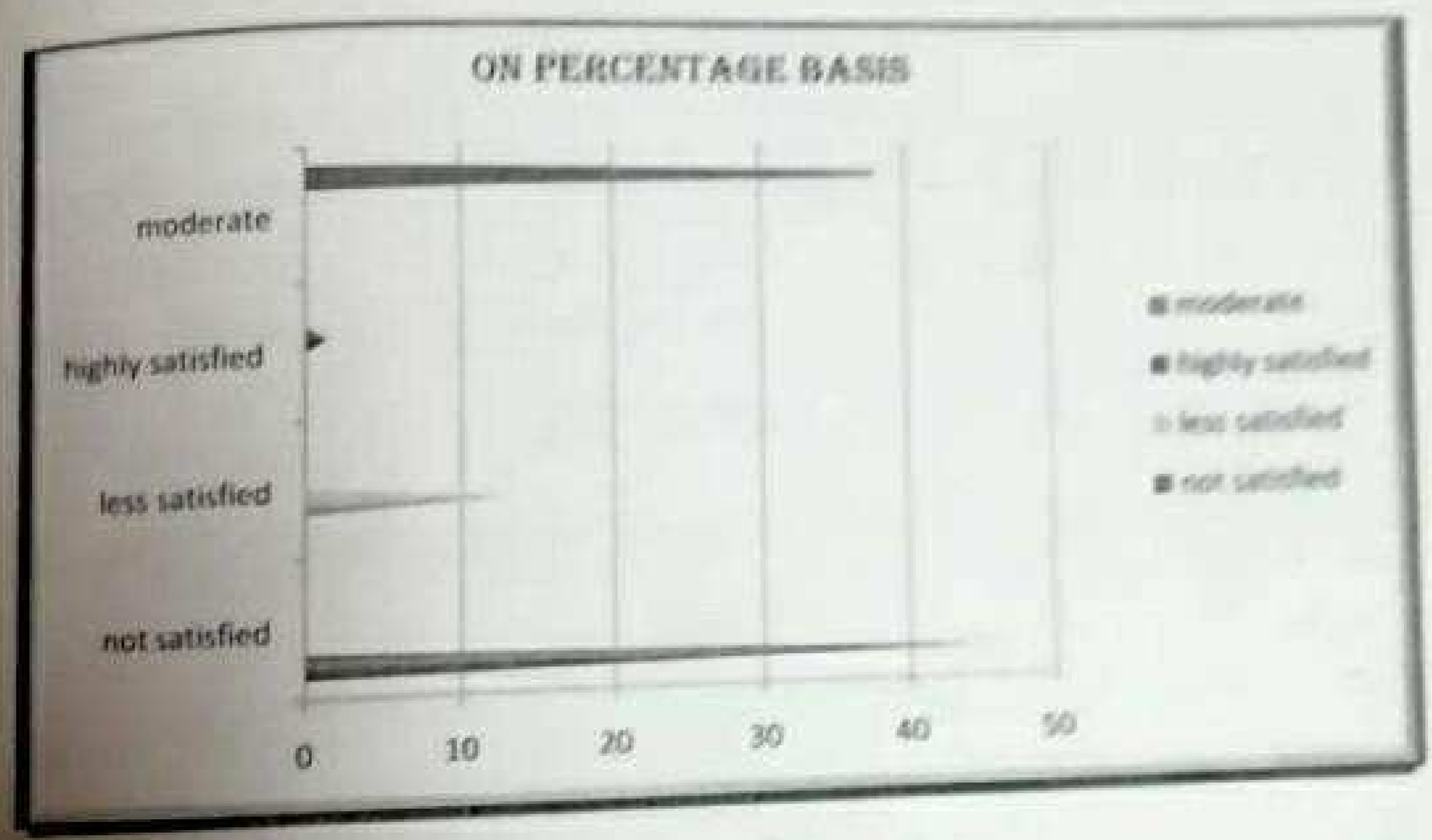
SATISFACTION LEVEL ABOUT THE INCOME THEY EARN

Satisfaction level	No of the respondents	% of the respondents
Not satisfied	31	47
Less satisfied	9	13.5
Highly satisfied	1	1.5
Moderate	25	38
Total	66	100

SOURCE: Primary data

FIGURE 3.13

SATISFACTION LEVEL ABOUT THE INCOME THEY EARN



INFERENCES:

From the above data it is an evident for 47% of people are not satisfied with their income. 13.5% of people are less satisfied. 1.5% people are highly satisfied with their income, 38 % of people are satisfy moderate with their income

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HENRY GARRETT RANKING METHOD

PERCENT POSITION = 100(Rij – 0.5) /Nij

where, Rij =Rank given for the i item variable by j respondents,

Nij = Number of variables ranked by j respondents

Garrett's ranking technique was used to rank the preference indicated by the respondents on different factors. As per this method the respondents are asked to assign the rank for all factors. As per this method, the respondents have been asked to assign the ranks for all the factors and the outcome of such ranking have been converted into score value with the help of the above formula.

With the help of Garrett's table, the percent position estimated is converted into scores. Then for each factor, the scores of each individual are added and then total value of scores and mean value of score is calculated. The factors having the highest mean value is considered to be the most important factors.

TABLE 3.14

RANKING REGARDING THE FACTOR THAT AFFECTS WHILE FISHING

Rank	I	II	III	IV	V	TOTAL
Climatic conditions	37	12	10	2	5	66
Communication barrier	20	0	21	6	19	66
Health factors	9	5	23	5	24	66
Damages in net	0	17	7	32	10	66
Lack of fish	0	32	5	21	8	66
Total	66	66	66	66	66	

SOURCE: Primary data

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Rank	100(Rij-0.5)/Nj	Percentage position	Garrett value
I	100(1-0.5)/5	10%	75
II	100(2-0.5)/5	30%	60
III	100(3-0.5)/5	50%	50
IV	100(4-0.5)/5	70%	40
V	100(5-0.5)/5	90%	25

SOLUTION:

Factor	Climate conditions		Communication barriers		Health factor		Damages in net		Lack of fish	
Rank scale value x	f	fx	f	fx	f	fx	f	fx	f	fx
75	37	2775	20	1500	9	675	0	0	0	0
60	12	720	0	0	5	300	17	1020	32	1920
50	10	500	21	1050	23	1150	7	350	5	250
40	2	80	6	240	5	200	32	1280	21	840
25	5	125	19	475	24	600	10	250	8	200
Total score	66	4200	66	3265	66	2925	66	2900	66	3210
Garrett Mean score	63.63%		49.46%		44.31%		43.93%		48.63%	
MEAN RANK	I		II		V		IV		III	

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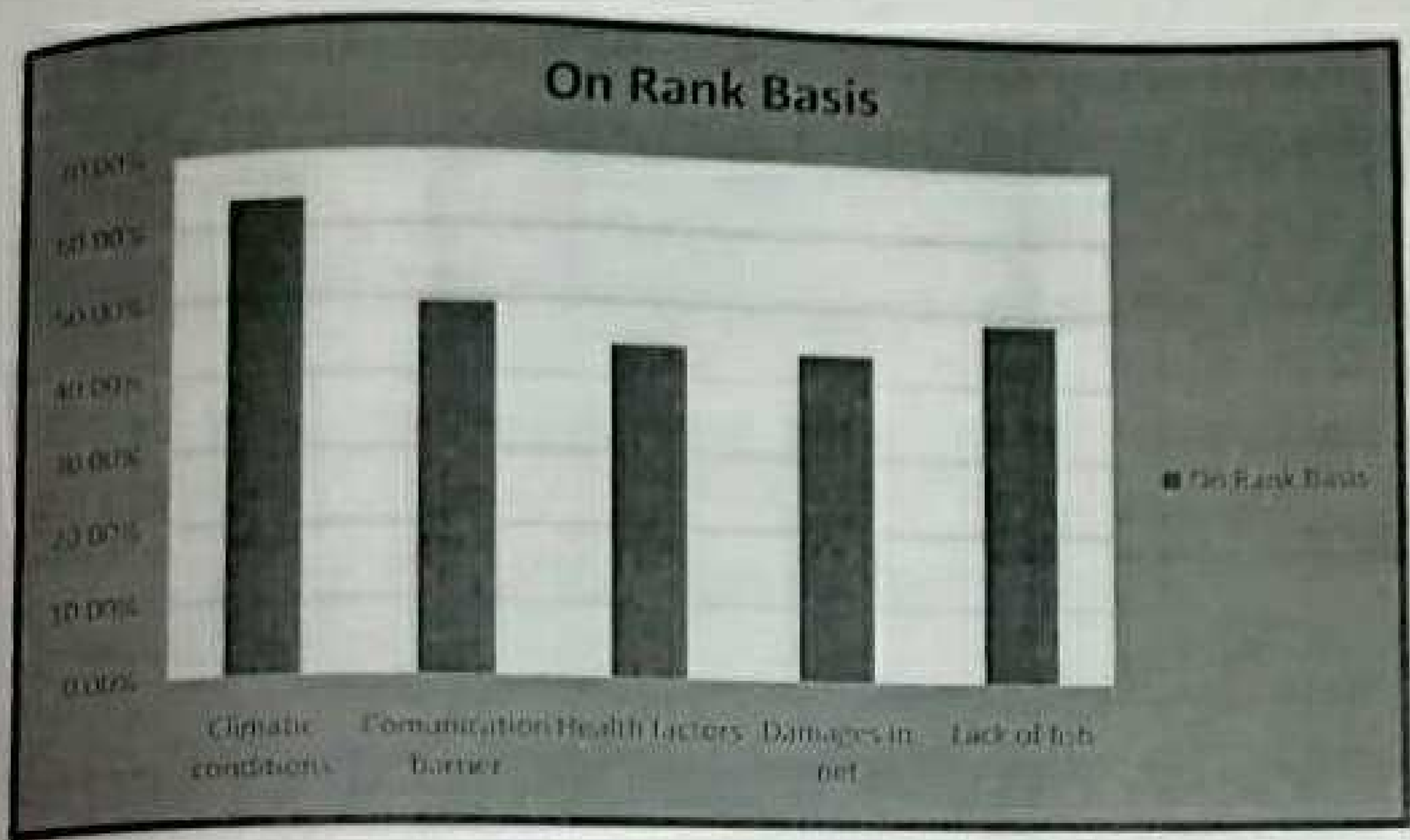
FIGURE 3.14

RANKING REGARDING THE FACTOR THAT AFFECTS WHILE FISHING;



INFERENCES:

From the above table tabulated using Garrett's Ranking Method it is clear that people feels that Climatic Conditions are the major factor that affects them while fishing followed by Communication Barrier, Lack of Fish, Damages in net and Health Factors respectively.

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TABLE 3.15

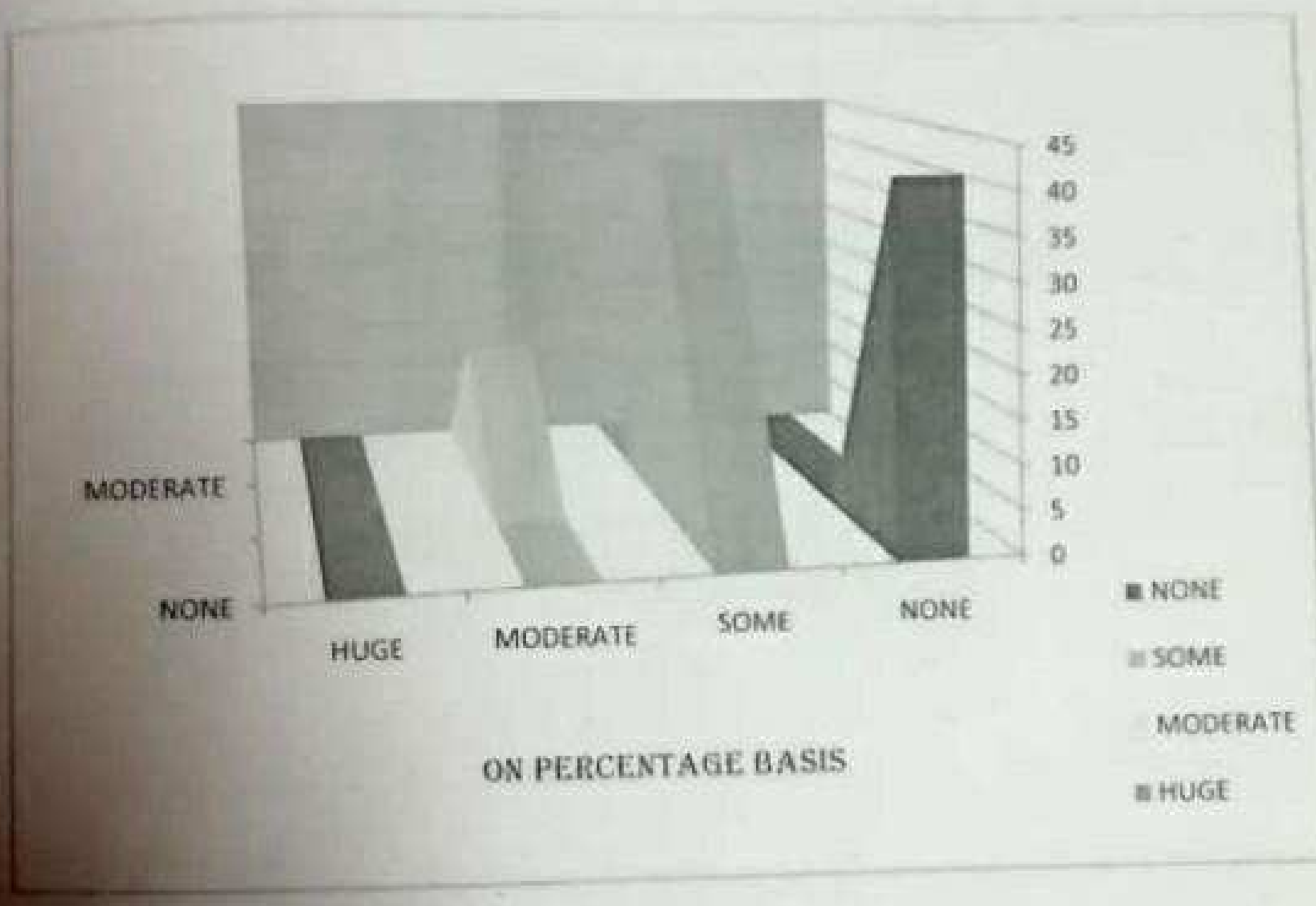
SAVINGS FORM THE INCOME EARNED

Saved money	No. Of. Respondents	% of the respondents
None	28	42
Some	28	42
Moderate	10	16
Huge	0	0
TOTAL	66	100

SOURCE: Primary data

FIGURE 3.15

SAVINGS FORM THE INCOME EARNED



INFERENCES:

From the above data it is clearly mentioned that 42% of people do not save any amount. 42% of people save some amount after their expenses.16 % of people save moderate amount of savings. 0 % of people save huge amount from their income.

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TABLE 3.16

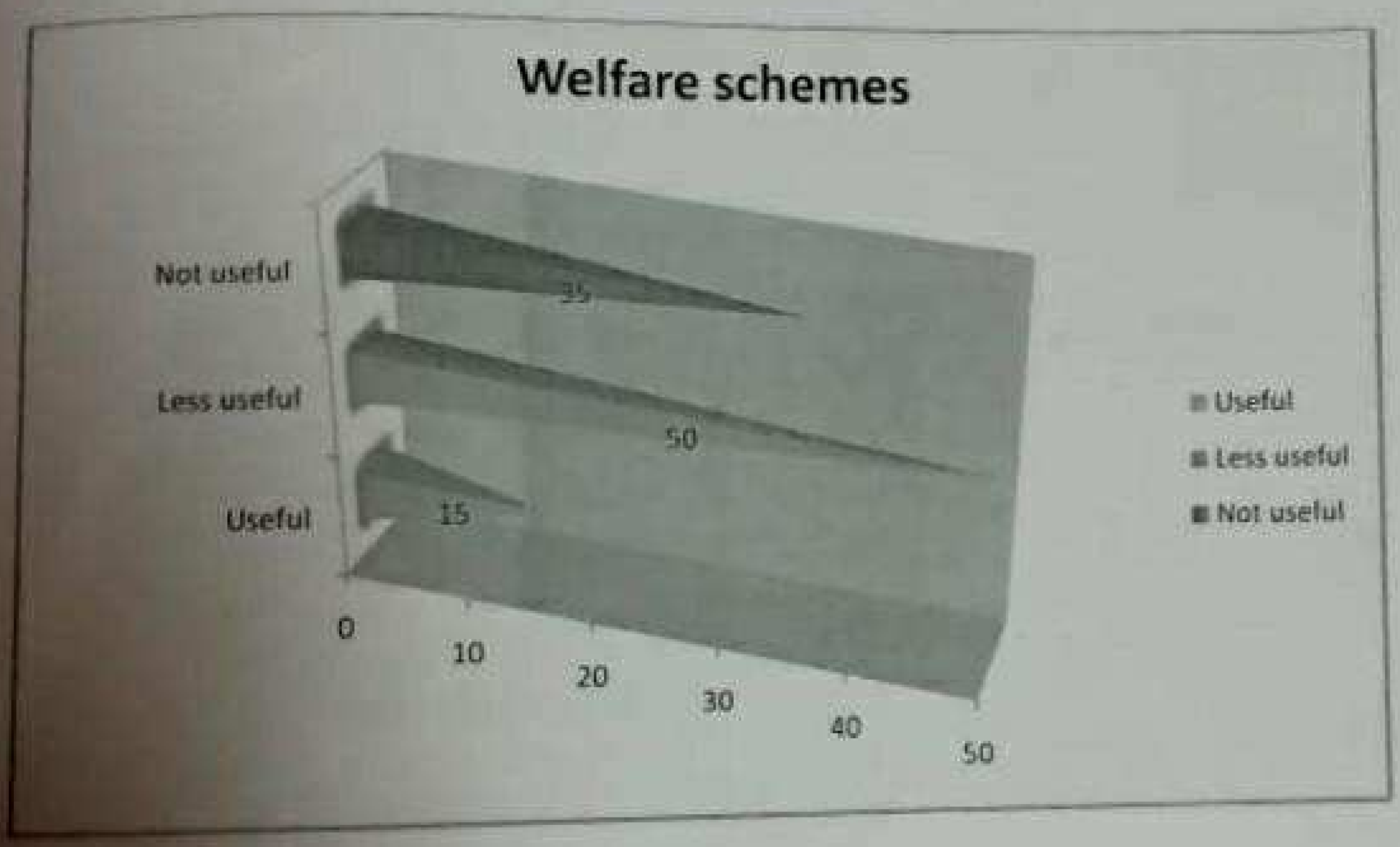
OPNION OF THE RESPONDENTS ABOUT THE WELFARE SCHEME PROVIDED BY THE GOVERNMENT

Response	No. Of. Respondents	% of respondents
Useful	10	15
Less useful	33	50
Not useful	23	35
TOTAL	66	100

SOURCE: Primary data

FIGURE 3.16

OPINION OF THE RESPONDENTS



INFERENCES:

From the above data it is clear that 15% of the people find the schemes useful for than 35% of people found it less useful and 35% of people found it not useful.

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TABLE3.17

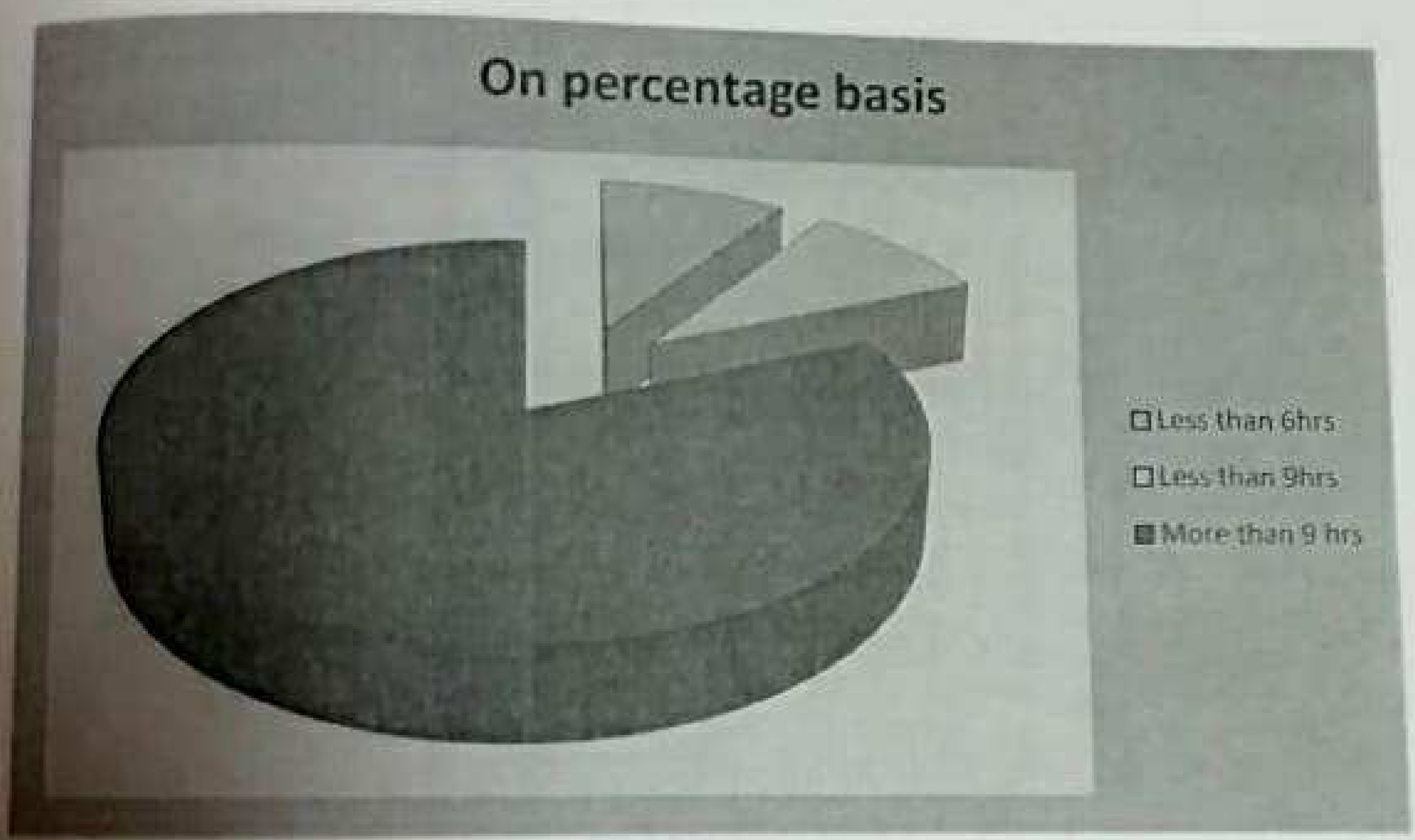
WORKING HOURS OF PEOPLE INVOLVED IN FISHING ACTIVITIES

Particulars	No. Of. Respondents	% of respondents
Less than6 hours	6	9
Less than 9 hours	6	9
More than 9 hours	54	82
TOTAL	66	100

SOURCE: Primary data

FIGURE 3.17

WORKING HOURS



INFERENCES:

From the above data it is found that 9 % of the people work less than 6 and 9 hours

82% of people work more than 9 hours.

