A STUDY ON PROBLEMS AND CHALLENGES FACED BY YOUNG ENTREPRENEURS

(With special reference to Young Entrepreneurs in Thoothukudi Corporation)

A Project Submitted to Department of BBA

St. Mary's College (Autonomous) Thoothukudi.

Affiliated to

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

In partial fulfilment of the requirement for the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

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THOOTHUKUDI – 628001

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DECLARATION

We hereby declare that the project entitled, **"A STUDY ON PROBLEMS AND CHALLENGES FACED BY YOUNG ENTREPRENEURS IN THOOTHUKUDI CORPORATION (with special reference to Young Entrepreneurs in Thoothukudi)"** submitted for the B.B.A degree is our original work and the project has not found the basis for the award of any degree, diploma, fellowship or any other similar titles.

Place: Thoothukudi

Date: 08/04/2021

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CERTIFICATE

This is to certify that this project work entitled **"A Study on problems and challenges faced by Young Entrepreneurs (with special reference to Young Entrepreneurs in Tuticorin)"** is submitted to **St. Mary's College (Autonomous), Thoothukudi** affiliated to **MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI.** In partial fulfilment for the award of degree of **Bachelor of Business Administration** and is a work done during the year 2018 – 2021 by the following students.

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CHAPTERIZATION

CHAPTER NO.	TITLE	PAGE NO.
I.	Introduction	1
II.	Profile of the Study	16
III.	Analysis and Interpretation	29
IV.	Findings and Suggestion	139
V.	Conclusion	143
ANNEXURE-I	Questionnaire	144
ANNEXURE-II	Bibliography	152

1.1 ENTREPRENEUR

1.1.1 Meaning:

An Entrepreneur is a person who organizes a venture to benefit from an opportunity, rather than working as an employee. Entrepreneur play a role in any economy. These are the people who have the skills and initiative necessary to anticipate current and future needs and bring good new ideas to market.

Entrepreneur who prove to be successful in taking on the risk of a start-up are rewarded with profits, fame and continued growth opportunities. Those who fail suffer loses and become less important in the markets. Many fail, lose money and close the business. The entrepreneur assumes all the risks and rewards of the venture and is usually the sole proprietary, a partner or the owner of the majority of shares in an incorporated venture. As the main decision maker the entrepreneur monitors and controls the business activities.

Entrepreneurship is sometimes categorized among the factors of production, along with land/natural resources, labour and capital. An entrepreneur combines these to manufacture goods or provide services. He or she typically creates a business plan, hire labours, acquire resource and financing, and provides leadership and management for the business.

Entrepreneurs