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TABLE 3.18

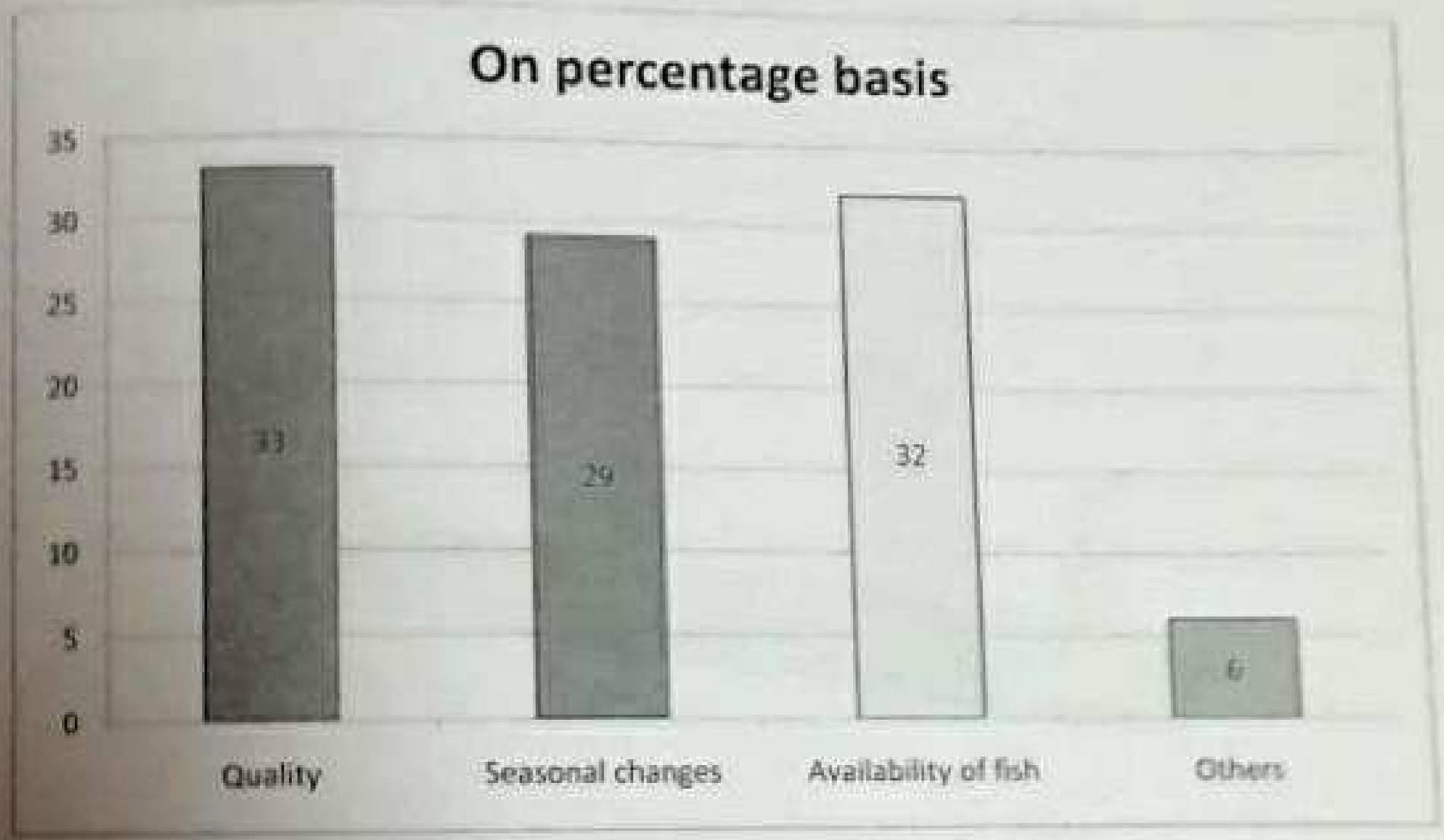
FACTORS AFFECTING THE RATE OF FISH

Particulars	No. Of. Respondents	% of respondents
Quality	22	33
Seasonal changes	19	29
Availability of fish	21	32
Others	4	6
TOTAL	66	100

SOURCE: Primary data

FIGURE 3.18

FACTORS AFECTING FISH RATE



INFERENCES:

From the above data it is found that 33% of people agreed that quality affects the rate of fish 29% of people felt that seasons affect the fish rate 32% of people felt that fish availability is the factor determining rate 6% of people have not agreed to any particular factor.

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TABLE 3.19

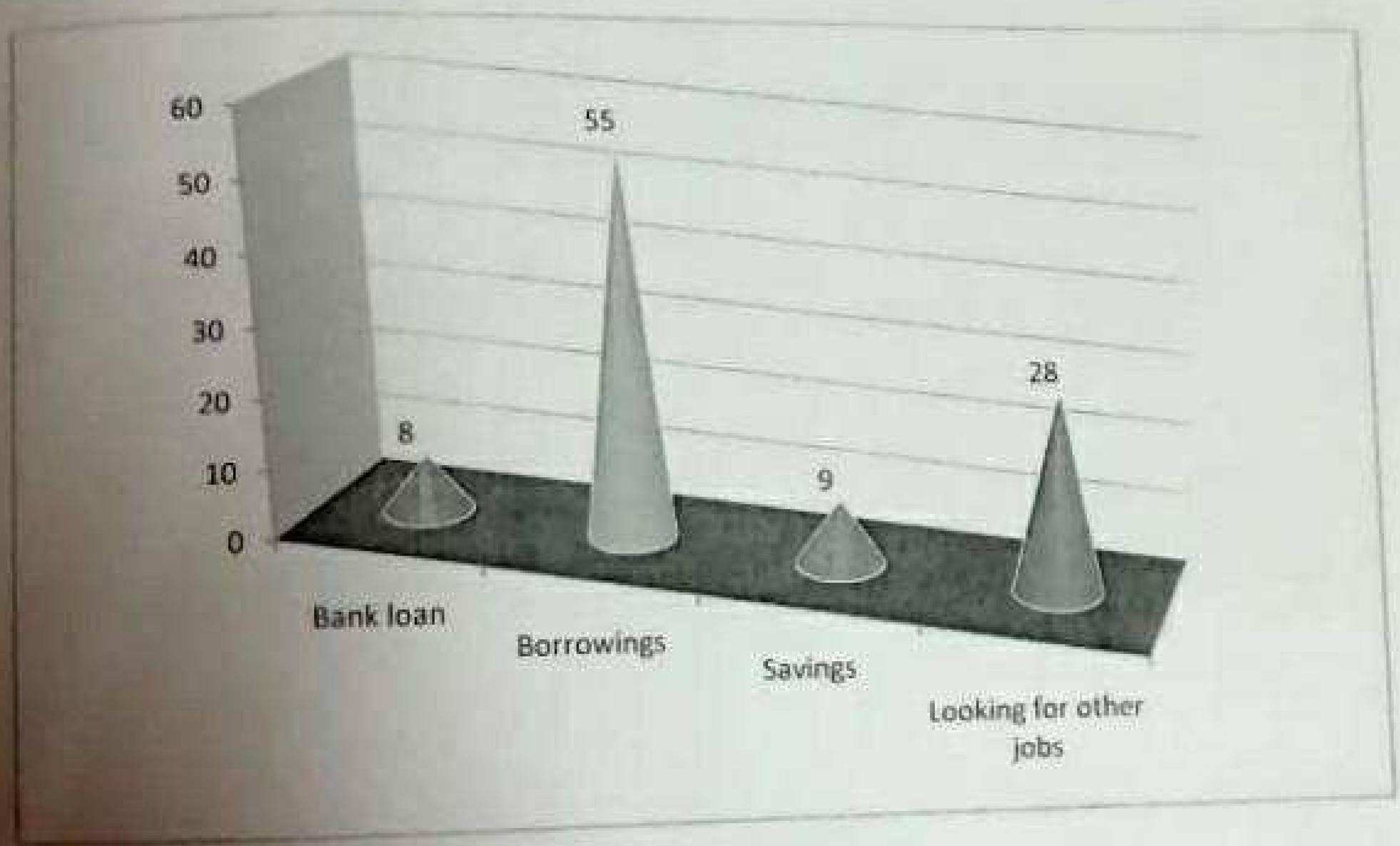
SURVIVAL WAYS OF PEOPLE DURING THE FISH BAN PERIOD

Particulars	No. Of. Respondents	% of respondents
Bank loan	5	8
Borrowings	35	55
Savings	6	9
Others jobs	18	28
Non respondents	2	0
TOTAL	64	100

SOURCE: Primary data

FIGURE 3.19

SURVIVAL METHODS OF RESPONDENTS



INFERENCES:

From the above data it is understood that 8% of the people took bank loan 9% of people used their savings 28% of the people looked out for other jobs and 55% of people borrowed money from others for their survival.

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TABLE 3.20

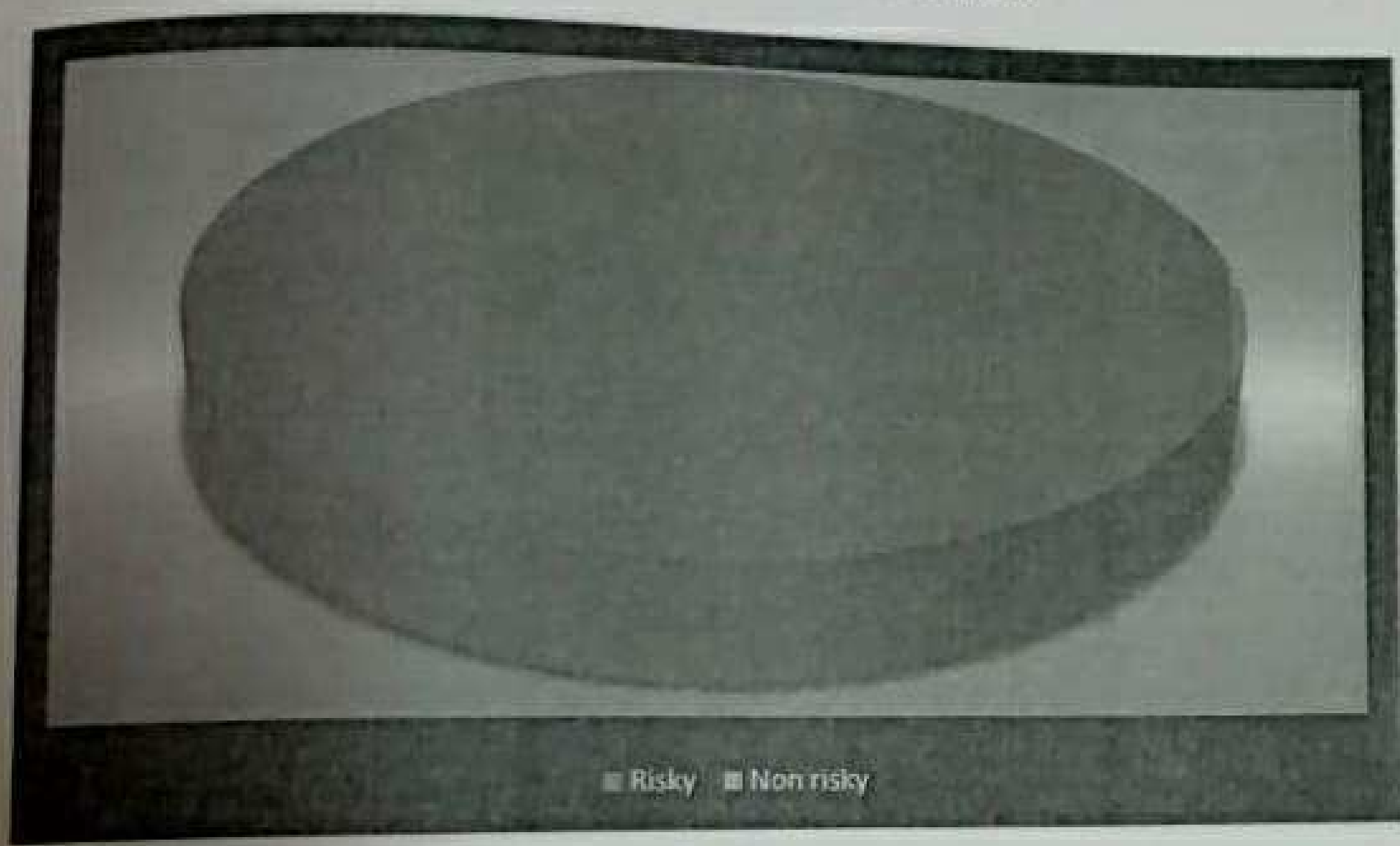
OPINION ABOUT THE FUTURE OF FISHING INDUSTRY

Response	No. Of. Respondents	% of respondents
Risky	66	100
Non risky	0	0
TOTAL	66	100

SOURCE: Primary data

FIGURE 3.20

OPINION OF RESPONDENTS



INFERENCES:

From the above data it is evident that the future of fishing industry will be worse than before as 100% of people felt undoubtedly that the future will be risky.

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TABLE 3.21

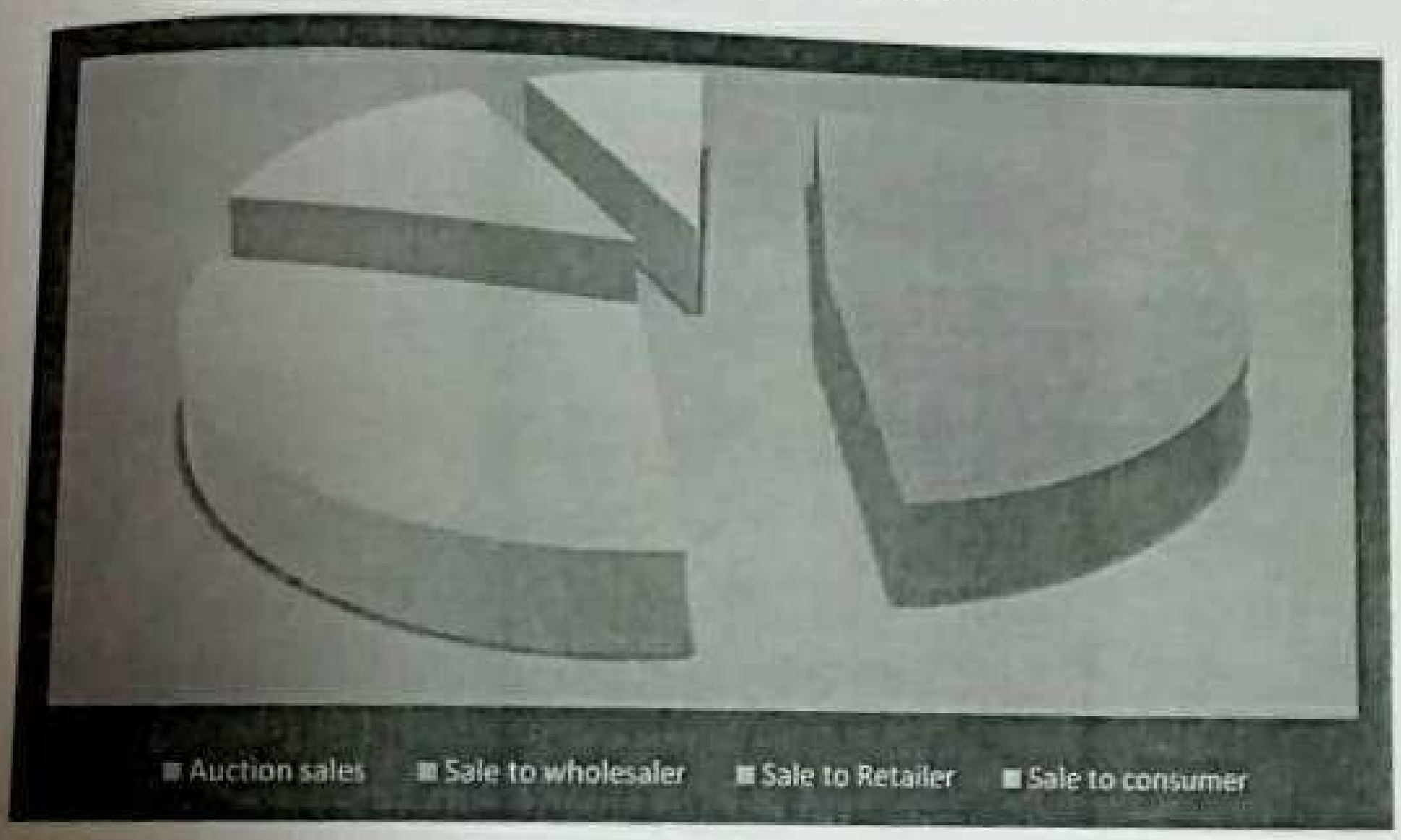
METHODS OF SELLING FISH CATCH

Particulars	No. OF Respondents	% of respondents
selling at fish auction	32	48
Selling to wholesaler	20	30
Selling to retailer	9	14
Selling directly to consumer	5	8
Total	66	100

SOURCE: Primary data

FIGURE 3.21

METHODS OF SELLING FISH CATCH



INFERENCES:

From the above data it is clear that 48% of people sell fish at auction followed by selling to wholesaler, retailer and consumer respectively at 30% 14% & 8%.

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TABLE 3.22

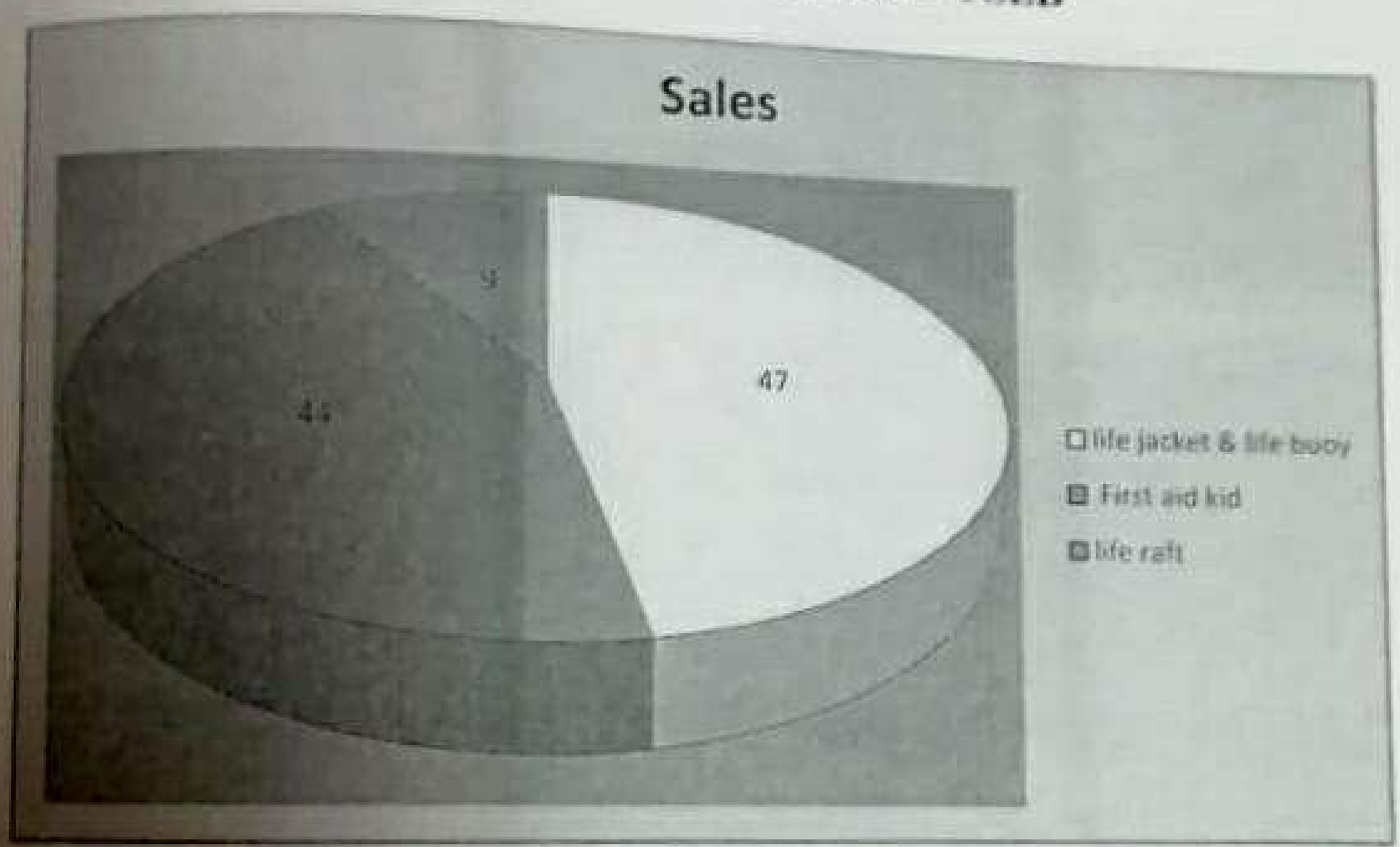
THE LIFESAVING APPLIANCES USED

Particulars	No. Of. Respondents	% of respondents
Lifejacket &life buoy	31	47
First aid kid	29	44
Life rats	6	9
TOTAL	66	100

SOURCE: Primary data

FIGURE 3.22

LIFE SAVING APPLIANCES USED



INFERENCES:

From the above data it is inferred only 9% of people use life rafts 44% of people use first aid kits and 47% of people use life jacket and life buoy during emergency situation.

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TABLE 3.23

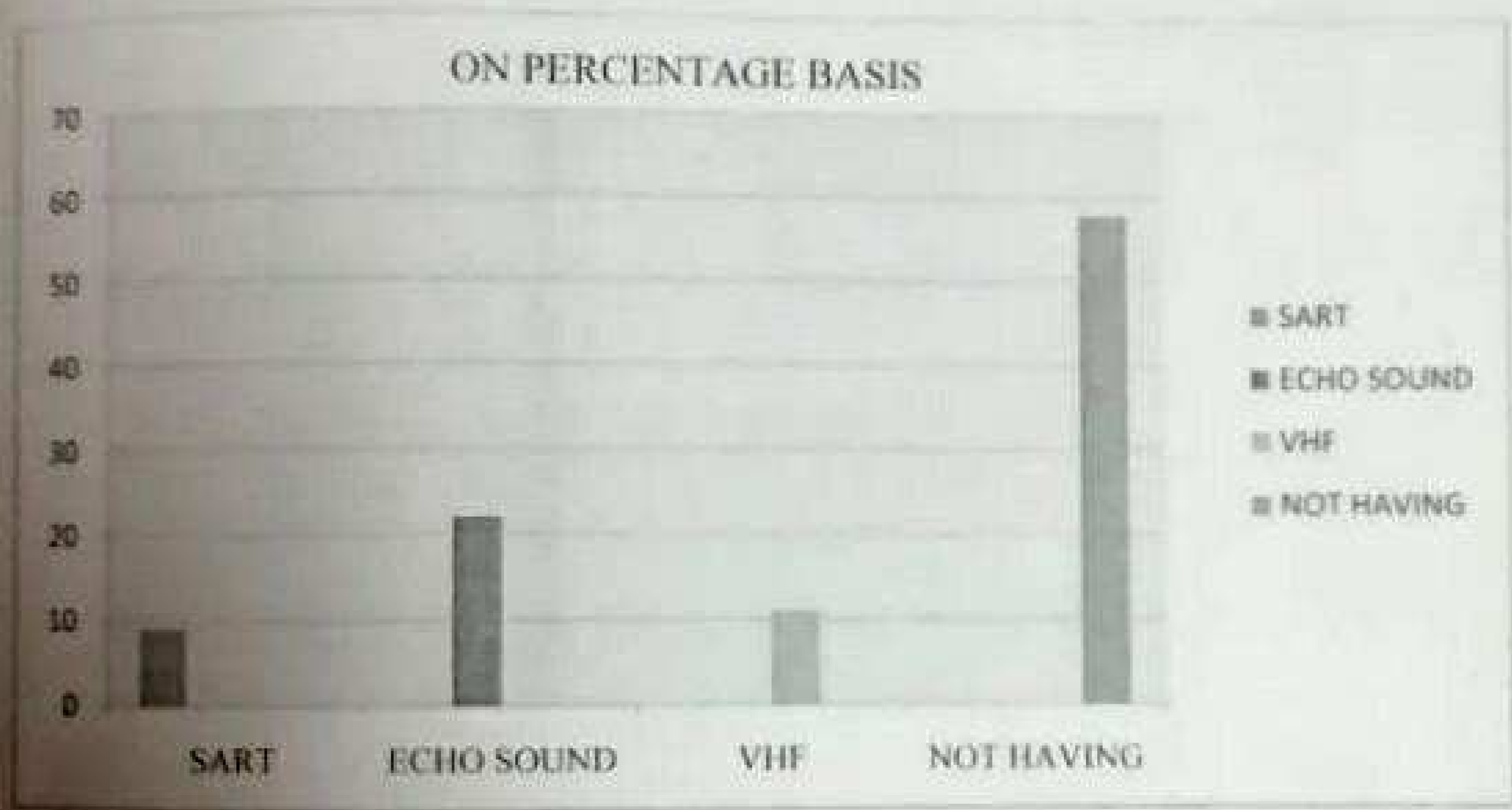
MODERN EQUIPMENTS USED BY THE RESPONDENTS

Modern equipments	No of respondents	% of the respondents
SART	6	9
ECHO SOUND	15	22
VHF	7	11
Not having	38	58
TOTAL	66	100

SOURCE: Primary data

FIGURE 3.23

MODERN EQUIPMENTS USED BY THE RESPONDENTS



INFERENCES:

From the above mentioned data it is known as 9% of the people using SART in their boats 22% of people having echo sound 11%people having VHF and 58% of people not having any modern equipments in their boats.

SART-Search And Rescue Transponders

VHF-Very High Frequency Radio

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TABLE 3.24

TABLE SHOWING "YES" OR "NO" OPINION

S. No	Opinion	No. of Respondents		Percentage of respondents (%)	
		Yes	No	Yes	No
1	Respondent is the only person earning in their family	48	18	73	27
2	Having other jobs other than fishing	10	56	15	85
3	Location of house of the respondents near to fishing site	46	20	70	30
4	Major share of income from fishing	63	3	96	4
5	Family involvement in fishing activity	47	19	71	29
6	The way changed due to the problems faced by them	17	49	26	74
7	Debt in their family	59	7	89	11
8	Export fish to other state or district	10	56	15	85
9	Privileges while getting loan from bank	3	63	5	95
10	Use of government schemes	29	37	44	56
11	Awareness of the government schemes provided	27	39	41	59
12	Reaching shore if there is any engine failure	62	4	95	5
13	Rectification of their engine if failed	31	35	46	54

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14	Received compensation from the government during lockdown	3	63	5	95
15	Satisfaction level about the compensation received from government	9	57	14	86
16	Fishing all days after lockdown	29	37	45	55
17	Interested in doing jobs other than fishing	11	55	17	83
18	Encouragement for catching fish to their family members	20	46	30	70
19	Amount received from the government during lockdown is enough	0	66	0	100
20	Income from fishing is enough to meet all expenses	16	50	24	76

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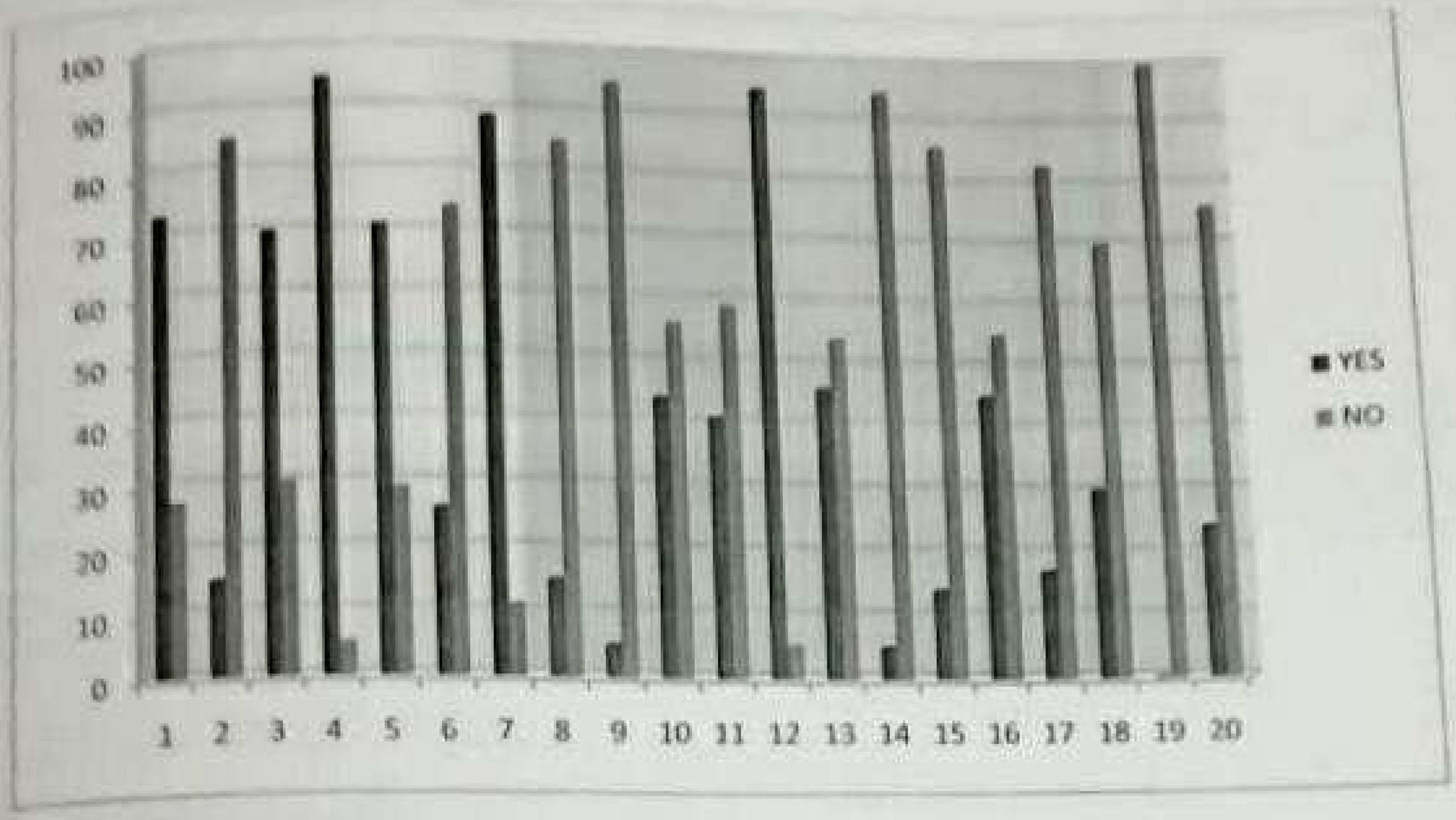
FIGURE 3.24

"YES" OR "NO" OPINION



INFERENCES:

From the above table it indicates that 41% people opinion is YES and 59% people opinion is NO.

Fishermen say "YES" for the following:

1. Respondent is the only person earning people in their family.

2. Location of house of the respondents is near to fishing site.

3. Major share of income from fishing.

5. Family involvement in fishing activity.

6. Debt in their family.

7. Reaching shore if there is any engine failure

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Fishermen say "NO" for the following:

1. Having other jobs other than fishing.
2. The way changed due to the problems faced by them.
3. Export fish to other state or district.
4. Previleges while getting loan from bank.
5. Use of government schemes.
6. Awareness of the government schemes provided.
7. Rectification of their engine if failed.
8. Received compensation from the government during lockdown.
9. Satisfaction level about the compensation received from government
10. Fishing all days after lockdown.
11. Interested in doing jobs other than fishing.
12. Encouragement for catching fish to their family members.
13. Amount received from the government during lockdown is enough.
14. Income from fishing is enough to meet all expenses.

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FIELD WORK

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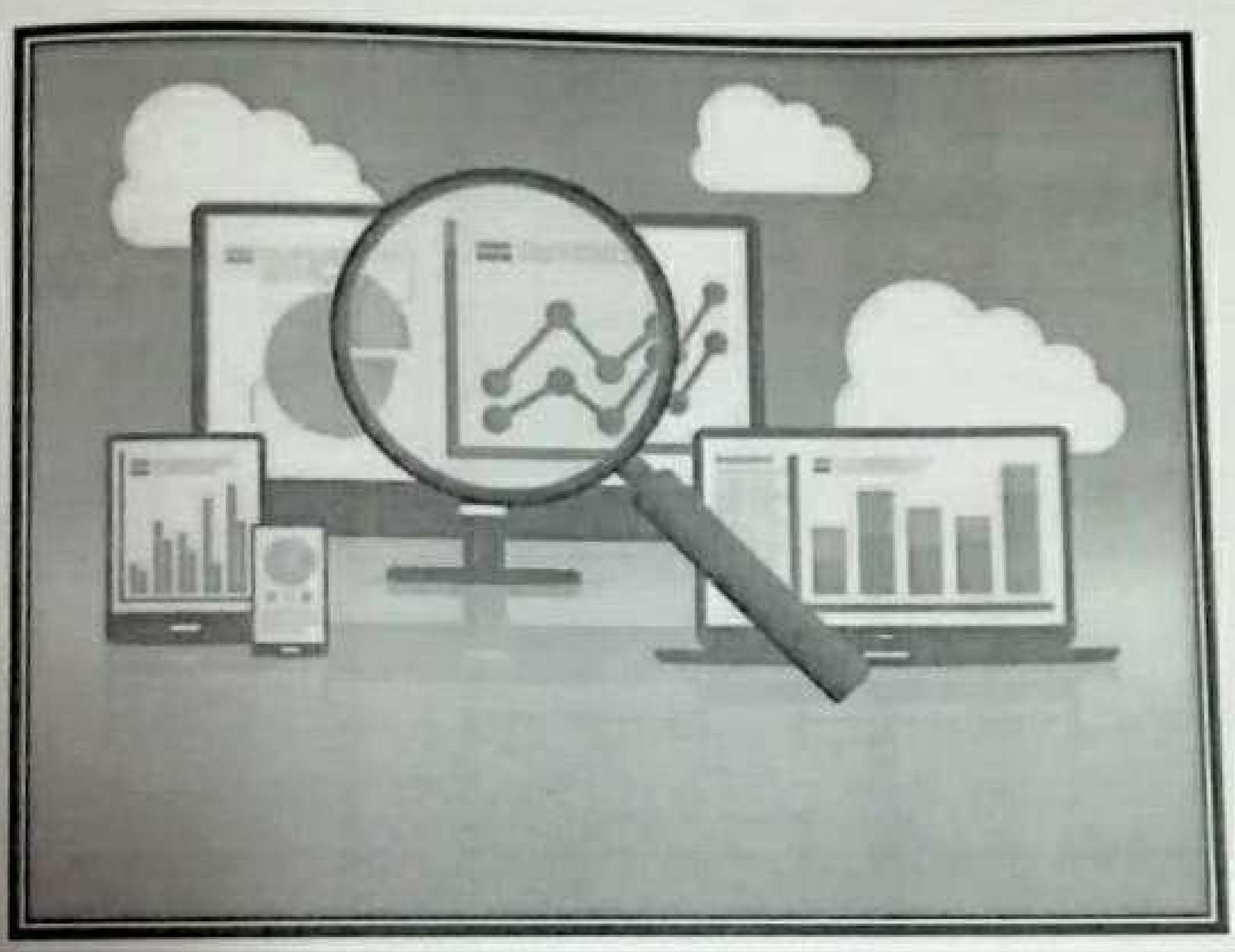
CHAPTER- IV



FINDINGS AND SUGGESTIONS

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CHAPTER-IV

FINDINGS :

- 9 % of people are between 20-30 age group, 27 % of people belongs to 31-40 age group, 44 % of people are between 41-50 age group 17% of people belongs to51-60 age group and 3 % of people are above age of 60.
- 38 % of people earn below Rs.5000 45 % of people earn Rs.5001 -10000 only 6% of the people earn above Rs.20000.
- 85 % of people are nuclear family and 15 % of people are joint family.
- 91 % of respondents are married and 9 % of respondents are unmarried.
- 36 % of people are illiterate, 53 % of people have completed higher secondary education, 6% of the people completed higher education, 4% completed professional course.
- 10.5 % of people have choosen painting, 1.5 % of people have choosen crane operator, 1.5 % of people have choosen involvement in political party activities and 85 % of people are not interested to go for other jobs.
- 59 % of respondents stay in their own house and 41 % of people stay in rental house.
- 1 % of people involved in fishing activities below five years & 46-55 years, 34 % of people involved 26-45, 29 % of people involved 5-15 years and 35 % of people involved 16-25 years in fishing activities.
- 74 % of people have choosen fishing as their occupation due to family tradition and 26 % of people have choosen fishing for other reasons.
- 6 % of people got loan from bank, 18 % of respondents used their savings and 76 % people borrowed money from others during lockdown.
- 74 % respondents using wireless network communication, 21 % of people using phone calls and 5 % of people using other mode of communication.
- 74% of people are not satisfied, 13.5 % of people are less satisfied, 1.5 % of people are highly satisfied with their income. 38 % of people are satisfy moderate with their income.
- 42 % of people do not save any amount 42 % of people save some amount, 16 % of people save moderate amount after their expenses.
- 15 % of people find welfare schemes useful for them, 35 % of people found it less useful 35 % of people found it not useful.
- 9% of people work less than 6 hours, 9% of people work less than 9 hour and 82 % of the people work more than 9 hours.

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- 33 % of respondents agreed that quality affects the rate of fish, 29 % of people felt that season affects the fish rate, 32 % of people felt that fish availability is the factor determining the rate and 6 % of people have not agreed to any particular factor.
- 8 % of people took loan from bank, 9 % of people used their savings, 28 % of the people looked out for other jobs and 55 % of people borrowed money from others for their survival.
- 100% of people found the future of fishing risky.
- 48 % of people sell fish at auction followed by selling to wholesaler, retailer and consumer respectively at 30 %, 14 % and 8 %.
- 9 % of people use life rafts 44 % of people use first aid kits and 47 % of people use life jacket and life buoy in their boats.
- 38 % of respondents not having any modern equipments in their boats,22 % of people having ECHO sound,11 % of people having VHF, 9 % of the people using SART in their boats.

Fishermen say "NO" (59%) for the following:

- Having other jobs other than fishing.
- The way changed due to the problems faced by them.
- Export fish to other state or district.
- Previleges while getting loan from bank.
- Use of government schemes.
- Awareness of the government schemes provided.
- Rectification of their engine if failed.
- Received compensation from the government during lockdown.
- Satisfaction level about the compensation received from government
- Fishing all days after lockdown.
- Interested in doing jobs other than fishing.
- Encouragement for catching fish to their family members.
- Amount received from the government during lockdown is enough.
- Income from fishing is enough to meet all expenses.

Fishermen say "YES" (41%) for the following:

- Respondent is the only person earning people in their family.
- Location of house of the respondents near to fishing site.
- Major share of income from fishing.
- Family involvement in fishing activity.
- [illegible] in their family.
- [illegible] shore if there is any engine failure

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SUGGESTIONS

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SUGGESTIONS:

- The government officials should make sure that all the people are receiving full benefits of the government schemes.
- Compensation should be given to them fairly.
- Preventive measures should be taken to safeguard the life of the fishermen.
- They should be made aware about the welfare schemes provided by the government.
- The owner of the boat should save some money from the profit for their employees and give to them when they retire this amount may be helpful to their family.
- The government should provide other jobs other than fishing and practical session for the work during the fishing ban period this system is helpful to their family survival during that period.
- Most of the people are not having modern equipments in their boats so government can provide some modern equipments to all boats, it helps to develop the fishing activities and it leads to getting more profit.
- The fisheries department collect a fixed amount from the people who involved in fishing activity and give back to them with some return during the fishing ban period it helps to the people who are all received but it not offered to all people so the department should take measure for all the people to use this welfare scheme.
- All fishing people's opinion about fishing is risky so the government should take remedial measures for the future fishing.
- Most of the children in fishing family are forced to do work in other industries. So, government can give free education to them and control the child labor.
- Fishermen are not aware about the government welfare schemes available for them so they should be made aware of it.
- Opportunities should be created for them to sell their products directly in the market.
- The children of fishermen community should be educated properly.
- Discontinuation of education due to poverty must be avoided. It should be checked correctly.
- Compensation should be provided for them without fail during the fish ban period.
- [illegible] should be created in the minds of the fisher folks that they can survive.
- [illegible] official responsible for fishing sector should have a face to face meeting with the [illegible] and their problems should be analysed.

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- Necessary precautionary information relating to weather must be informed to them beforehand.
- Modern fishermen who violates the restrictions should be examined properly and action should be taken against them.
- Necessary steps should be taken to make them get fair price for the fish catches in the market.
- The schemes available should be explained to them in a way they can understand and its importance must be made to known to them.

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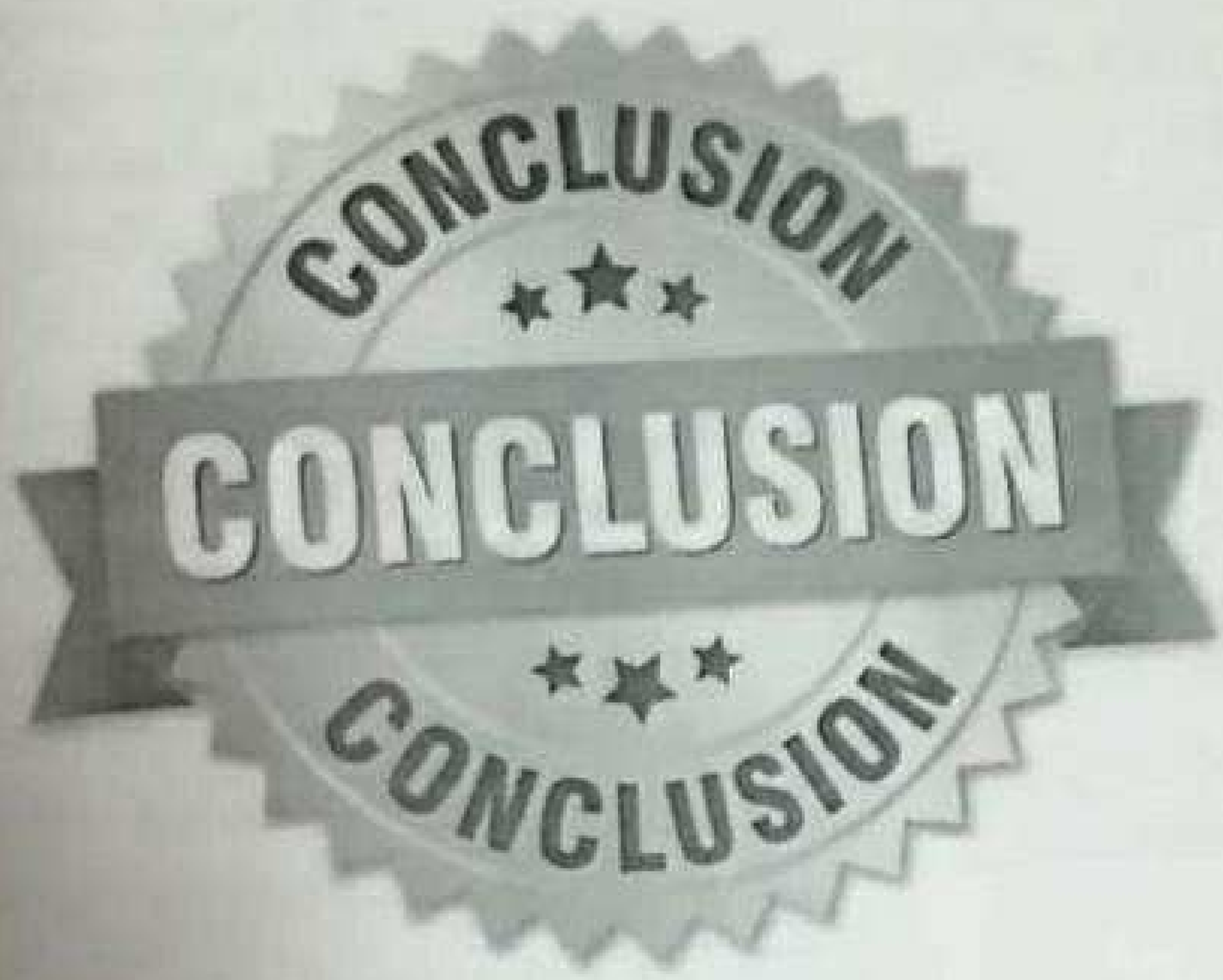
CHAPTER-V



CONLUSION

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CHAPTER-V

CONCLUSION:

Every drop of water we drink, every breath we take remind us that we are connected sea. Fish has again found a prime spot and has given the fishery sector a new boost to the development of our state. The government provides utmost importance for protecting the traditional fishing rights of our fishermen and has also introduced many need based fishermen welfare development schemes to ensure social security and safety of fishers in the state. Introduction of e government initiatives has enabled the fisher folk to access the government welfare schemes. Therefore, government should take needed actions to safeguard their life as well as profession although they are already providing many welfare schemes to them ,it must be made available to all the fisherfolks without any restrictions.

From the analysis and interview made, it is clear that fishermen are not fully satisfied with their profession. People involved in the fishing occupation should be provided necessary incentives that encourage them to do their work continuously. This occupation is the traditional occupation and it should be passed to next generation. Therefore government should take needed actions to safeguard their life as well as profession. The fishermen risk their life and do work so they should get enough of their labour .People should be encouraged to involve in fishing activities or else there may occur a situation in the near future that there would be no such profession called fishing.

Fishermen are fearful that they may lose their job and they fear about the survival of their family. If no serious actions are taken regarding the safeguard of fishermen lives and the fishing profession then big trouble is waiting for us all in the future as many people will die due to starvation and there will an imbalance in the ecosystem also it leads of depletion of marine resources. So, preserving the nature and the man that works with the nature is the need of the hour.

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ANNEXURE-I

QUESTONNAIRE

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A STUDY ON SOCIO ECONOMIC STATUS OF FISHERMEN IN THOOTHUKUDI CITY

PERSONAL DETAILS:

1. Name :
2. Age:
3. Monthly income:

   Below Rs.5000 ☐ Rs.5001-10000 ☐ Rs.10001-20000 ☐ Above Rs.20000 ☐

4. Nature of the family:

   Nuclear family ☐ Joint family ☐

5. Marital status:

   Married ☐ Unmarried ☐

6. Are you the only person earning in your family?

   Yes ☐ No ☐

7. Educational qualification:

   Illiterate ☐ Secondary education ☐ Higher education ☐ Professional course ☐

8. Do you have another job along with fishing activity?

   Yes ☐ No ☐

9. If yes specify: _____
10. The type of household you live in is:

    Owned - house ☐ Rental - house ☐

11. Is your house situated near the fishing site?

    Yes ☐ No ☐

12. For how many years you have been involved in fishing activity? _____
13. How many adult & children live in your household including you?

Particular	No. Of. Members
Adult	
Children	

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OCCUPATION RELATED QUESTIONS:

14. What were the reasons for you to choose fishing ?

Family tradition of fishing ☐

Better income from fishing than other jobs ☐

Opportunity to stay in the region ☐

Others ☐

15. What are the main problems you face in making a living from fishing?

Stock level ☐ Area restrictions ☐

Operating costs ☐ Sell on value ☐

16. How do you manage to run your family during lockdown as there is no job for fishermen?

Loan from bank ☐ Bank savings ☐ Borrowings from others ☐

17. Incaseof any emergency situation while fishing how do you communicate to anyone on shore?

Phone calls ☐ Wireless network ☐

Very High Frequency (VHF) Radio ☐ Others ☐

18. Your family income mainly comes from:

Fishing ☐ Other job/activities ☐

19. Time spend for fishing activity:

Full time ☐ Part time ☐

20. Are you satisfied with the income you earn?

Highly - satisfied ☐ Less - satisfied ☐

Moderate ☐ Not - satisfied ☐

21. Rank the following factors according to your opinion that affects you while fishing

[illegible]	Rank
[illegible]unication barriers	
[illegible] of fish	
[illegible] in the fishing net	
[illegible] conditions	
[illegible]ors	

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22. State the factors affecting the rate of fish :

Quality ☐ Seasonal changes ☐ Availability of fish ☐ Others ☐

23. Have you changed the way of your fishing as a result of the above mentioned problems?

Yes ☐ No ☐

24. Can you save money after meeting all your expenses?

None ☐ Some ☐ Moderate ☐ Huge ☐

25. State the amount of profit you earn by selling fish?

Below Rs.10000 ☐ Rs.10001-20000 ☐

Rs.20001-30000 ☐ Above Rs.30000 ☐

26. Do you find the welfare schemes of the government useful?

Very useful ☐ Less useful ☐ Not useful ☐

27. What is the working hours?

Less than 6 hours ☐ Less than 9 hours ☐ More than 9 hours ☐

28. Every year from April to July fishing is banned for breeding how do you manage your family expenses during those times?

Loan from bank ☐ Borrowing from others ☐

Using the savings ☐ Look for other jobs ☐

29. What do you think the future of fishing would be ?

Risky ☐ Non risky ☐

30. Which of the following methods are used to sell your catch ?

Particular	Tick the appropriate
Selling at fish auction	
Selling to wholesaler	
Selling directly to retailer	
Selling directly to consumer	

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31. What are the life saving appliances you carry on in fishing boats?

Particular	Tick the appropriate
Life jacket& life buoy with line (mob)& light	
First aid kid	
Life rafts	
TPA	
Immersion suit	
EPIRB& SART	

32. What are the modern equipments used in recent fishing boats compared to old boats ?

Particular	Tick the appropriate
EPIRB	
Echo sound	
SART	
AIS	
VHF	
MF&HF DSC	
Life raft	

33. Any members of your family work with you in your fishing activity?

Yes ☐ No ☐

34. Do you need the help of your family members in your fishing activity?

Yes ☐ No ☐

35. Is income from fishing enough for you to meet all your family needs?

Yes ☐ No ☐

36. Do you suffer any debt in your family?

Yes ☐ No ☐

37. Do you export fish to other district/state?

Yes ☐ No ☐

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38. Do you enjoy any special previlages while getting loan from bank?

Yes ☐ No ☐

39. Have you ever made use of any of the government schemes?

Yes ☐ No ☐

40. If yes, specify: _____

41. Do you know about the welfare schemes offered by the government?

Yes ☐ No ☐

42. If ever, the engine failed in the mid sea can you reach shore?

Yes ☐ No ☐

43. In case of engine failure can the person on the crew rectify the problems?

Yes ☐ No ☐

44. Have you got any compensation from the government during lockdown?

Yes ☐ No ☐

45. Is the amount received from government is enough for you to run your family?

Yes ☐ No ☐

46. Are you allowed to do fishing on all days after covid-19?

Yes ☐ No ☐

47. If not, is the income earned on alternative days enough to run your family?

Yes ☐ No ☐

48. Are you interested to do other job other than fishing activity?

Yes ☐ No ☐

49. If yes, specify: _____

50. Will you encourage your family members to do fishing?

Yes ☐ No ☐

GOOGLE FORM LINK:

https://docs.google.com/forms/d/e/1FAIpQLSeYLiqq_y8S1h9qLdjjsFLDrL0zUS_8iyUnF2vVgRYGSP-0rg/viewform

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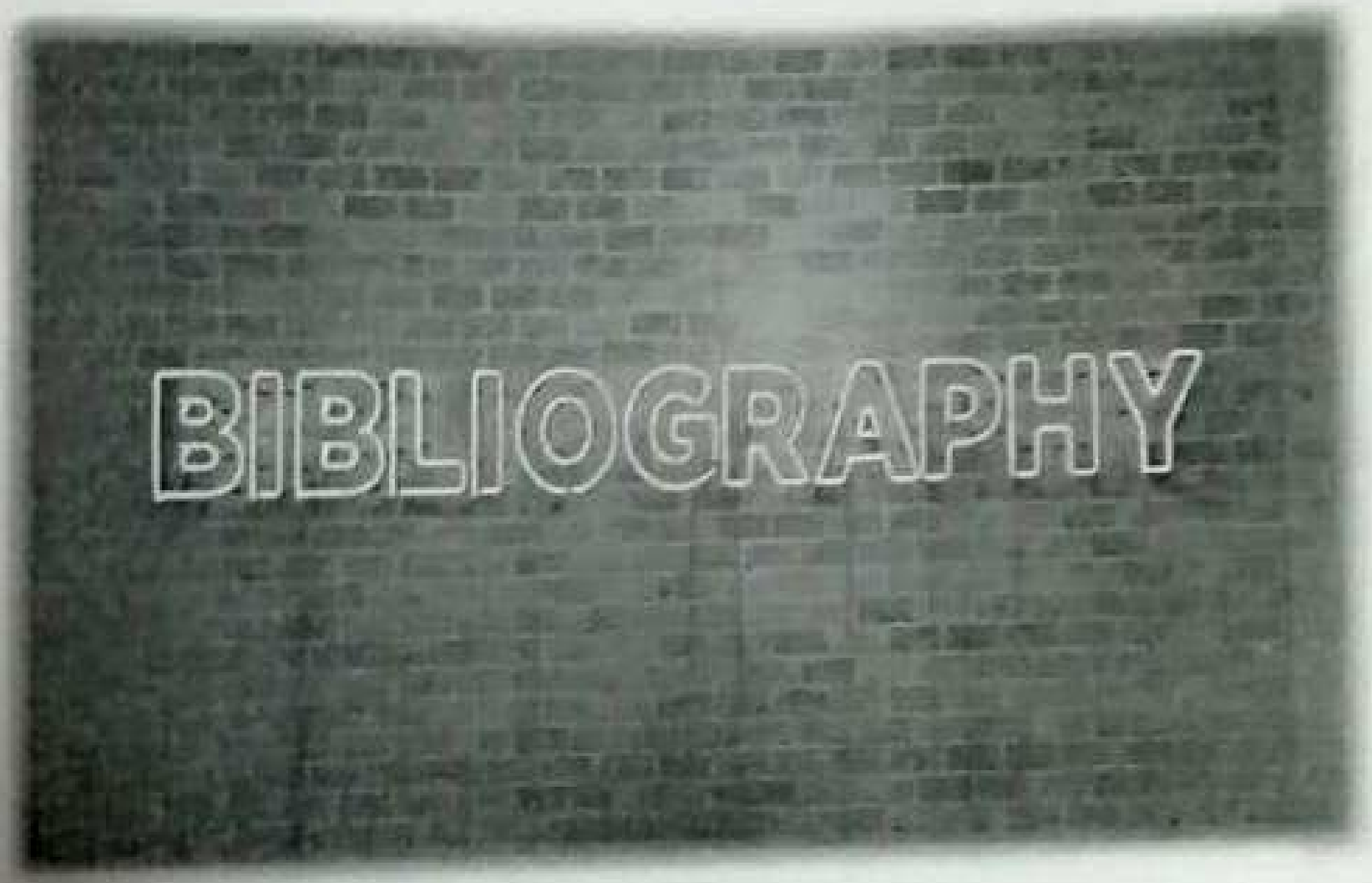
ANNEXURE-II



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GENERAL PUBLIC OPINION ABOUT WATER RESOURCES MANAGEMENT IN THOOTHUKUDI CITY

A Project Report Submitted to

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

in partial fulfillment of the requirement

for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

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(Re -accredited with "A+"grade by NAAC)

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CERTIFICATE

This is to certify that the project entitled **"GENERAL PUBLIC OPINION ABOUT WATER RESOURCES MANAGEMENT IN THOOTHUKUDI CITY"** submitted by the candidates, Rasika.R., Reancy.P, Roselin.A.,Sabatina.S.,Swetha.F.,partial fulfillment of the requirements for the degree of **BACHELOR OF COMMERCE** to **St.Mary's College (Autonomous), Thoothukudi,** affiliated to the **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by them during the period of their study under my guidance and supervision.

Place: Thoothukudi

Date: 10.04.2021

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DECLARATION

We hereby state the project entitled **"GENERAL PUBLIC OPINION ABOUT WATER RESOURCES MANAGEMENT IN THOOTHUKUDI CITY"** is submitted to St.Mary's College(Autonomous),Thoothukudi, affiliated to **Manonmaniam Sundaranar University, Tirunelveli,** for the award of the degree of **Bachelor of Commerce** is our original work and that no part of this project has been submitted for the award of any other Degree,Diploma,Fellowship or other similar titles.

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ACKNOWLEDGEMENT

We acknowledge the abundant blessings and grace of God Almighty who has been our source of energy and knowledge.

We extend our special thanks to our **Dr.Sr.A.S.J. Lucia Rose, Principal**, for the constant encouragement and blessings for doing this work successfully.

It is our pleasure to extend our thanks to the Head of the Department of Commerce **Mrs.Dr.G.Stella Beatric Nirmal** for her valuable suggestions and encouragement in completing the work.

We also thank all the professors in the department for their guidance and support.

We thank **Dr.S. Bulomine Regi ,Assistant Professor of Commerce** for being so helpful, kind, generous, and an excellent lead.

Our sincere thanks to our parents for supporting us in all our endeavor.

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LIST OF CONTENTS

CHAPTER	TITLE	PAGE NO.
I	**Introduction and Design of the study**	1-8
	1.1.Introduction	
	1.2.Statement of the problem	
	1.3.Objectives of the study	
	1.4.Scope of the study	
	1.5.Research Methodology	
	1.6.Collection of data	
	1.7.Sample design	
	1.8.Framework of analysis	
	1.9.Period of the study	
	1.10.Limitations of the study	
	1.11.Scheme of the report	
II	**Review of Literature**	9-20
	2.1.Introduction	
	2.2.Reviews about Fresh Water	
	2.3.Reviews about Ground Water	
	2.4.Reviews about Waste Water	
	2.5.Reviews about RO Water	
	2.6.Research Gap	
III	**Water Resouces Management:An Overview**	21-40
	3.1.Water Resources Management	
	3.1.1.Objectives of Water Resources Management	
	3.1.2.Importance of Water Resources	
	3.2.Fresh Water Resources Management	
	3.2.1.Objectives of Fresh Water Resources Management	
	3.2.2.Factors affecting Fresh Water Resources Management	
	3.2.3.Advantages of Fresh Water Resources Management	
	3.2.4.Disadvantages of Fresh Water Resources Management	
	3.2.5.Importance of Fresh Water Resources Management	
	3.3.Ground Water Resources Management	
	3.3.1.Objectives of Ground Water Resources Management	
	3.3.2.Importance of Ground Water Resources Management	
	3.3.3.Advantages of Ground Water Resources Management	
	3.3.4.Disadvantages of Ground Water Resources Management	
	3.4. RO Water Resources Management	
	3.4.1.Features of RO Water Resources Management	
	3.4.2.Objectives of RO Water Resources Management	
	3.4.3.Benefits of RO Water Resources Management	
	3.4.4.Disadvantages of RO Water Resources Management	
	3.4.5.Importance of RO Water Resources Management	
	3.5.Waste Water Resource Management	

	3.5.1.Objectives of Waste Water Resource Management	
	3.5.2.Importance of Waste Water Resource Management	
	3.5.3.Characteristics of Waste Water Resource Management	
	3.5.4.Advantages of Waste Water Resource Management	
	3.5.5.Disadvantages of Waste Water Resource Management	
	3.6.Conclusion	
IV	**General Public Opinion about Water Resources Management-An Analysis**	**41-71**
V	**Findings, Suggestions and Conclusion**	**72-80**
	Bibliography	
	Annexure-Questionnaire	

CHAPTER-I

INTRODUCTION AND DESIGN OF THE STUDY

CHAPTER-1

INTRODUCTION AND DESIGN OF THE STUDY

1.1. INTRODUCTION

Water resource management is the activity of planning, developing, distributing and managing the optimum use of water resources. It is an aspect of water cycle management. Water is essential for our survival. The field of water resources management will have to continue to adapt to the current and future issues facing the allocation of water. With the growing uncertainties of global climate change and the long-term impacts of management actions, the decision-making will be even more difficult. It is likely that ongoing climate change will lead to situations that have not been encountered. As a result, alternative management strategies are sought for in order to avoid setbacks in the allocation of water resources .Ideally, water resource management planning has regard to all the competing demands for water and seeks to allocate water on an equitable basis to satisfy all uses and demands. As with other water resource management this is rarely possible in practice. One of the biggest concerns for our water-based resources in the future is the sustainability of the current and future water resource allocation. As water becomes scarce, the importance of water management grows vastly—finding a balance between humans' needs and the essential step of water resources sustainability in the environment.

This study reveals that the management of four types of water and they're such as follows: Fresh water, Ground water, RO water and waste water in our household. First of all, Freshwater refers to the water found in lakes, ponds, streams, and any other body of water other than the sea. It supports a range of plant and animal ecosystems whose composition is shaped by the availability of food, oxygen (O), temperature, and sunlight. Freshwater environments are less extensive than the sea, but they are important centers of biodiversity. This is especially in dry environments, like deserts, where isolated ponds and streams provide a haven for plants and animals. Plants and animals living in freshwater will not usually be able to live in saltwater, because their bodies are adapted to a low-salt content. Freshwater ecosystems are vulnerable to water pollution that arises from a range of human activities, from deforestation to urban development. They are also use water supplies for human use, and sometimes their natural course is diverted for this purpose as, for instance, when a dam is built.

In Thoothukudi, the surface ground water resources are fully utilized by various stake holders. The demand for water is increasing day by day. So, groundwater resources play a vital role for additional demand by farmers, industries and domestic usage leads to rapid development of groundwater. About 63% of available groundwater resources are now being used. However, the development is not uniform all over the State, and in certain districts of Tamil Nadu, intensive groundwater development had led to declining water levels, increasing trend of Over Exploited and Critical Firkas, saline water intrusion, etc. Ground water in phreatic aquifers in Thoothukudi district, in general, is colourless, odourless and slightly alkaline. The specific electrical conductance of ground water in phreatic zone (in Micro Seimens at 25o C) was in the range of 280µS/cm to12020µS/cm in the district and major parts are having multiplayer aquifer system. Hence the water quality varies with respect to depth of taping. It is observed that the 50 percent samples of ground water is suitable for drinking and domestic uses but depth of the well should be properly designed, depending on the multilayer aquifer system. With regard to irrigation suitability based on specific electrical conductance and Sodium Adsorption Ratio (SAR), it is observed that ground water in the phreatic zone may cause high to very high salinity hazard and medium to high alkali hazard when used for irrigation. Proper soil management strategies are to be adopted in the major part of the district while using ground water for irrigation.

Next, Wastewater is any water that has been contaminated by human use. Wastewater is "used water from any combination of domestic, industrial, commercial or agricultural activities, surface runoff or storm water, and any sewer inflow or sewer infiltration". Therefore, wastewater is a byproduct of domestic, industrial, commercial or agricultural activities. The characteristics of wastewater vary depending on the source. Types of wastewater include: domestic wastewater from households, municipal wastewater from communities (also called sewage) and industrial wastewater. Wastewater can contain physical, chemical and biological pollutants. Greywater (a type of wastewater) in a settling tank in our household. Households may produce wastewater from flush toilets, sinks, dishwashers, washing machines, bath tubs, and showers. Households that use dry toilets produce less wastewater than those that use flush toilets. Wastewater may be conveyed in a sanitary sewer that conveys only sewage. Alternatively, wastewater can be transported in a combined sewer that conveys both storm water runoff and sewage, and possibly also industrial wastewater. After treatment at a wastewater treatment plant, treated wastewater (also called effluent) is discharged to a receiving water body. The terms "wastewater reuse" and "water

reclamation" apply if the treated waste is used for another purpose. Wastewater that is discharged to the environment without suitable treatment can cause water pollution. In developing countries and in rural areas with low population densities, wastewater is often treated by various on-site sanitation systems and not conveyed in sewers. These systems include septic tanks connected to drain fields, on-site sewage systems (OSS), vermin filter systems and many more.

Finally, take a sip from glass of water that come from the home of someone with a reverse osmosis system, it is pure and refreshing in taste. Or, perhaps have concerns about water quality and want to make sure that family is drinking healthy water that reduces contaminants as much as possible. Reverse osmosis (R.O.) drinking water truly is the purest choice for any home. Soft water is excellent for cleaning, showering, and laundry. However, some people would rather not drink it. Depending on how hard your water is to start with, it could still have high total dissolved solids (TDS), which can negatively affect the taste. That's because the hard minerals are replaced by sodium, and there may be other contaminants in your water that a softener will not remove. A reverse osmosis system can remove that sodium along with other contaminants and dissolved solids, which makes a water softener and an R.O. system an ideal combination for most homes. If still using bottled water for drinking, it will make a smart investment that saves money in the long run and is better for the environment .Reverse osmosis systems are commonly installed under kitchen sinks or in basements. If desired, Water-Right also offers whole home R.O. systems. Soft water is excellent for cleaning, showering, and laundry. However, some people would rather not drink it. Depending on how hard water is to start with, it could still have high total dissolved solids (TDS), which can negatively affect the taste. That's because the hard minerals are replaced by sodium, and there may be other contaminants in water that a softener will not remove. A reverse osmosis system can remove that sodium along with other contaminants and dissolved solids, which makes a water softener and an R.O. system an ideal combination for most homes.

1.2. STATEMENT OF THE PROBLEM

Water is the basic necessity of every human being. It is one of the most important natural resources which is essential for the existence of living organisms.Water is the most widely distributed key resource to meet the basic needs of growing population, social and economic ambition, expanding urbanization, increasing industrialization and many other causes. The

demand for water is becoming more and more challenging day by day .Hence water in all forms (solid, liquid and gas) should be harnessed properly. There are pressures on water resources due to climate change, and population growth.

Water scarcity is a major issue that is raising very rapidly in Thoothukudi. The problem has become more severe that groundwater has almost dried up and people have to depend on water supply from other sources. In addition, water is one of the most misused natural resources that we still waste. It is the central point of our lives but unfortunately, not or priority concern. Earlier people understood the value of water and planned their lives around it. Moreover, many civilizations were born and lost around water, but today, in spite of having knowledge, we still fail to understand the value of water in our lives.

1.3. OBJECTIVES OF THE STUDY

The following are the objectives focused in this study:

- To study about Water Resources Management in detail.
- To identify the public opinion about water resource management in Thoothukudi city.
- To understand the general public opinion about Fresh Water.
- To find out the problems faced by general public in managing Waste Water Management.
- To find out the problems faced by general public in getting Fresh Water.

1.4.SCOPE OF THE STUDY

The study was done in Thoothukudi City. The study entitled "General Public Water Resources Management in Thoothukudi City" which aims to find out an adequate water supply and a productive environment for all living organisms. The study of movement, distribution and management of water in water cycle, water resources and environmental watershed sustained. The study is about on how various analytical methods and techniques are collected and analyzed data to help and solve water related problems such as environmental preservation and water

management. This analysis will help to know the study of water resources management. The study indicates how water plays a vital role in our lives.

1.5. RESEARCH METHODOLOGY

The present study is analytical and descriptive in nature. A questionnaire was structured to elicit the required information from the respondents.140 sample respondents were taken and the data were collected using Google Form. A copy of the questionnaire is appended.

The study is based on general public opinion about Water resources management in Thoothukudi city. Hence, the questionnaire are related on water resources like Fresh Water, Ro Water, Ground Water and Waste Water.

1.6. COLLECTION OF DATA

The data for the study were collected through survey. Data are of two types. They are,

- Primary data
- Secondary data

Primary Data

Primary data were collected by framing a questionnaire. A set of questionnaire was prepared and were given to public to analyse the water management.

Secondary Data

The secondary data were collected from websites, magazines, books and journals.

1.7. SAMPLE DESIGN

Simple Random Sampling was adopted and the data were collected from 125 sample respondents using questionnaire in Thoothukudi City.

1.8. FRAMEWORK OF ANALYSIS

Regarding the study on customer's preference and attitude towards water resources management in Thoothukudi City, the researchers collected primary and secondary data to make a clear view of the search work. The data collected using questionnaire. It was classified and analyzed on the basis of statistical tools like,

* Percentage Analysis
* Weighted Average
* Likert's Five Point Scale Technique

1.9. PERIOD OF THE STUDY

The study has been conducted during the period from December 2020 to March 2021.

1.10. LIMITATIONS OF THE STYDY

The period has some major limitations they are,

- Study was limited to Thoothukudi city.
- Responses generated from the respondents are based on their experience.which might have caused errors.
- The resources constraints have limited to the scope of the study.
- The service of data are in adequate. Some of the responces may be biased.
- Time constrains.

1.12. SCHEME OF THE REPORT

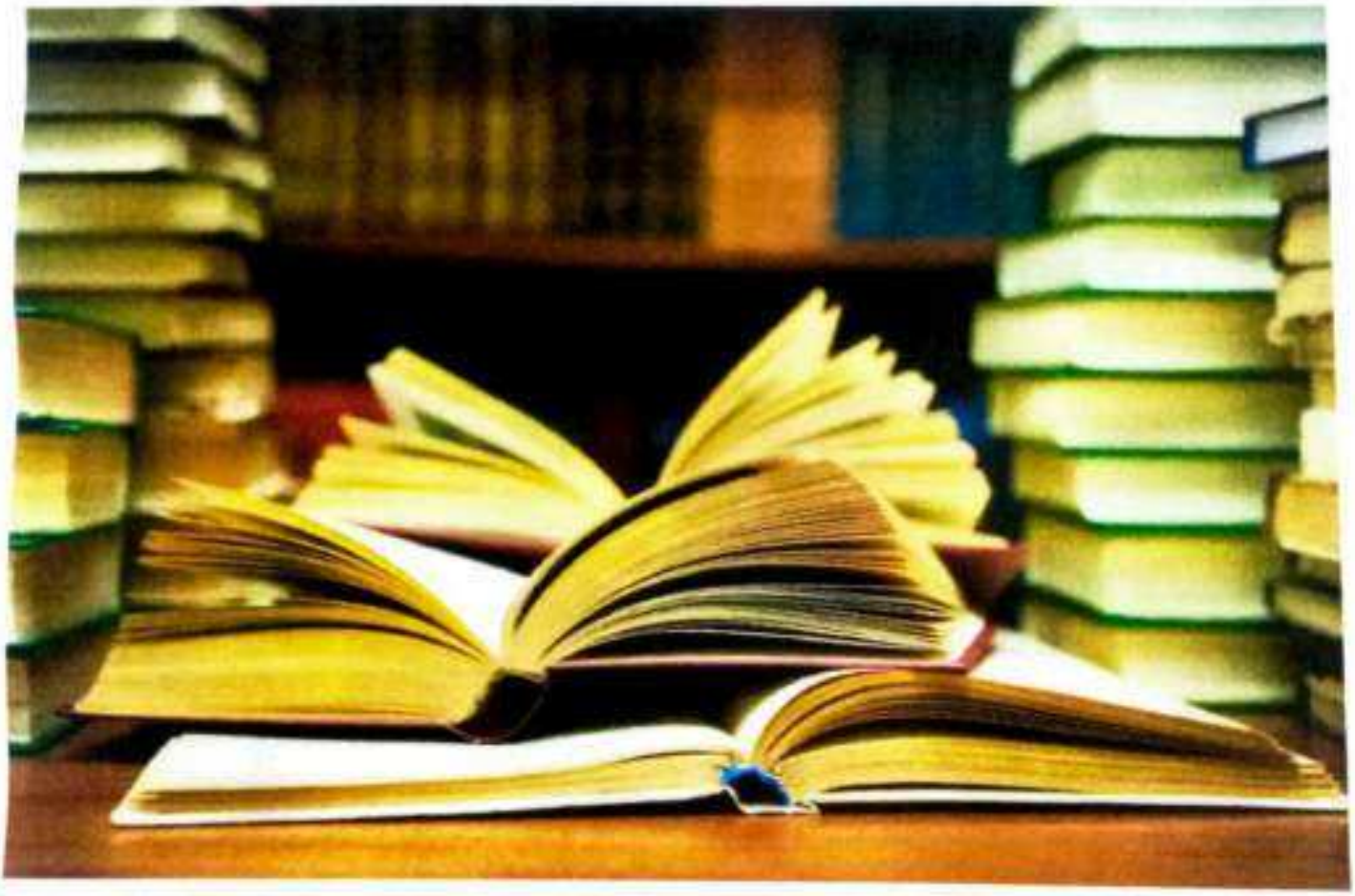
The study on general public opinion about water resource management in Thoothukudi city is organized in five chapter they are

- The first chapter deals with introduction and design of the study.
- The second chapter deals with review of literature.

- The third chapter deals with theoretical framework of the study.
- The fourth chapter deals with analysis and interpretation of data.
- The fifth chapter deals with summary of findings suggestions and conclusion.

CHAPTER II

REVIEW OF LITERATURE



CHAPTER-II

REVIEW OF LITERATURE

2.1. INTRODUCTION

A literature review refers to identify relevant theories, methods, and gaps in the existing research. Writing a literature review involves finding relevant publications such as books and journal articles, critically analyzing them, and explaining what is found. There are five key steps in creating a proper review and they are search for relevant literature, evaluate sources, identify themes, debates and gaps, outline the structure and finally writing literature review.A good literature review doesn't just summarize sources – it analyzes, synthesizes, and critically evaluates to give a clear picture of the state of knowledge on the subject.

2.2. REVIEWS ABOUT FRESH WATER

David Dudgeon et.al.(2006)[1], in their study, ''Freshwater biodiversity:importance, threats, status and conservation challenges'' they made the report about the management of freshwater. Freshwater biodiversity is the over-riding conservation priority during the International Decade for Action - 'Water for Life' - 2005 to 2015. Fresh water makes up only 0.01% of the World's water and approximately 0.8% of the Earth's surface, yet this tiny fraction of global water supports at least 100000 species out of approximately 1.8 million almost 6% of all described species. Inland waters and freshwater biodiversity constitute a valuable natural resource, in economic, cultural, aesthetic, scientific and educational terms.Their conservation and management are critical to the interests of all humans, nations and governments. Yet this precious heritage is in crisis. Fresh waters are experiencing declines in biodiversity far greater than those in the most affected terrestrial ecosystems, and if trends in human demands for water remain unaltered and species losses continue at current rates, the opportunity to conserve much of the remaining biodiversity in fresh water will vanish before the 'Water for Life' decade ends in 2015. This article

[1] **David Dudgeon et.al.Biol Rev Camb(2006)**-''Freshwater Biodiversity: Importance, threats, status and conservation challenges''-Published on 2006 May https://pubmed.ncbi.nlm.nih.gov/16336747/.

explores the special features of freshwater habitats and the biodiversity they support that makes them especially vulnerable to human activities. In addition, in many parts of the world, fresh water is subject to severe competition among human stakeholders. Protection of freshwater biodiversity is perhaps the ultimate conservation challenge because it is influenced by the upstream drainage network, the surrounding land, the riparian zone, and - in the case of migrating aquatic fauna - downstream reaches. Such prerequisites are hardly ever met. Immediate action is needed where opportunities exist to set aside intact lake and river ecosystems within large protected areas. For most of the global land surface, trade-offs between conservation of freshwater biodiversity and human use of ecosystem goods and services are necessary. We advocate continuing attempts to check species loss but, in many situations, urge adoption of a compromise position of management for biodiversity conservation, ecosystem functioning and resilience, and human livelihoods in order to provide avaiable long-term basis for freshwater conservation. Recognition of this need will require adoption of a new paradigm for biodiversity protection and freshwater ecosystem management –one that has been appropriately termed 'reconciliation ecology'.

C.E.Boyd(2013)[2] in his study they conducted the research about "Aquaculture,Freshwater".Freshwater aquaculture production in 2011 was 44.3 million tons or 29% of world fisheries production. Roughly 95% of this production was from Asia – China was the leading country. Ponds are the common culture system, but raceways, cages, net pens, and water re-use systems are important. Seed stock for grow-out is produced in hatcheries from farm-reared brood stock. Fertilizers, feeds and mechanical aeration increase production in ponds.Competition with agriculture for land and water, wetland destruction, water pollution, and lack of fish meal and oil for use in feeds could limit aquaculture. There is an effort to avoid these impacts.Aquaculture is completely depending upon the fresh water.Without fresh water the cycle of Aqua completely damaged.It gives importance and prefering the prevention of fresh water from various water resources.Elaborately saying not only for Aquaculture but also for the survival of human being too completely based on fresh water without any doubt. So,our important duty is to

[2] **C.E.Boyd-** "Aquaculture,Freshwater"-Published on 2013- https://doi.org/10.1016/B978-0-12-409548-9.03764-7

take preventive measures to protect the level of fresh water.But most of the people not considering about this and the awareness about fresh water is very essential.

Will J.Brownlie .et.al (2017)[3], in their study,"Freshwater science for the benefit of society: a perspective from early career researchers" they prepared report about freshwater science. This research brief summarises the views of a group of early career freshwater researchers on 3 questions: What are the greatest threats to freshwater resources and how will they change over the next century? Is freshwater science effectively utilised to help society adapt to these threats? How will we ensure the benefits of freshwater science are reaped by society into the future? To address these questions reviewed, the current literature is discussed in our findings in a series of group meetings. We conclude that freshwater resources will be most threatened by population growth, climate change, and eutrophication in the future. By providing examples of how the utilisation of freshwater science by society is reliant on effective monitoring systems, data sharing, and effective communication of topical scientific evidence to both the public and policy makers. Developments in these fields increase the likelihood of society benefitting from past and future research in freshwater science.

Lene Petersen.et.al (2017)[4] in their study,"Freshwater Resources: Past, Present, Future" they collected information about the importance, regular consumption or usage, need and mainly the wastage of fresh water resources. Freshwater is a crucial resource for human life and natural systems. It is defined as water containing less than 500 ppm of dissolved salts and constitutes only 2.5% of the total water on earth. Most is stored in ice caps, soil moisture, and groundwater reservoirs,and only a small percentage is accessible for sustainable uses (in lakes, rivers). Freshwater availability changed during human history as a result of increasing drainage and diversions for agriculture as well as impounds and other constructions for hydropower use and flood control.Despite its apparent scarcity, it is of fundamental importance for every form of life and its availability is

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[3] **Will J. Brownlie, Helen J. Woods, Kate E. Waters, Alanna L. Moore, Alannah M. Bruce, Justyna P. Olszewska and Stephen C.Ives** - "Freshwater science for the benefit of society:a perspective from early career researchers" – Published on June 20,2017- https://doi.org/10.1080/20442041.2017.1326793

[4] **Lene Petersen, Martin Heynen and Francesca Pellicciotti**- Freshwater Resources: Past, Present, Future"-Published on March 6,2017- https://doi.org/10.1002/9781118786352.wbieg0712

threatened by climate change and other human pressures. It is now recognized that measures to globally protect freshwater ecosystems and the services they provide are needed.However, competition exists between human and environmental needs, which form part of an ongoing debate.

M.K. Boinnet.et.al (2019)[5] in their study," Freshwater Resource Indices: Literature Review& Applications" they made a report about the consumption and the usage of the fresh water resources. Water is a scarce resource hence there is a general concern over its use. In particular, freshwater scarcity is recognized as a prominent environmental concern. As a result ,the concept of water footprint as a measure to tackle the potential impacts of water use arose.The balance in water consumption is necessary because freshwater is essential to the daily life of human beings and its supply is also limited. As the global population rises, the need for fresh water grows too. In addition, if human beings do not take steps to keep the water footprint level as low as possible, the world will run short of fresh water. Scholars project that by 2030, the global demand for freshwater will surpass supply by approximately 40 percent (Brown&Matlock, 2014). The reduction in the supply of water will certainly have a negative impact on the global manufacturing and agricultural industries. It is therefore vital to investigate how water footprint is applied at an individual level, the business sector, and the national level.

2.3. REVIEWS ABOUT GROUND WATER

Peter bauer.et.al (2003)[6]**,** in their study "Sustainable groundwater management Problems and scientific tools" Groundwater is a strategic resource due to its usually high quality

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[5] **Nelson M.K. Boinnet, Reshana L. Thomas**. Freshwater Resource Indices: Literature Review& Applications"-Published on May 2019-Revised on August 2019-http://www.ijsrp.org/research-paper-0519.php?rp=P898624.

[6] **Wolfgang Kinzel, Peter Bauer, Tobias Siegfried and Philip Brunner**- Sustainable groundwater management - Problems and scientific tools"-Published on December 2003-https://www.researchgate.net/publication/285537480_Sustainable_groundwater_management_-_Problems_and_scientific_tools. DOI: 10.18814/epiiugs/2003/v26i4/002.

and perennial availability. However, groundwater management all over the world often lacks sustainability as evidenced by falling water tables, drying wetlands, increasing sea-water intrusion and general deterioration of water quality. As groundwater cannot be renewed artificially on a large scale,sustainable management of this resource is vital. A number of scientific tools are available to assist in his task. Three items are discussed here. They include methods for the determination of groundwater recharge, groundwater modeling including the estimation of its uncertainty, and the interfacing to the socio-economic field. Generally the quality of water management work can be largely enhanced with new tools available, including remote sensing, digital terrain models,differential GPS, environmental tracers, automatic data collection, modeling and the coupling of models from different disciplines.

T.N Narasimhan (2008)[7].in their study,"Groundwater management and ownership" They mentioned the recent report of the Planning Commission's expert group on groundwater management and ownership, from an earth- science perspective, are poorly informed and simplistic. The report is conspicuous in its failure to seek counsel from the nation's scientific, professional and public institutions that have expertise and interest in a wise utilisation of groundwater resources.

Henry Vaux (2018) [8]in their study "Groundwater under stress: The importance of management"The most significant water problem facing the United States and the world is the scarcity of water. Scarcity is expected to intensify during the twenty-first century due to global population growth, economic growth and the need to protect environmental assets. In many regions, climate change may cause scarcity to become more acute. Groundwater has the capacity to buffer extreme hydrologic events because recharge is not directly tied to precipitation and run-off events. Groundwater storage offers many opportunities to increase storage and enhance the

[7] **T.N narasimhan**-"Ground water management and ownership"-Published on January 2008-DOI: 10.2307/40277606-https://www.researchgate.net/publication/261890535 Groundwater Management and Ownersip

[8] **Henry vaux**-"Groundwater under stress:The importance of management"-Published on February 24,2010- https://link.springer.com/article/10.1007/s12665-010-0490-x

general water supply. The value of groundwater will increase as scarcity intensifies and effective groundwater management will be required if groundwater values are to be reaped. Effective groundwater management will require attention to certain well-established economic principles. Persistent overdraft is always self terminating. Individualistically competitive modes of extraction are inefficient. It is virtually always cheaper to prevent pollution in the first place than to remediate it. Groundwater management schemes appear to be most effective and very important when they are locally developed and managed. Such schemes can regulate extractions and/or recharge either directly or indirectly. Evidence from the United States suggests that direct regulations can be made to work if they focus on recharge and developing supplementary sources of water.Evidence from South Asia suggests that regulation of extractions and provision of recharge water is most effective when indirect measures are used in which groundwater and ancillary variables such as electricity are co-managed. This evidence suggests that as supplementary sources of supply become scarce, innovative and indirect groundwater management schemes are likely to become more common.

Steven M.Gerelick.et.al(2015) [9]in their study "Global change and the ground water management challenge" they stated some important points and they discussed about rivers in critical regions already exploited to capacity throughout the world and groundwater overdraft as well as large-scale contamination occurring in many areas, we have entered an era in which multiple simultaneous stresses will drive water management. Increasingly, this Resources are taking a more prominent role in providing freshwater supplies. We discuss the competing fresh groundwater needs for human consumption, food production, energy, and the environment, as well as physical hazards, and conflicts due to transboundary overexploitation. During the past 50 years, groundwater management modeling has focused on combining simulation with optimization methods to inspect important problems ranging from contaminant remediation to agricultural irrigation management. The compound challenges now faced by water planners require a new generation of aquifer management models that address the broad impacts of global change on

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[9] **Steven M.Gerelick and Chunmiao Zheng**-"Global change and the ground water management challenge"-Published on 28 March,2015-Volume 51-Issue 5-
https://agupubs.onlinelibrary.wiley.com/doi/10.1002/2014WR016825

aquifer storage and depletion trajectory management, land subsidence,groundwater-dependent ecosystems, seawater intrusion, anthropogenic and geogenic contamination, supply vulnerability, and long-term sustainability. The scope of research efforts is only beginning to address complex interactions using multiagent system models that are not readily formulated as optimization problems and that consider a suite of human behavioral responses.

2.4. REVIEWS ABOUT WASTE WATER

Joshua N.Edokpayi.et.al(2016)[10] in their study "Impact of waste water on Surface water quality in developing countries: A case study of South Africa" they discussed about Wastewater effluents are major contributors to a variety of water pollution problems. Most cities of developing countries generate on the average 30–70 mm3 of wastewater per person per year.Owing to lack of or improper wastewater treatment facilities, wastewater and its effluents are often discharged into surface water sources, which are receptacles for domestic and industrial wastes, resulting to pollution. The poor quality of wastewater effluents is responsible for the degradation of the receiving surface water body. Wastewater effluent should be treated efficiently to avert adverse health risk of the user of surface water resources and the aquatic ecosystem. The release of raw and improperly treated wastewater onto water courses has both short- and long-term effects on the environment and human health. Hence,there should be proper enforcement of water and environmental laws to protect the health of inhabitants of both rural and urban communities. This study reports major factors responsible for the failing state of wastewater treatment facilities in developing countries.Essential measurement is to construct the Waste Water Treatment Plants in everywhere without fail.That is importantly noted by the Government of the particular society which is helpful to reuse the waste water.Waste water contains harmful chemicals and heavy metals known to cause a variety of environmental and health problems.This waste water plants are

[10] **Joshua.N.Edokpayi,John.O.Odiyo and Olatunde S.Durowoju**- "Impact of waste water on Surface water quality in developing countries:A case study of South Africa"-Published on January 18,2017- Submitted in April 1,2016-

https://www.intechopen.com/books/water-quality/impact-of-wastewater-on-surface-water-quality-in-developing-countries-a-case-study-of-south-africa.

very helpful to remove all chemicals and make that water into a useful one which can reuse by the general public.

Kimberly Solon.et.al (2019)[11], in their study, "Resource recovery and waste water treatment Modelling" made the report about Traditional wastewater treatment plants (WWTPs) are increasingly regarded as water resource recovery facilities (WRRFs), reflecting the value of water, nutrients, energy and other resources, besides ensuring the required effluent.Resource recovery techniques involve biochemical, physical and physico-chemical processes, and even previously unexploited biological conversions. Biopolymer and bioplastic production also reveal the remarkable potential present in our microbial cultures. Models have demonstrated their usefulness to optimize WWTP operation to achieve better effluent quality at lower costs; they also constitute a useful tool to support the transition of WWTPs into WRRFs that maximize the valorization of products recovered from wastewater. In this paper, the extent to which the new techniques and unit processes applied for resource recovery could be modelled with conventional activated sludge models (ASMs) and additional modelling challenges being faced are discussed while providing recommendations of potential approaches to address current modelling research gap.

Zara Aghalari.et.al(2020)[12], in their study "Effectiveness of wastewater treatmen systems in removing microbial agents: a systematic review" they made an report about Due to unrestricted entry of wastewater into the environment and the transportation of microbial contaminants to humans and organisms, environmental protection requires the use of appropriate purification

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[11] **Kimberly Solon, Eveline I.P.Volcke,Mathieu Sperandio and Mark C.M.Van Loosdrecht-** "Resource recovery and waste water treatment modelling"-Published on 11 February 2019-(**Submitted**:26 Oct 2018:**Accepted**:08 Feb 2019)-
https://pubs.rsc.org/en/content/articlelanding/2019/ew/c8ew00765a#!divAbstract

[12] **Zara Ahhalari,Hans-Uwe Dahms and Roberto Parra-Saldivar-**"Effectiveness of wastewater treatment systems in removing microbial agents: a systematic review"-Published Published on 3February 2020-
https://globalizationandhealth.biomedcentral.com/articles/10.1186/s12992-020-0546-y

systems with high removal efficiency for microbial agents are needed. The purpose of this study was to determine the efficacy of current wastewater treatment systems in removing microbes and their contaminants. A systematic review was conducted for all articles published in 5 Iranian environmental health journals in 11 years. The data were collect all according to the inclusion and exclusion criteria and by searching the relevant keywords in the articles published during the years (2008-2018), with emphasis on the efficacy of wastewater treatment systems in removing microbial agents. Qualitative data were collected using a preferred reporting items for systematic reviews and meta-analyzes (PRISMA) standard checklist. After confirming the quality of the articles, information such as the name of the first author and the year of publication of the research, the type of study, the numbts and the rate of removal of microbial agents were entered into the checklist. Also the removal rates of the microbial agents mentioned in the studies were compared with United States environmental protection agency (US-EPA) standards.

2.5.REVIEWS ABOUT RO WATER

Chian, E.et.al(2006)[13]in their project, "Removal of Pesticides by Reverse Osmosis", they made a short Review on Process and Applications of Reverse Osmosis.Reverse Osmosis (RO) is a membrane based process technology to purify water by separating the dissolved solids from feed stream resulting in permeate and reject stream for a wide range of applications in domestic as well as industrial applications. It is seen from literature review that RO technology is used to remove dissolved solids, colour, organic contaminants, and nitrate from feed stream. Hence RO technology used in the treatment of water and hazardous waste, separation processes in the food, beverage and paper industry, as well as recovery of organic and inorganic materials from chemical processes as an alternative method . This paper intends to provide an overall vision of RO technology as an alternative method for treating wastewater in different Industrial applications. The present short review shows applicability of RO system for treating effluents from beverage industry, distillery spent wash, ground water treatment,

[13] **Chian, E., Bruce, W., and Fang, H.,** (1975)- "Removal of Pesticides by Reverse Osmosis", Environmental Science and Technology, 9, 364. -Published on 2006- https://www.researchgate.net/

recovery of phenol compounds, and reclamation of wastewater and sea water reverse osmosis (SWRO) treatment indicating efficiency andapplicability of RO technology. RO system and treatment gives drinking water and it can also be used by the general public in their households.

Garud R.M.et.al(2011)[14]in their study "Reverse osmosis desalination: water sources,technology, and today's ,"they made a report about RO and Reverse Osmosis (RO) is a membrane based process technology to purify water by separating the dissolved solids from feed stream resulting in permeate and reject stream for a wide range of applications in domestic as well as industrial applications. It is seen from literature review that RO technology is used to remove dissolved solids, colour, organic contaminants, and nitrate from feed stream. Hence RO technology used in the treatment of water and hazardous waste, separation processes in the food,beverage and paper industry, as well as recovery of organic and inorganic materials from chemical processes as an alternative method . This paper intends to provide an overall vision of RO technology as an alternative method for treating wastewater in different Industrial applications. The present short review shows applicability of RO system for treating effluents from beverage industry, distillery spent wash, ground water treatment, recovery of phenol compounds, and reclamation of wastewater and sea water reverse osmosis (SWRO) treatment indicating efficiency and applicability of RO technology.Osmosis System Using the CESTAC Method" they presented a novel about the method to find the optimal solution of the reverse osmosis (RO) system. We apply the Sinc integration rule with single exponential (SE) and double exponential (DE) decays to find the approximate solution of the RO. Moreover, we introduce the stochastic arithmetic (SA), the CESTAC method (Controle et Estimation Stochastique des Arrondis de Calculs) and the CADNA(Control of Accuracy and Debugging for Numerical Applications) library instead of the mathematical methods based on the floating point arithmetic (FPA). Applying this technique, would be able to find the optimal approximation, the optimal error and the optimal iteration of the method. The main theorems are proved to support the method analytically. Based on these theorems, we can apply a new stopping condition in the numerical procedure instead of the

[14] **Garud R.M-Kore V.S- Kulkarni G.S-Sunanda Core-** "Reverse osmosis desalination: water sources,technology, and today's challenges"- Water Research, vol. 43,no. 9, pp. 2317–2348, 2009.-Published on January 2011-https://www.researchgate.net

traditional absolute error. These theorems show that the number of common significant digits (NCSDs) of exact and approximate solutions are almost equal to the NCSDs of two successive approximations. The numerical results are obtained for both SE and DE Sinc integration rulesbased on the FPA and the SA. Moreover, the number of iterations for various are computed the FPA. Clearly, the DE case is more accurate and faster than the SE for finding the optimal approximation, the optimal error and the optimal iteration of the RO system.

2.6. RESEARCH GAP

In Thoothukudi, the study about General Public Opinion about Water Resource Management was first done by us.There are various study made on Water Resources Management and the various services are provided for the water resources i.e.fresh water, ground water, waste water and RO water but there are no specific research made by the researchers in Thoothukudi City.So study is focusing to know this study about how the people deals with water resources in their daily lives and their preferences towards water resources and also concentrates on waste water management in Thoothukudi City.

CHAPTER-III

WATER RESOURCES MANAGEMENT

AN OVERVIEW

CHAPTER-III

WATER RESOURCES MANAGEMENT – AN OVERVIEW

3.1.WATER RESOURCES MANAGEMENT

The last 30 years, environmental issues, especially concerning the chemical and biological during contamination of water, have become a major concern for both society and public authorities, but more importantly, for the whole industrial world and in Thoothukudi city too. Any activities domestic or agricultural but also industrial produce wastewaters or effluents containing undesirable contaminants which can also be toxic. In our city a constant effort must be made to prevent water resources. In general, conventional wastewater treatment consists of a combination of physical, chemical, and biological processes and operations to remove insoluble particles and soluble contaminants from effluents. This chapter briefly discusses the different types of effluents, gives a general scheme of wastewater treatment, and describes the advantages and disadvantages of technologies available.

3.1.1.OBJECTIVES OF WATER RESOURCE MANAGEMENT

The goal of the water resources management is sustainable water use.In order to achieve the effective and sustainable water resources management, items which shall Be required for the proper monitoring, evaluating and controlling works are summarized as follows;

- Water quantity,

- Water quality.
- Hydro-meteorological and hydro-geological network.
- Drought management (Reservoir operation/ Water diversion)
- Watershed management (Drainage water regulation/Forest protection/Land conservation)
- Facilities maintenance.

3.1.2. IMPORTANCE OF WATER RESOURCES

- Water resources are sources of water that are useful or potentially useful to humans.
- It is important because it is needed for life to exist.
- Many uses of water include agricultural, industrial, household, recreational and environmental activities.
- Virtually all of these human uses require fresh water.
- Water demand already exceeds supply in many parts of the world, and many more areas are expected to experience this imbalance in the near future.
- It is estimated that 70% of world-wide water use is for irrigation in agriculture.
- Climate change will have significant impacts on water resources around the world because of the close connections between the climate and hydrologic cycle.
- Due to the expanding human population competition for water is growing such that many of the world's major aquifers are becoming depleted
- Many pollutants threaten water supplies, but the most widespread, especially in underdeveloped countries, is the discharge of raw sewage into natural waters.

3.2. FRESH WATER RESOURCES MANAGEMENT

Fresh water resource management is the activity of planning, developing, distributing an managing the optimum use of fresh water resources. It is an aspect of water cycle management.Fresh water is essential for our survival. The field of fresh water resources management will have to continue to adapt to the current and future issues facing the allocation of water.With the growing uncertainties of global climate change and the long-term impacts of management actions, the decision-making will be even more difficult. It is likely that ongoing climate change will lead to situations that have not been encountered. As a result, alternative

management strategies are sought for in order to avoid set backs in the allocation of water resources.

3.2.1. OBJECTIVES OF FRESH WATER RESOURCES MANAGEMENT

The main five objectives of fresh water resources management as follows:

- Fresh Water Resources Management objectives can include promoting conditions for environmentally sustainable, economically efficient and equitably allocated use of freshwater resources. They also include to increase the benefits and reduce the risk related to existing hydraulic infrastructure.
- Throughout these projects, a common objective is to integrate policy approach within other sectoral policies in a wider area across the country. This includes often developing social, technical and administrative freshwater resource management tools.
- Enabling environment of suitable policies, strategies and legislation for sustainable fresh water resources development and management.
- Putting in place the institutional framework through which to put into practice the policies, strategies and legislation.
- Setting up the management instruments required by these institutions to do their job.

3.2.2. FACTORS AFFECTING FRESH WATER RESOURCES

I. CLIMATIC FACTORS

- Rainfal: It's intensity, duration & distribution.
- Snow
- Evapo-transpiration

II.PHYSIOGRAPHIC FACTORS

- Basic characteristics
- Geometric factors: drainage area, shape, slope & stream density.
- Physical factors: land use, surface infiltration conditions soil types, etc.
- Channel characteristics: carrying capacity & storage capacity.

III. GEOLOGICAL FACTORS

- Lithologic including composition, texture, sequence of rock types & the thickness of rock formation
- Structural, including chief faults & folds that interrupt the uniformity of occurence of rock types or sequence of rock types also beds, joints, fissures, cracks, etc.
- Hydrologic characteristics of the aquifers permeability, porosity, transmissivity, storability, etc.

3.2.3. ADVANTAGES OF FRESH WATER RESOURCES MANAGEMENT

Freshwater Resources Management can offer many benefits to state and local government and also for house hold too.Some of these benefits include:

- **Reduced water and sewer costs:** Low flow water conservation devices reduce water usage and costs as well as sewer costs.
- **Weather-based irrigation controls:** This type of control system saves water usage and cost especially during the hot summer months.
- **Reduced energy usage:** Low flow water devices reduce the amount of hot water used which, in turn, reduces the amount of energy used to heat the water.
- Reduction **of unbilled water:** Replacing old, inaccurate water metres and distribution piping can result in increased revenues for the water district.
- Control the wastage of fresh water.

3.2.4. DISADVANTAGES OF FRESH WATER RESOURCES MANAGEMENT

Tundisi et al. highlight that, in the broad social, economic and environmental context of the 21st century, the following principal problems and processes are the main causes of the fresh water management:

- Intense urbanization, increasing the demand for water, expanding the discharge of contaminated water resources, while there is tremendous demand for water for drinking and economic and social development.
- Water stress and scarcity in many regions of the planet due to alterations in availability and Increased demand.

- Poor infrastructure or infrastructure in a critical state in many urban areas, with losses in the network of up to 30% after treatment.
- Problems of stress and scarcity due to global changes with extreme hydrological events.
- Increasing the human population's vulnerability and compromising food security (intense rains and intense periods of drought).
- Problems caused by the lack of articulation and lack of consistent actions of governability of water resources and for environmental sustainability.

This set of problems has local, regional, continental and planetary dimensions. These problems contribute to:

- An increase and exacerbation of sources of contamination.
- Alterations of the sources of water resources - with scarcity and decreased availability.
- Increased vulnerability of the human population due to contamination and difficulty of access to good quality water (potable and treated).
- This set of problems is related to the quality and quantity of water and the response to these causes interferes in human and public health, with a deterioration of the quality of life and of economic and social development. The central position of water in the generation of energy, food production, sustainability of biodiversity and global changes.

3.2.5. IMPORTANCE OF FRESH WATER RESOURCES MANAGEMENT IN OUR DAILY LIVES

1. TO STOP POLLUTION OF WATER BODIES

- One of the major issues that are increasing at an alarming rate is that different water bodies like rivers, oceans, lakes, bays, etc are getting polluted due to the population explosion.
- The actual amount of potable water that should be present on the planet. Water bodies like the ground water are exploited to the fullest for the vested interests of some people. This will lead to a day when there won't be any ground water reservoirs left.

2. UTILIZATION OF THE RESOURCES

- Water management helps in developing efficient irrigation practices for the betterment of agriculture in the country.
- Proper utilization of water in our homes too can save this precious resource. Water management teaches us to use a limited amount of water whenever required. This keeps every citizen accountable for any wastage that occurs.
- Need to preserve water resources for future generations. There are different statuary commissions established by the government and NGOs that are working towards sustainable protection of water resources. However, it is the grass-root level changes that bring a positive impact and citizen's initiative matters the most.

3. PREVENT ANY FORM OF NATURAL DISASTER

- Global Warming is depleting the existing natural resources and people's craze for industrial progress is worsening the situation. In such circumstance, our water resources are victims of the environmental issues that emerge.
- There are famines, droughts, floods, and many countries are repeatedly hit by them time and again.
- There are extremes in the climate and it is the misuse of water bodies that has led to this problem. Right water management helps in maintaining the cycle of nature and the existing biodiversity.

3.3.1. GROUND WATER RESOURCES MANAGEMENT

Groundwater management deals with the complex interaction between human societal activities and the physical environment, which pose an extremely complex and difficult problem to solve the benefit of all parties involved.

3.3.2. OBJECTIVES OF GROUND WATER RESOURCES MANAGEMENT

I.WITH REGARD TO GENERAL HYDROGEOLOGY, DEVELOPED COMPETENCES AND SKILLS INCLUDE;

- Explaining groundwater occurrences, aquifer classification and aquifer properties in the many different geological environments.

- Carrying out comprehensive hydrological flow systems analyses in surface water and groundwater systems in different hydroclimatic regions and geological settings.
- Performing detailed groundwater balances, interpreting and working with the concepts of groundwater recharge, storage and discharge, which represent the interaction of groundwater with the other components of the hydrological cycle.
- Knowledge of the steady state and transient groundwater flow processes and their physical description, and application of analytical solutions to solve the many flow problems that exist, both under natural conditions and caused by groundwater exploitation.

II.THE OBTAINED EXPERTISE IN GROUND WATER DATA COLLECTION, INTERPRETATION AND MODELLING INVOLVES;

- Interpretation of hydrogeological time series and spatial data.
- Knowing the underlying principles of methods applied to groundwater exploration, such as hydrogeological mapping, geophysical surveys and pumping tests.
- Planning and carrying out a groundwater investigation programme and interpreting the obtained results.
- Designing or optimizing a groundwater monitoring network using known procedures.
- Building numerical models for groundwater flow, reactive transport and saltwater intrusion, using the model results for groundwater resources management and protection.

III.REGARDING CLIMATE PROCESSES AND MODELLING, THE OBTAINED EXPERTISE WILL LIE IN;

- Explaining the functioning of climate system components (atmosphere, ocean, land surface with humid, semi-arid and arid subsystems, cryosphere) and their interdependencies (feedbacks) on different spatial scales.
- Applying associated methods for interpretation, with mathematical detail of the chemical, radiative, dynamic and thermodynamic processes that occur.
- Determining the role of land use in climate-groundwater interrelations, simulating water and matter fluxes in soils using soil-vegetation-atmosphere transfer models;

- Modelling principles in climate research, including global circulation models and regional downscaling, model application and evaluation, uncertainty and performance analysis.

IV. DEVELOPED COMPETENCES AND SKILLS ON GROUND WATER –SURFACE WATER-CLIMATE INTERACTIONS, INCLUDE;

- Knowledge on existing feedback mechanisms between groundwater and surface water bodies, and between groundwater and climate, through the contact of the aquifers with the soil zone, rivers, wetlands, vegetation and the atmosphere.

V. ON INTEGRATED RIVER BASIN AND WATER RESOURCES MANAGEMENT, COMPETENCES AND SKILS INCLUDE;

- Advanced knowledge of water resources planning, protection of water bodies and aquatic ecosystems, water use licensing and management.
- Application of mathematical models for solving water planning and management problems, including the protection and efficient use of water resources.
- Designing, constructing and operating water resources systems.
- Knowledge of the application of the Water Framework Directive in the EU, its goals and principles, largely focused on ecological integrity, and consequences for national water related laws.

VI.THE DEVELOPED EXPERTISE IN GROUND WATER AND ENVIRONMENTAL IMPACTS INVOLVES;

- Explaining the consequences of intensive groundwater (over)exploitation: theory behind seawater intrusion, sea-level rise, land subsidence, decline in environmental flows and consequences for dependent ecosystems;
- Knowledge of the concept of hydrochemical facies analysis, distinguishing geogenic from anthropogenic factors.
- Knowledge of the concepts of tracer hydrology, with emphasis on environmental isotopes.

- Predicting the occurrence, transport and fate of the main pollutants in aquifers, including saltwater/fresh water interface movements in coastal aquifers, using analytical and/or numerical techniques.
- Delineating wellhead protection perimeters and other zones of aquifer protection using analytical and numerical simulations.
- Proposing remediation strategies and implementing groundwater monitoring networks.

VIII.WITH REGARD TO GROUND WATER , SOCIETY AND POLICIES, THE REQUIRED SKILLS AND EXPERTISE INCLUDE;

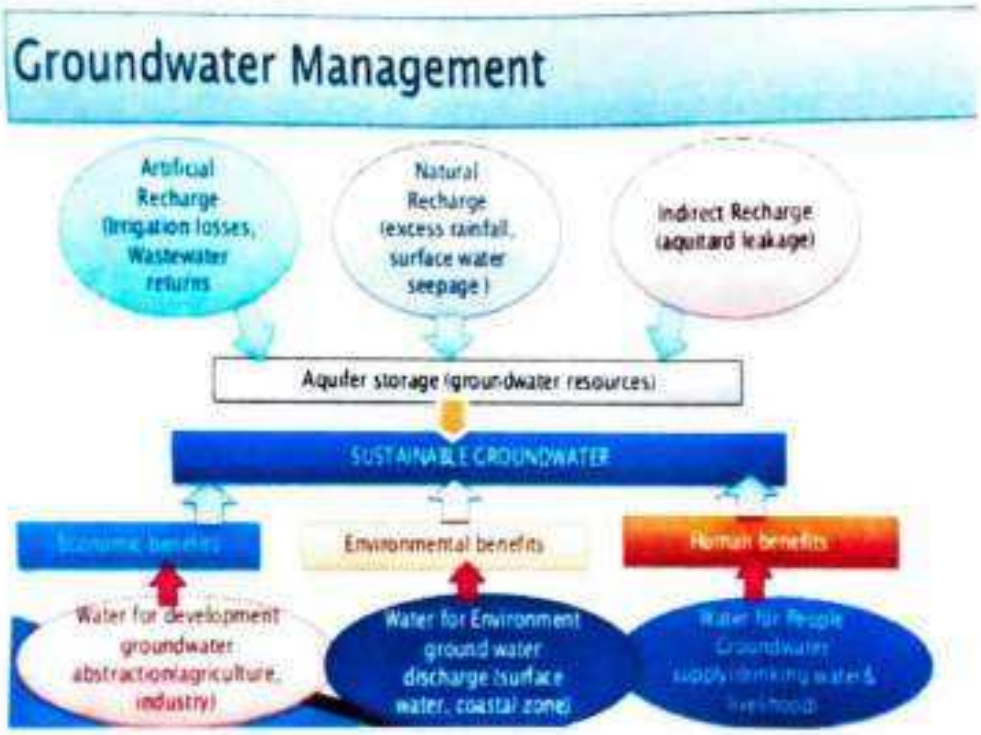
- Identifying the basic principles of environmental policies and the concept and dimensions of sustainable development, as well as the role of participatory analysis involving society, stakeholders and politics.
- Interpretation of the global environmental and sustainable development issues, within the context of the United Nations, and also how they are addressed within the EU;
- Knowledge of the institutions responsible for the global environmental policies, and employed policy tools.

3.2.3. IMPORTANCE OF GROUND WATER RESOURCES MANAGEMENT

- Groundwater provides drinking water to 51% of the population and 99% of the rural population.
- 64% of groundwater is used to grow crops.
- Groundwater is tapped through wells placed in water-bearing soils and rocks beneath the surface of the earth.
- Approximately 500,000 new residential wells are constructed annually, according to NGWA (National Groundwater Association) estimates.
- Excessive pumping is the main cause of groundwater depletions.
- Groundwater is a renewable resource (NGWA).
- Groundwater is an important resource for maintaining the cleaning work in every household.

3.3 4. ADVANTAGES OF GROUND WATER RESOURCES MANAGEMENT

- Ground water generally does not get polluted, if it is away (at least 20 mtr.) from the sanitary works. The water gets filtered while percolating through sand & stones. Therefore groundwater remains pure and clean.
- Since bore well is closed, no risk of getting contaminated.
- Since it is closed no danger of children or animals falling into it.
- Temperature of deep water remains stable. It feels cool in summer and warm in winter.
- Since bore are deep, chances of water remaining available in summer are more.



3.3.5. DISADVANTAGES OF GROUND WATER RESOURCES MANAGEMENT

- Time consuming, especially for large wells.
- Heavy and cumbersome, particularly in deeper wells.
- Only useful to approximately 100 feet in depth.
- Impractical in low yielding or shallow wells.
- May be time consuming to use.

3.4.1. RO WATER RESOURCES MANAGEMENT

In the RO water management, cellophane-like membranes separate purified water from contaminated water. RO is when a pressure is applied to the concentrated side of the membrane forcing purified water into the dilute side, the rejected impurities from the concentrated side being washed away in the reject water.

3.4.2. FEATURES OF RO WATER MANAGEMENT

I.REMOVAL OF DISSOLVED SALTS;

Reverse osmosis can stably and effectively remove dissolved salts, dissolved organic substances (trihalomethane, its precursors, agricultural chemicals, etc.), and micro fine particles (living germs, dead germs, and many other micro fine particles) from water. Thus it is ideal for a wide area of applications ranging from production of ultra pure water to desalination of seawater.

II.ENERGY SAVING – SEPERATION TECHNIQUE;

Reverse Osmosis keeps water from evaporating, making it energy-saving separation technique that requires less energy consumption.

III.UTILIZBLE AS A CONCENTRATION AND RECOVERY METHOD;

Reverse osmosis does not need heating, it can concentrate and recover valuable process materials dissolved in a solution without any degradation which might otherwise occur in such materials.

IV.COMPACT EQUIPMENT;

Modules can be arranged in a three dimensional configuration to provide excellent space efficiency, so the space needed for installation can be minimized.

V.SIMPLE OPERATION AND CONTROL;

Reverse osmosis is a simple process, its operation and control are uncomplicated, while maintenance is easy and free from trouble.

3.4.3. OBJECTIVES OF RO WATER MANAGEMENT

The objective of water treatment by Reverse Osmosis process is to produce safe and fresh potable water on the one hand and fulfilling the quality requirement of industrial water usage on the other hand, using most developed and implemented membrane processes.Generally to desalinate surface or well water (e.g. sea-, brackish- or low salinity tap water) by membrane processes, frequently high qualified pre-treatment is essential, to protect the membranes from fine clay and sand particles, organic and inorganic fouling, but also from scaling, membrane degradation and other undesired influences caused by most diverse substances contained in the raw water source. Well designed pre-treatment not only is protecting the membranes, but also increase their efficiency in productivity and therefore lowering the operation and service costs of the whole system significantly.Further environmental measure is to reduce energy- and chemical consumption during operation.

Water is life, but here at Schultz Soft Water, we understand that not just any water can be likened to life. All scientists, hold that it is only clean, pure and germ-free water that is indispensable for life. According to a scientific report released by the Center for Disease Control and Prevention, millions of people are suffering from gastrointestinal illnesses every year. This is something that every home, individual and organization should always be concerned about. The quality of water has become an aspect that is on the forefront when discussing the health of the global population.

That it is difficult at times to know that the water you are drinking is contaminated, which is why we have designed scientifically proven methods of purifying water. One such approach is the Reverse Osmosis (RO). Mineral salts, iron and violations of health standards can contribute to your water being unfit for consumption, but wait—the good news is that Schultz Soft Water has experienced professionals who can help reverse the water problem in your home, office, or agricultural farm.

Reverse osmosis, according to our scientific screening methods, remains the most effective method that filters potentially harmful elements from water. The effectiveness of this method makes RO water highly recommended by healthcare professionals. The benefits of drinking reverse osmosis water are insurmountable.

3.4.4. BENEFITS OF RO WATER MANAGEMENT

I.REMOVES ALL THE CONTAMINANTS;

Reverse osmosis is known to remove all the unhealthy contaminants present in the water leaving it pure and healthy for drinking purpose. The semi-permeable membrane, in the reverse osmosis water purifier, filters the impurities from water and will high pressure, pure water is moved into a clean section.

II.REMOVES UNHEALTHY CHEMICALS;

RO water purifiers are also known to remove some chemicals which are harmful to human body. These chemicals are separated from water by a chlorinated process conducted in the reverse osmosis system.Moreover, cryptosporidium is a kind of a parasite which is found in contaminated water. It can cause severe harm to the intestines. Children can also suffer from malnutrition and dehydration if this parasite gets into their system. RO does not allow cryptosporidium to move ahead with clean water. It safely removes this parasite from water leaving it clean for drinking and cooking purposes.

III.REMOVES LEAD AND SODIUM;

An increased amount of lead in a human body can result in health complications such as brain damage, high blood pressure, muscle damage, problems related to fertility, etc. Children can also become severely anaemic due to this. Reverse osmosis water purifiers are known to remove excess lead from water. This makes water safe and pure to drink.Increased sodium intake can result in high blood pressure, liver damage, kidney problems etc.Many people are advised to reduce salt in their regular food intakes. Sodium is also present in water which can increase the amount in a human body, especially for people who have sodium restrictions. An RO water treatment system does not allow sodium molecules to pass through the membrane, hence, leaving clean and sodium free water for drinking and cooking purposes.

IV.WATER TASTES SWEET;

Reverse osmosis water treatment system installed at home definitely changes the taste of your water. It adds a sweet taste to it. You will notice this if you drink the hard ground-water and then water from your RO machine.

V.RO WATER IS SAFE FOR PATIENTS;

During radiation and chemotherapy, cancer patients tend to weaken their immune systems. Unhealthy or contaminated water can cause further infections resulting in deterioration of health. Drinking RO water during and after treatments can be useful for papatie.There are many health benefits that a reverse osmosis water treatment system can provide. Probably, that is why it was introduced in the household way back in the 1970s. And since then, it has been a part of our life, providing clean, pure, and healthy water.

3.4.5. DISADVANTAGES OF RO WATER MANAGEMENT

One of the major disadvantages of RO systems for the home is that they remove most of the minerals from the water leaving it with an acidic pH. Also, during the purification process, up to 20 gal of water is flushed down the drain for every gallon of filtered water produced.Another disadvantage of reverse osmosis systems is they take too long to filter water when they're compared to a whole-house water filter system. In fact, an RO system can take anywhere from 2 to 4 hours to filter nearly 3 gallons of water, which means it would take all day to be able to filter enough water for everyone in the home.Reverse osmosis can also be very costly as some whole-home units can cost thousands of dollars including installation. The high price does speed up the water filtration process but at the same time the amount of water wasted is significant.

3.4.6. IMPORTANCE OF RO WATER MANAGEMENT

Reverse osmosis helps in removing many types of suspended and dissolved species from water. It helps in removing bacteria and removes the impurity of the water. In the process of reverse osmosis desalination, pressure is applied to overcome the osmotic pressure which is driven by all the chemical potential solvents. The solute solution is passed through a semi-permeable membrane in which the solvent passes and leaves a high concentrated solute. For better understanding, just can think salty water as the solution, water as the solvent and salt as the solute.

Importance of Reverse Osmosis as follows:

- It is an important resource to create a sustainable source of drinking water.
- Reverse osmosis removes various undesirable substances from the water like iron, potassium, zinc and thus used in many large scale industries. By doing so, the pressure on local water sources gets reduced.
- Countries having water shortage due to infrastructure or any financial problem can have fresh and pure water and can decrease all types of diseases which are caused due to the impure water.

3.5.1. WASTE WATER MANAGEMENT

Waste water treatment is a process used to remove contaminants from wastewater or sewage and convert it into an effluent that can be returned to the water cycle with acceptable impact on the environment, or reused for various purposes. Wastewater is any water that requires cleaning after it is used. The goal of wastewater management is to clean and protect water. This means that water must be clean enough so that it can be used by people for drinking and washing, and by industry for commercial purposes.

3.5.2. OBJECTIVES OF WASTE WATER MANAGEMENT

- To improve quality of wastewater.
- Elimination of pollutants, toxicants and etc.
- Preservation of water quality of natural water resources.
- To make wastewater usable for other purposes.
- Prevention of harmful diseases.

3.5.3. IMPORTANCE OF WASTE WATER MANAGEMENT

Essential for life, clean water is one of the most important natural resources on the planet. Wastewater, which is basically used water, is also a valuable resource, especially with recurring droughts and water shortages in many areas of the world. However, wastewater contains many harmful substances and cannot be released back into the environment until it is treated. Thus, the importance of wastewater treatment is twofold: to restore the water supply and to protect the planet from toxins.

I.RESTORING THE WATER SUPPLY;

Look at a global drought map and you will see that many areas of the world simply do not have enough water. All communities, especially areas with water scarcity, need to ensure they have good water treatment processes in place so that treated water can either be reused or returned to the water cycle, but never wasted.

II.PROTECTING THE PLANET;

Wastewater can include contaminants from both residential and commercial use. Untreated, the chemical compounds and pathogens in wastewater can harm the health of animals, plants and birds that live in or near the water. It can also contaminate crops and drinking water, affecting human health. Wastewater treatment is fundamental to protect the health of many different ecosystems.

Wastewater, properly treated, is a source of water for many purposes. Good wastewater treatment allows the maximum amount of water to be reused instead of going to waste. For more information about the importance of wastewater treatment, contact The Nibbler Company.

3.5.4. CHARACTERISTICS OF WASTE WATER MANAGEMENT

I.PHYSICAL CHARACTERISTICS

- Turbidity
- Colour
- Odour
- Total solids
- Temperature

II.CHEMICAL CHARACTERISTICS

- Total Organic Carbon (TOC)
- Nitrogen
- Phosphorus
- Chlorides
- Sulfates
- Alkalinity
- Heavy Metals
- Trace Elements
- Priority Pollutants

III.BIOLOGICAL CHARACTERISTICS

- Biochemical Oxygen Demand (BOD

- Oxygen required for nitrification
- Microbial population

Wastewater characteristics, as well as water treatment processes, are important for environmental engineers to understand. Our FE Environmental exam review course thoroughly reviews the characteristics of wastewater.

3.5.5. ADVANTAGES OF WASTE WATER MANAGEMENT

- Reduces household water consumption and increases resilience to water scarcity.
- Reduces costs and energy spent for water supply as less is required. Reduces volume of wastewater and thus infrastructure, money and energy required for treatment.
- Can produce livelihood (e.g. urban farming) and increase food security.
- Increases water availability for other uses.

- Reduces pressure on local water resources.

3.5.6. DISADVANTAGES OF WASTE WATER MANAGEMENT

- May need to treat waste water before reuse.
- May be legal barriers preventing waste water reuse.
- May need to refit household plumbing system to connect greywater.
- Very costly.

3.6. CONCLUSION

A number of key messages emerge from the foregoing discussion of water resources. Demand for these limited resources continues to increase as populations grow and move.Sound management depends on reliable information about the quantity and quality of water available and how this availability varies in time and from place to place. It is important to enhance the understanding of all elements of the water cycle and how human activities affect it,so that water resources can be protected and developed sustainably. Longstanding practices such as collecting rain water are being refinedand supplemented by newer techniques such as artificial recharge,desalination and reuse. More support is needed not only for innovative technical sollutions to improve supplies,but also for the management of demand and the promotion of efficiency in water use.

CHAPTER-IV

OPINION OF PUBLIC TOWARDS WATER RESOURCES MANAGEMENT-AN ANALYSIS

CHAPTER-IV

OPINION OF PUBLIC TOWARDS WATER RESOURCES MANAGEMENT-AN ANALYSIS

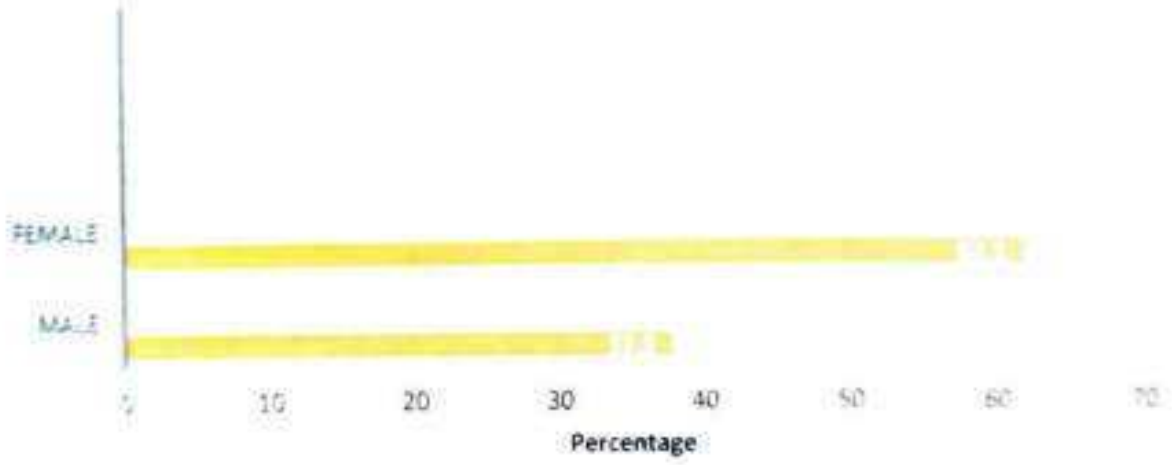
4.1.INTRODUCTION

Data analysis is a process of inspecting, cleaning, transforming, and modeling data with the goal of discovering useful information, informing conclusions, and supporting decision-making. Data analysis has multiple facts and approaches, encompassing diverse techniques under a variety of names, and is used in different business, science, and social science domains. Data analysis, is a process for obtaining raw data, and subsequently converting it into information useful for decision-making by users. Data, is collected and analyzed to answer questions, test hypotheses or disprove theories. Data analysis, is a process for obtaining raw data, and subsequently converting it into information useful for decision-making by users. Data, is collected and analyzed to answer questions, test hypotheses, or disprove theories, questions, test hypotheses, or disprove theories.

4.2.GENDER

Figure No.4.1

Gender Wise Classification of the Respondents



Source: Primary Data

From the above chart, it reveals that the gender wise classification of the respondents was described.It reveals that 62.1 per cent of the respondents are female and 37.9 per cent of the respondents are male.

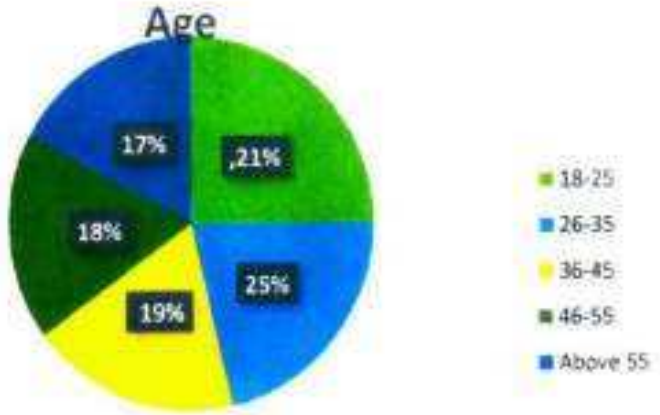
Inference

It's inferred that, the majority of the respondents are female.It shows that female respondents are mostly handle the water resources in their households while comparing to the male respondents.

4.3. AGE

Figure No.4.2

Age Wise Classification of the Respondents



Source: Primary Data

From the above chart, the age wise classification of the respondents was described.It is revealed that the 25.0 per cent of the respondents are between the age group of 26-35 years, 21.4 per cent of the respondents are between the age group of 18-25 years, 18.6 per cent of the respondents are between the age group of 36-45 years, 17.9 per cent of the respondents are between the age group of 46-55 years, 17.1 per cent of the respondents are above 55.

Inference

It is inferred that majority of the respondents are between the age group of 26-35 years.It shows that they are familiar with how to manage water resources properly while comparing to another age group people.

4.4.MARITAL STATUS

Table No.4.1

Marital Status of the Respondents

Marital Status	Frequency	Percentage
Married	98	70
Un-married	42	30
Total	**140**	**100**

Source: Primary Data

From the above table,it shows the marital status of the respondents.It reveals that 70 per cent of the respondents are married and 30 per cent of the respondents are unmarried.

Inference

It's inferred that the majority of the respondents are married.This study stressed on Water Resources Management.The study attracts women to give data because they are indent to be part in family.

4.5.EDUCATIONAL QUALIFICATION

Table No.4.2

Educational Qualification of the Respondents

Educational qualification	Frequency	Percentage
Upto 5th standard	12	8.6
Upto 8th standard	11	7.9
Upto X standard	13	9.3
Higher Secondary level	17	12.1
Under Graduate	43	30.7
Post Graduate	25	17.9
Diploma/Technical	12	8.6
Professional	7	5.0
Total	**140**	**100.0**

Source: Primary Data

From the above table ,it indicates that 30.7 per cent of the respondents are Under Graduates, 17.9 per cent of the respondents are Post Graduates, 5.0 per cent of the respondents have pursued professional course, 12.1 per cent of the respondents are from higher secondary school, 8.6 per cent of the respondents have pursued diploma/technical , 9.3 per cent of the respondents have completed X standard, 7.9 per cent of the respondents have completed 8th standard, 8.6 per cent of the respondents have completed 5th standard.

Inference

It is inferred that majority of the respondents are graduates and aware about how to treat water resources and saving the water.It shows that more respondents of the study area are educated people.

4.6.OCCUPATION

Table No. 4.3

Occupation wise Classification of the Respondents

Occupation	Frequency	Percentage
Government Employee	3	2.1
Private employee	38	27.1
Self - employed	18	12.9
Unemployed	7	5.0
Homemaker	45	32.1
Student	29	20.7
Total	**140**	**100.0**

Source: Primary Data

From the above table, it indicates that 2.1 per cent of the respondents are government employee, 27.1 per cent of the respondents are private employee, 12.9 per cent of the respondents are self - employed, 5.0 per cent of the respondents are unemployed , 32.1 per cent of the respondents are home maker, 20.7 per cent of the respondents are students.

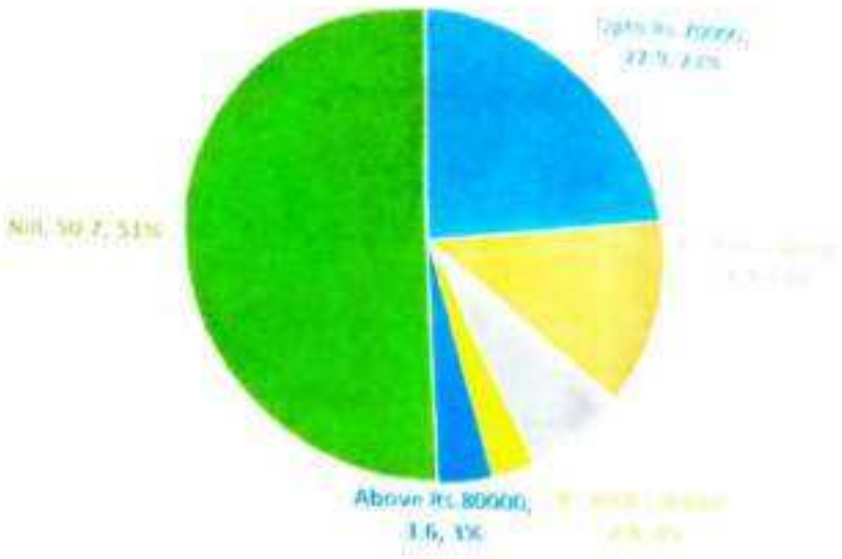
Inference

It is inferred that majority of the respondents are private employee.It shows that there are major private companies in the locality which generate employment opportunities.

4.7 MONTHLY INCOME

Figure No.4.3

Monthly Income of the Respondents



Source: Primary Data

From the above table, it indicates that 22.9 per cent of the respondents earn up to Rs.20,000, 12.9 per cent of the respondents earn between Rs. 20,001-40,000, 7.1 per cent of the respondents earn between Rs. 40,001-60,000, 2.9 per cent of the respondents earn between Rs.60,001-80,000, 3.6 per cent of the respondents earn above Rs.80,000, 50.7 per cent of the respondents are not earning.

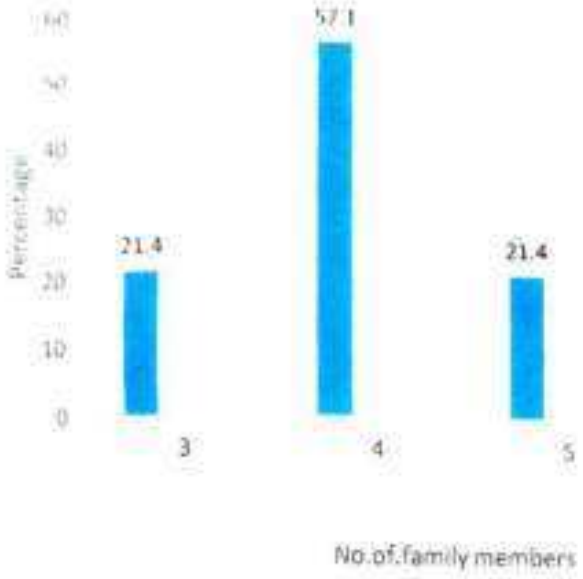
Inference

It is inferred that majority of the respondents are not earning. They are homemakers who properly maintain the water in their households.Because in this study 60 per cent of the respondents are female who are taing care of households effectively and efficiently.

4.8.NO.OF FAMILY MEMBERS

Figure No.4.4

No.of Family Members of the Respondents



Source: Primary Data

From the above chart,it indicates that 21.4 per cent of the respondents are of 3 members in a family, 57.1 per cent of the respondents are of 4 members in a family, 21.4 per cent of the respondents are of 5 members in family.

Inference

It is inferred that majority of the respondents are of 4 members in a family.It shows that most of the respondents in the study area are belongs to a nuclear family.

4.9. AVAILABILITY OF FRESH WATER

Table No. 4.4

Availability of Fresh Water

Source	Frequency	Percentage
Municipal Corporation	110	78.6
RO water	10	7.1
Packed drinking water	8	5.7
Well at home	12	8.6
Total	**140**	**100**

Source: Primary Data

From the above chart, it indicates that 78.6 per cent of the respondents get fresh water from municipal corporation, 7.1 per cent of the respondents get fresh water from RO water, 5.7 per cent of the respondents get fresh water from packaged drinking water, 8.6 per cent of the respondents get fresh water from their well at home.

Inference

It is inferred that majority of the respondents get fresh water from municipal corporation.It shows that most of the respondents prefer to get fresh water from government and they not prefer to buy RO Water, Packed Drinking Water and well water for their domestic purposes.

4.10.FREQUENCY OF WATER SUPPLY

Table No.4.5

Frequency of Water Supply at their Households

Frequency of water supply	Frequency	Percentage
24 hours supply	14	10.0
More than once a day	7	5.0
Once a day	23	16.4
Alternative days	43	30.7
Once in two days	53	37.9
Total	**140**	**100**

Source: Primary Data

From the above table,it is revealed that 10 per cent of the respondents get 24 hours of water supply, 5 per cent of the respondents get water supply more than once a day , 16.4 per cent of the respondents get water supply once a day , 30.7 per cent of the respondents get water supply in alternative days , 37.9 per cent of the respondents get water supply once in two days.

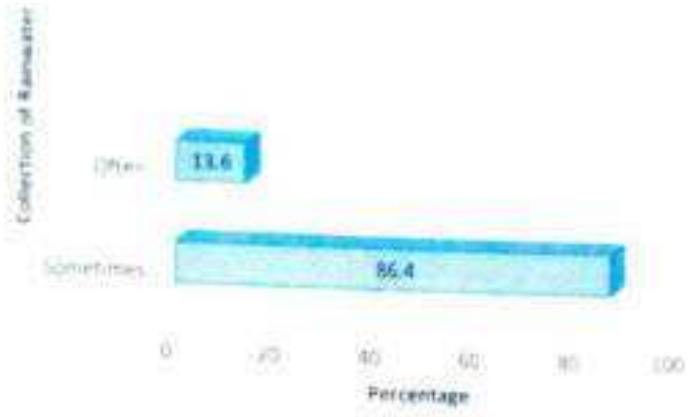
Inference

It is inferred that majority of the respondents get water supply once in two days from Municipal Corporation.

4.11 COLLECTION OF RAIN WATER AT HOME

Figure No.4.5

Collection of Rain Water at Home



Source: Primary data

From the above chart it is revealed that 86.4 percent of the respondents collect rain water sometimes , 13.6 percent of the respondents often collect rain water.

Inference

It is inferred that majority of the respondents sometimes collect rain water and that reveals that there is no need for rain water sometimes because of adequate water exists in their houses.

4.12.MONTHLY WATER BILL

Table No.4.6

Monthly Water Bill of the Respondents

Monthly bill rate	Frequency	Percentage
Less than 100	16	11.4
100-200	52	37.1
201-300	30	21.4
Above 300	42	30.0
Total	**140**	**100**

Source: Primary Data

From the above chart it is revealed that 11.4 per cent of the respondents monthly water bill is less than Rs.100, 37.1 per cent of the respondents monthly water bill are between Rs.100-200, 21.4 per cent of the respondents monthly water bill is between Rs. 201- 300 , 30 per cent of the respondents monthly water bill are above Rs. 300.

Inference

It is inferred that majority of the respondents monthly water bill is between Rs.100-200.It reveals that most of them are consuming the water purposefully in limited amount.

4.13. EVALUATE THE QUALITY OF DRINKING WATER

Figure No. 4.6

The Quality of Drinking Water

Source: Primary data

From the above chart it is revealed that 59.3 per cent of the respondents says the water is clean for drinking , 5 per cent of the respondents says the water is dirty for drinking, 35.7 per cent of the respondents says they need purification for drinking water.

Inference

It is inferred that majority of the respondents says that the water is clean to drink.

4.14.BORE OR WELL AT HOME

Table No. 4.7

Bore or Well at their Households

Bore or well at home	Frequency	Percentage
Yes	90	64.3
No	50	35.7
Total	**140**	**100**

Source: Primary Data.

From the above chart it is revealed that 64.3 per cent of the respondents have bore in their home. 35.7 per cent of the respondents don't have bore in their home.

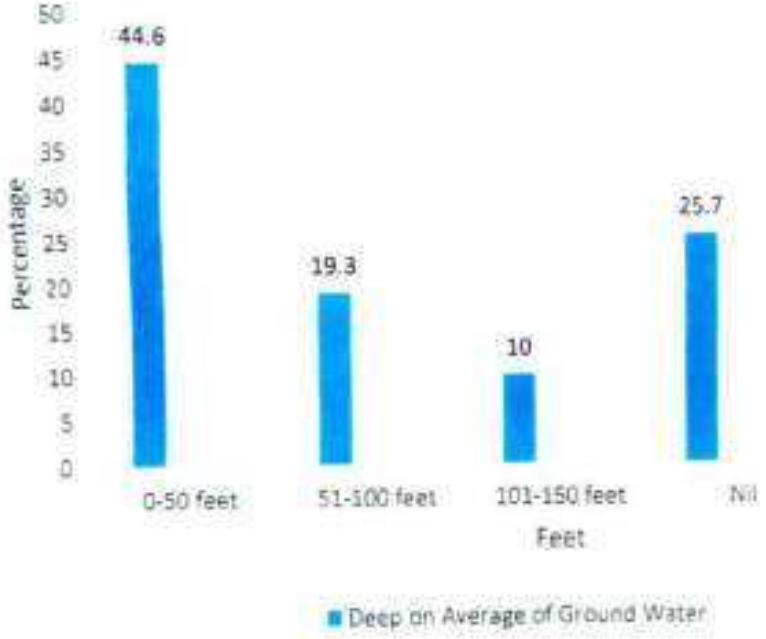
Inference

It is inferred that majority of the respondents have bore or well at their home.It reveals that people prefer ground water for their domestic purposes.

4.15. DEEP ON AVERAGE OF GROUND WATER

Figure No. 4.7

Feet of the Bore Well of their Households



Source: Primary Data

From the above chart it is revealed that 44.6 per cent of the respondents says the depth of the well is 0- 50 feet ,19.4 per cent of the respondents says the depth of the well is between 51-100 feet,10.1 per cent of the respondents says the depth of the well is between 101-150 feet ,25.9 per cent of the respondents doesn't know the depth of the well.

Inference

It is inferred that majority of the respondents doesn't know the depth of the well.

4.16. PURPOSE OF CONSUMING GROUND WATER

Table No.4.8

Purpose of Consuming Ground Water

Purpose	Frequency	Percentage
Gardening	37	26.4
Cleaning	34	24.3
Washing	31	22.1
Don't consume Ground Water	38	27.1
Total	**140**	**100**

Source: Primary Data

From the above chart it is revealed that 26.4 per cent of the respondents consume ground water for gardening ,24.3 per cent of the respondents consume ground water for cleaning, 22.1 per cent of the respondents consume ground water for washing, 27.1 per cent of the respondents don't consume ground water.

Inference

It is inferred that majority of the respondents don't consume ground water for drinking.They prefer to use ground water for domestic purpose.Also it is observed that ground water is salty in some area selected for the study.

4.17.TESTING OF SAMPLE OF GROUND WATER

Figure No.4.8

Testing of Sample of Ground Water

Sources: Primary Data

From the above chart it is revealed that 35.7 per cent of the respondents testing ground water Fonce a year,15.7 per cent of the respondents testing ground water every five years,7.1 per cent of the respondants testing ground water less than five year,40.7 per cent of the respondents didn't testing ground water.

Inference

It is inferred that majority of the respondents 40.7 per cent of the respondents didn't testing ground water.

4.18.CONTRIBUTION OF GROUND WATER

Table No. 4.9

Contribution of Ground Water

Contribution	Frequency	Percentage
Summer season	62	44.3
Spring season	5	3.6
Winter season	4	2.9
Rainy season	40	28.6
Nil	29	20.7
Total	**140**	**100**

Sources :Primary Data

From the above chart it is revealed that 44.3 per cent of the respondents get ground water in summer season,3.6 per cent of the respondents get ground water in spring season,2.9 per cent of the respondents get ground water in winter season 28.6 per cent of the respondents get ground water in rainy season and 20.7 per cent of the respondents not prefer to use ground water.

Inference

It is inferred that majority 44.3 per cent of the respondents get ground water in summer season.It reveals that respondents get adequate ground water during summer season to meet their needs.

4.19.USE OF WATER PURIFIER AT HOME

Table No. 4.10

Use of water purifier at home

Purpose	Frequency	Percentage
Yes	71	50.7
No	69	49.3
Total	**140**	**100.0**

Sources :Primary Data

From the above table it is revealed that 50.7 per cent of the respondents use water purifier at home ,49.3 per cent of the respondents don't use water purifier at home.

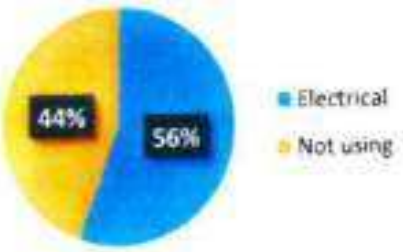
Inference

It is inferred that 50.7 per cent of the respondents use water purifier in their households.It shows that even though the water is good from supply so people prefer to use water purifiers to avail fresh water.

4.20. PREFERABLE TYPE OF WATER PURIFIER

Figure No.4.9

Preferable Type of Water Purifier



Sources :Primary Data

From the above chart it is revealed that 55.7 per cent of the respondents using electrical type of water purifier,44.3 per cent of the respondents not using any type of water purifier.

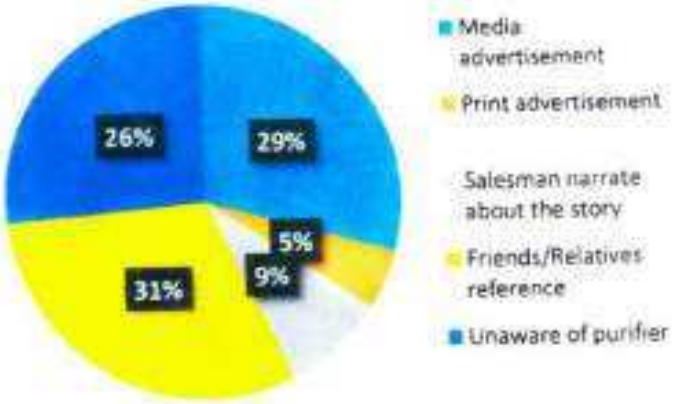
Inference

It is inferred that majority 55.7 percent of the respondents using electrical type of water purifier.It shows that they prefer to use electrical purifiers as per their need.

4.21 .KNOW ABOUT WATER PURIFIER

Table No. 4.10

Know about Water Purifier



Sources: Primary Data

From the above chart it is revealed that 29.3 per cent of the respondents know about the product by media advertisement,5.0 per cent of the respondents know about the product by print advertisement,8.6 per cent of the respondents know about the product by sales man narrate about the product,30.7 per cent of the respondents know about the product by friends/relatives reference,26.4 per cent of the respondants unaware of purifier.

Inference

It is infered that majority 30.7 percent of the respondents know about the product by friends's/relative's reference

4.22.LENGTH OF USING WATER PURIFIER

Table No.4.11

Length of Using Water Purifier

Purpose	Frequency	Percentage
Less than one year	23	16.4
1-2 year	9	6.4
2-3 year	12	8.6
More than 3 year	29	20.7
Nil	67	47.9
Total	140	100.0

Sources: Primary Data

From the above table it is revealed that 16.4 per cent of the respondents using water purifier less than one year,6.4 percent of the respondents using water purifier 1-2 year,8.6 per cent of the respondents using water purifier2-3 year,20.7 per cent of the respondents using water purifier more than 3 year,47.9 per cent of the respondents not using the water purifier .

Inference

It is inferred tha majority 47.9 per cent of the respondents not using the water purifier.

4.23.CAPACITY OF WATER PURIFIER

Table 4.12

Capacity of Water Purifier

Capacity	Frequency	Percentage
Less than 10 litres	29	20.7
10 litres	30	21.4
18 litres	9	6.4
20 litres	5	3.6
50 litres	66	47.1
Total	**140**	**100**

Sources :Primary Data

From the above chart it is revealed that .7 per cent of the respondents didn't use the water purifier,20.7 per cent of the respondents have less than 10 litres capcity of water purifier.21.4 per cent of the respondents have 10 litres capacity of water purifier.6.4 per cent of the respondents have 18 litres capcity of water purifier.3.6 per cent of the respondents have 20 litres capacity of water purifier.47.1 per cent of the respondents have 50 litres capacity of water purifier.

Inference

It is inferred that majority 47.1 per cent of the respondents have 50 litres capacity of water purifier.

4.24.RO BENEFICAL IN CLEANING GERMS

Table No.4.13

RO Beneficial in Cleaning Germs

Purpose	Frequency	Percentage
Strongly disagree	6	4.3
Disagree	14	10.0
Neutral	51	36.4
Agree	44	31.4
Strongly agree	25	17.9
Total	**140**	**100.0**

Sources : Primary Data

From the above table it is revealed that 4.3 per cent of the respondents strongly agree in RO beneficial in cleaning germs,10.0 per cent of the respondents disagree in RO beneficial in cleaning room ,36.4 percent of the respondents are neutral in RO beneficial in cleaning germs,31.4 per cent of the respondents agree in RO beneficial in cleaning room,17.9 per cent of the respondents strongly agree in RO beneficial in cleaning germs.

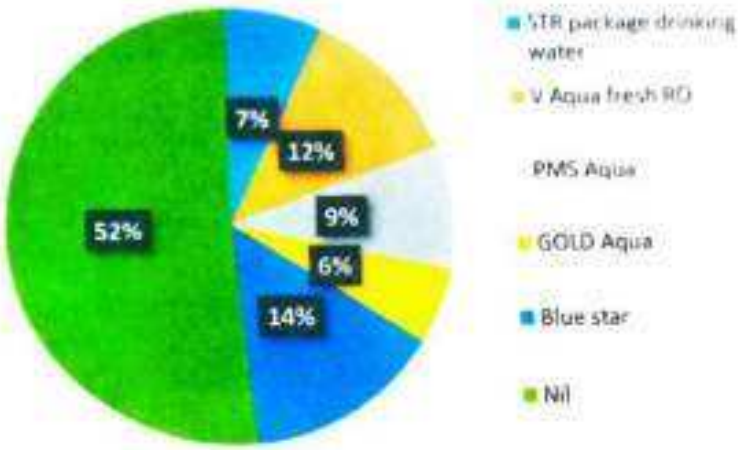
Inference

It is inferred that 36.4 per cent of the respondents are neutral in RO beneficial in cleaning germs.It reveals that usage of RO is so beneficial.

4.25. BRAND OF WATER PURIFIER

Figure No.4.11

Brand of Water purifier



Sources: Primary Data

From the above chart it is revealed that 7.1 per cent of the respondents use STR package drinking water.12.1 per cent of the respondents use V Aqua fresh RO water purifier,9.3 per cent of the respondents use PMS Aqua water purifier,5.7 per cent of the respondents use GOLD Aqua water purifier.14.3 per cent of the respondents use Blue star water purifier,51.4 percent of the respondents didn't use any water purifier.

Inference

It is inferred that majority 51.4 per cent of the respondents didn't use any water purifier and so they did't know about RO water purifier properly.

4.26. USAEGE OF WASTE WATER IN WATERING THE PLANTS

Table No. 4.14

Usage of Waste Water in Watering the Plants

Purpose	Frequency	Percentage
Yes	74	52.9
No	66	47.1
Total	**140**	**100.0**

Sources: Primary Data

From the above table it is revealed that 52.9 per cent of the respondents using waste water in watering the plants,47.1 per cent of the respondants not using waste water in watering the plants.

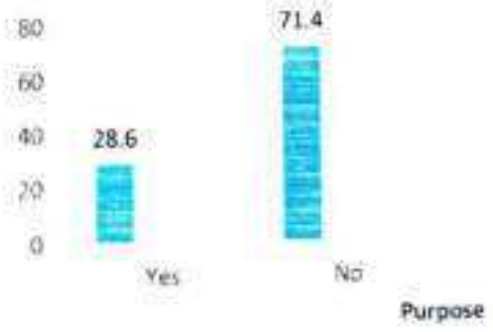
Inference

It is inferred that majority 52.9 per cent of the respondents using waste water in watering the plants as per their need.

4.27.REUSE OF WASTE WATER

Figure No. 4.12

Reuse of Waste Water



Sources :Primary Data

From the above chart it is revealed that 28.6 per cent of the respondents reuse the waste water,71.4 per cent of the respondents didn't reuse the waste water.

Inference

It is inferred that 71.4 percent of the respondents didn't reuse the waste water because they don't know how to reuse fresh water.

4.28.FREQUENCY OF CLEANING DRAINAGE

Table No. 4.15

Frequency of Cleaning Drainage

Purpose	Frequency	Percentage
2-3 times in a month	31	22.1
Once in 2 month	109	77.9
Total	**140**	**100.0**

Sources: Primary Data

From the above table it is revealed that 22.1 per cent of the respondents cleaning drainage 2-3 times in a month,77.9 per cent of the respondents cleaning drainage once in 2 month.

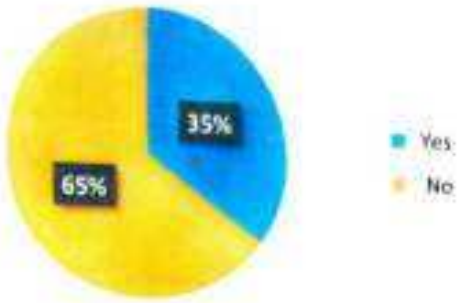
Inference

It is inferred that 77.9 percent of the respondents cleaning drainage once in 2 month.

4.29.LEAKAGE PROBLEM IN SCEPTIC TANK

Figure No. 4.13

Leakage Problem in Sceptic Tank



Source: Primary Data

From the above chart it is revealed that 35.0 per cent of the respondants have leakage problem in sceptic tank,65.0 per cent of the respondents don't have any leakage problem in sceptic tank.

Inference

It is inferred that majority 65.0 per cent of the respondents don't have any leakage problem.It reveals that most of them are properly maintain their sceptic tanks.

4.30.DISEASES BECAUSE OF LEAKAGE PROBLEM

Table No. 4.16

Diseases because of Leakage Problem

Purpose	Frequency	Percentage
Yes	39	27.9
No	101	72.1
Total	**140**	**100.0**

sources:Primary Data

From the above tables it is revealed that 27.9 per cent of the respondents have leakage problem in waste water,72.1 percent of the respondents don't have any leakage problem in waste water

Inference

It is inferred that majority 72.1 percent of the respondents don't have any any diseases due to leakage problem.

4.31.OPINIONS ABOUT FRESH WATER AND RO WATER

Table No.4.17

Opinions about Fresh Water and RO Water

Opinion	Mean	Standard deviation	Rank
Boil the water for drinking.	4.51	0.767	I
Use fresh water for Air cooler	3.68	0.919	IV
Collect the Municipal water in tanks and drums, etc.	4.13	0.733	II
Collect rain water by rain water harvesting	4.01	1.039	III
A small amount of water is only obtained from the household well.	3.55	1.130	V
No germs in RO water.	3.34	1.074	VI

Source:Primary data

From the above table, the respondent's opinion about fresh water and RO water is made. The 1st rank is for boil the water for drinking purposes, 2nd rank is for collect the Municipal water in tanks and drums,etc, 3rd rank is for Collect rain water by rain water harvesting, 4th rank is for use fresh water for Air cooler, 5th rank is for a small amount of water is only obtained from the household well and 6th rank is for no germs in RO water.

Inference

It is inferred that most preferred to boil the water before drinking.

4.32. OPINIONS ABOUT WASTE WATER MANAGEMENT

Table No.4.18

Opinions about Waste Water Management

Opinion	Mean	Standard deviation	Rank
All the liquid waste from toilet,bathroom, laundry and sinks goes into pipes which carry it to the sceptic tank in your house.	3.96	1.113	I
Using on-site disposal systems which treats the sewage in a septic tank so that most of the sewage becomes effluent and is disposed of in an area close to the house or building.	3.61	1.126	IV
Recycling dirty aquarium water.	3.29	1.080	VII
Household may produce waste water from showers,bath tubs,washing machine,etc.	3.66	1.053	II
Unaware about waste water treatment.	3.37	1.134	VI
The focus on waste water management minimizing the environmental and health impacts.	3.64	1.017	III
Reusing the waste water from laundry.	3.51	1.072	V

Source: Primary Data

From the above table,the respondent's opinion about waste water is ranked.The 1st rank is given for all the liquid waste from toilet,bathroom, laundry and sinks goes into pipes which carry it to the sceptic tank in your house.2nd rank is for Household may produce waste water from shower,bath tubs, washing machine etc.3rd rank is for the focus on waste water management minimizing the environmental e health impacts,4th rank is using on-site disposal systems which treats the sewage in a septic tank so that most of the sewage becomes effluent and is disposed of in an area close to the house or building,5th rank is for reuse the waste water from laundry,6th rank is unaware about waste water treatment and finally 7th rank is for recycling dirty acquarium water.

Inference

It is inferred that majority of the respondents agree that all the liquid waste from toilets, bathrooms, laundry and sinks goes to pipe which carry it into the sceptic tank in their houses.

4.33.PROBLEMS FACED TO GET FRESH WATER

Table.No.4.19

Problems Faced to get Fresh Water

Opinions	Mean	Standard deviation	Rank
Scarcity of water	4.07	0.919	I
Environmental issues	3.85	0.936	III
Water pollution	3.92	1.106	II
Wasting water without purpose	3.78	1.132	V
Approach guide to get fresh water	3.79	1.078	IV
Lack of efficient water storing containers.	3.56	1.158	VIII
Careless in saving the water	3.70	1.353	VI
Lack of awareness	3.66	1.150	VII

Source: Primary Data

From the above table,it revealed that the problems faced to get fresh water.The 1st rank is given to scarcity of water,2nd rank is for water pollution,3rd rank is for environmental issues,4th rank is for approach guide to get fresh water,5th rank is given for wasting water without purpose,6th rank is for careless in saving water,7th rank is given for lack of awareness and finally 8th rank is given for lack of efficient water storing containers.

Inference

It is inferred that majority of the respondents facing the problem i.e. scarcity of water at their households.

4.34.PROBLEMS FACED DURING THE TREATMENT OF WASTE WATER

Table.No.4.20

Problems Faced during the Treatment of Waste Water

Opinions	Mean	Standard deviation	Rank
Leakage problems	4.01	1.025	I
Odour problems	3.71	0.954	IV
Energy consumption	3.80	0.931	III
Lack of waste water treatment plant in Thoothukudi City.	3.81	1.038	II
Infection due to water	3.70	1.035	V
Expensive	3.78	1.032	VI

Source: Primary Data

From the above table,the problem faced during the treatment of waste water is classified.The 1st rank is given to leakage problem,2nd rank is for lack of waste water treatment

plant in Thoothukudi City,3rd rank is for energy consumption,4th rank is for odour problem,5th rank is for Infection due to waste water and finally 6th rank is for expensive or costly.

Inference

It is inferred that majority of the respondents facing leakage problem while treat the waste water.

CHAPTER-V

FINDINGS, SUGGESTIONS AND CONCLUSION

CHAPTER-V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1. INTRODUCTION

In research, a finding is an empirical fact, based on data collected, that does not just rely on opinion (even if it is that of an expert) and a conclusion synthesizes and interprets the finding and makes a reasoned judgement that corresponds to the finding.The principal outcomes of a research project is next based on suggestions or recommendations.This usually refers to the totality of outcomes,rather than the conclusions or recommendations drawn from the them.Finally,conclusions are interpret the findings or results of an investigation.Suggestions follow conclusions and are opinions supported by the report's findings.

5.2. FINDINGS

Following are the findings in regard to various response from the respondents regarding "General Public Opinion about Water Resources Management in Thoothukudi City".

- Majority of the respondents are female.(37.9%)
- Most of the respondents are between the age group of 18-25 years.(25%)
- Majority of the respondets are married.(70%)
- Majority of the respondents are under graduates.(30.7%)
- Most the respondents are private employee.(27.1%)
- Majority of the respondents are not earning.(50.7%)
- Most of the respondents are of 4 members in a family.(57.1%)
- Majority of the respondents get fresh water from municipal corporation.(78.6%)
- Most of the respondents get water supply once in two days.(37.9%)
- Majority of the respondents sometimes collect rain water.(86.4%)
- Majority of the respondents monthly water bill is between Rs.100-200.(37.1%)
- Most of the respondents says the water is clean to drink.(59.3%)
- Majority of the respondents have bore or well at their home.(64.3%)

- Most of the respondents doesn't know the depth of the well.(44.6%)
- Majority of the respondents don't consume ground water.(27.1%)
- Most of the respondents receive plenty of ground water in summer season.(44.3%)
- Majority of the respondents doesn't use water purifier at their homes.(50.7)
- Most of the respondents using the preferable type of water purifier at their homes.(55.7%)
- Majority of the respondents know about water purifier by their friend's/relative's references.(30.7%)
- Most of the respondents doesn't prefer to use water purifier for long years.(47.9%)
- Majority of the respondents doesn't know about the capacity of water purifier because they didn't use that.(47.1%)
- Most of the respondents agree that RO beneficial in cleaning germs.(36.4%)
- Majority of the respondents doesn't consume RO purifier so they are not familiar in the brand of water purifier.(51.4%)
- Most of the respondents use waste water to watering their plants.(52.9%)
- Majority of the doesn't prefer to reuse the waste water in their houses for multiple purposes.(71.4%)
- Most of the respondents prefer to clean their drainage once in two months.(77.9%)
- Majority of the respondents doesn't come across the leakage problem in their sceptic tanks.(65.0%)
- Most of the respondents didn't suffer from diseases due to leakage problem.(72.1%)

5.3. SUGGESTIONS

☆ It is suggested that the awareness programs are essential to make the younger generation knowledgeable about how to save the water resources properly in their households.

☆ It is suggested that Recycling of waste water, Improve irrigation and agricultural practices, Appropriately price water, Develop energy efficient desalination plants, Improve water catchment and harvesting.

☆ It is suggested that to invent new water conservation technologies.In areas where aquifers are drying up and rainwater is increasingly unpredictable, innovation is needed. But as we attempt to cope with freshwater scarcity and develop conservation technologies, energy consumption is an important consideration.

☆ There are plenty of technologies available that allow to recycle rainwater and other water that you may be used in your home. It is suggested that learning about how you can recycle waste water. Not only does it help to prevent scarcity, but it can save some money as well.

☆Water that usually runs off to the sea can be tapped to augment the availability of usable water. Water storage above ground through dams and diversion through weirs are the conventional means.

☆ Ground water levels are declining in many parts of the country.It's suggested that Artificial recharge of groundwater with rainwater is an important strategy to arrest this trend.

☆ In urban areas, many cities have by-laws making rainwater harvesting compulsory for new buildings. However, in rural areas there is no such programme.It is suggested that provide proper information to the general public about rain water harvesting.

☆ During rainy season, the flood water spreads over the plains but due to very shallow water table the recharge is small and the rejected recharge result in river outflows.Tube-wells may be constructed to deepen the shallow aquifers and thus augment ground water from river flows in heavy rains. Induced recharge is an effective management tool to meet the gap of demand and supply in areas adjacent to rivers with active flood plains.

☆ Most of the respondents doesn't know about how to reuse the waste water.It is suggested that awareness about the waste water treatment is necessary to general public.

☆ In our city ,there is not plenty of plants which can convert the waste water into fresh water.It is suggested that the need for that type of plants are essential to protect the water resources.

5.4 CONCLUSION

Our water resources, irregularly distributed in space and time, are under pressure due to major population change and increased demand. Access to reliable data on the availability, quality and quantity of water, and its variability, form the necessary foundation for sound management of water resources. The different options for augmentation expand the boundaries of the water resource in a conventional sense, helping to match demand and supply. All components of the hydrological cycle, and the influence of human activities on it, need to be understood and quantified to efficiently and sustainably develop and protect our water resources.

Climate change is having a significant impact on weather patterns, precipitation and the hydrological cycle, affecting surface water availability, as well as soil moisture and groundwater recharge.The growing uncertainty of surface water availability and increasing levels of water pollution and water diversions threaten to disrupt social and economic development in many areas as well as the health of ecosystems. Groundwater resources can, in many instances, supplement surface water, particularly as a source of drinking water. However, in many cases, these aquifers are being tapped at an unsustainable rate or affected by pollution. More attention should be paid to sustainable management of non-renewable groundwater.

Many traditional practices are being refined (e.g. rainwater harvesting), while more recent advances (e.g. artificial recharge, desalination and water reuse) are being developed further. More support needs to be given to policy options, such as demand management, which stress more efficient use of water resources, as well as to technical solutions on the supply side.The projected increased variability in the availability and distribution of freshwater resources demands political commitment to supporting and advancing technology for the collection and analysis of hydrological data. More up-to-date information will enable policy-makers to make better informed decisions regarding water resources management.

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ANNEXURE

QUESTIONNAIRE

GENERAL PUBLIC OPINION ABOUT WATER RESOURCES MANAGEMENT QUESTIONNAIRE

I. DEMOGRAPHIC PROFILE

1. Name of the respondent (optional)

2. Gender:

☐ Male

☐ Female

3. Age (in years):

☐ 18 – 25 years

☐ 26– 35 years

☐ 36 – 45 years

☐ 46-55 years

☐ Above 55 years

4. Educational qualification:

☐ Upto 5th Standard

☐ Upto 8th Standard

☐ Upto 10th Standard.

☐ Higher Secondary Level.

☐ Under graduate

☐ Post graduate

☐ Diploma / Technical

☐ Professional

5. Occupation:

- ☐ Government employee
- ☐ Private employee
- ☐ Self employed
- ☐ Unemployed
- ☐ Homemaker
- ☐ Student

6. Monthly income:

- ☐ Upto Rs. 20000
- ☐ Rs.20001 – Rs. 40000
- ☐ Rs 40001 – Rs. 60000
- ☐ Rs 60001 – Rs. 80000
- ☐ Above Rs. 80000

7. No of members in your family:

- ☐ 3
- ☐ 4
- ☐ 5
- ☐ Above 5

II.SPECIFIC INFORMATION

FRESH WATER

1. How do you get fresh water?

- ☐ Municipal Corporation

☐ RO Water

☐ Packaged Drinking Water

☐ Well at home

2. What is the frequency of water supply?

☐ 24 hours supply

☐ More than once a day

☐ Once a day

☐ Alternative days

☐ Once in two days

3. Do you collect rain water at your home during rainy season?

☐ No

☐ Sometimes

☐ Often

4. What's your monthly water bill?

☐ Less than Rs.100

☐ Rs.100-200

☐ Rs.201-300

☐ Above Rs.300

5. How would you evaluate the quality of your drinking water?

☐ Clean

☐ Dirty

☐ Need purification

GROUND WATER

6. Do you have bore or well at your home?

- ☐ Yes
- ☐ No

7. How deep on average do you find ground water?

- ☐ 0-50 feet
- ☐ 51-100 feet
- ☐ 101-150 feet
- ☐ Nil

8. For which purpose, do you consume ground water in your home?

- ☐ Gardening
- ☐ Cleaning
- ☐ Washing
- ☐ We don't consume ground water

9. How often you sample the ground water in your well?

- ☐ Once a year
- ☐ Every five years
- ☐ Less than five years
- ☐ Nil

10. When does ground water contribute more?

- ☐ Summer season
- ☐ Spring season
- ☐ Winter season

- ☐ Rainy season
- ☐ Nil

RO WATER

11. Do you use any kind of water purifier in your home?

- ☐ Yes
- ☐ No

12. What type purifier do you use ?

- ☐ Electrical
- ☐ Non – electrical
- ☐ Nil

13. Where did you hear about the product?

- ☐ Media Advertisement
- ☐ Print advertisement
- ☐ Salesman narrate about the product
- ☐ Friend's / relative's references
- ☐ Unaware of purifier

14. Since how long you are using water purifier?

- ☐ Less than 1 year
- ☐ 1-2 years
- ☐ 2-3 years
- ☐ More than 3 years
- ☐ Nil

15. How much capacity does your water purifier have ?

- ☐ Less than 10 litres
- ☐ 10 litres
- ☐ 18 litres
- ☐ 20 litres
- ☐ Nil

16. Do you agree the technologies like RO are beneficial in cleaning germs more effectively?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

17. Which water purifier you are currently using (name)?

- ☐ STR package drinking water
- ☐ V Aquafresh RO
- ☐ PMS Aqua
- ☐ GOLD Aqua
- ☐ BLUE star
- ☐ Nil

WASTE WATER

18. Do you use waste water for watering the plants?

- ☐ Yes

☐ No

19. Do you reuse the waste water?

☐ Yes

☐ No

20.Do you have any water purifier in your home?

☐ Yes

☐ No

21. How frequently do you clean your drainage?

☐ 2-3 times in a month

☐ Once in 2 months

☐ Once in 6 months

☐ Once in a year

22. Did you face any leakage problem due to broken of sceptic tank in your area?

☐ Yes

☐ No

23. Have you faced any disease by leakage of waste water?

☐ Yes

☐ No

24. Opinions about Fresh Water and RO Water:

Purpose	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Boil the water for drinking.					
Use fresh water for Air cooler.					
Collect the Municipal water in					

syntex,tanks and drums,etc.					
Collect rain water by rain water harvesting.					
A small amount of water is only obtained from the household well.					
No germs in RO Water.					

25. Opinions about Waste Water Management:

Purpose	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
All the liquid waste from toilet,bathroom,laundry and sinks goes into pipes which carry it to the sceptic tank in your house.					
Using on-site disposal systems which treats the sewage in a sceptic tank so that most of the sewage becomes effluent and is disposed of in an area close to the house or building.					
Recycling dirty aquarium water.					
Household may produce waste water from showers,bath tubs and washing machine,etc.					
Unaware about waste water treatment.					
The focus on waste water management minimizing the environmental and health issues.					
Reusing the waste water from laundry.					

26. Problems faced to get Fresh Water:

Purposes	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Scarcity of water.					
Environmental issues.					
Water pollution.					
Wasting water without purpose.					
Appropriate price to get freshwater.					
Lack of efficient water storing containers.					
Lack of awareness.					
Careless in saving water.					

27. Problems faced during the disposal of Waste Water:

Purposes	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Leakage problem					
Energy Consumption					
Odour problems					
Lack of waste water treatment plant in Thoothkudi City.					
Infection due to waste water.					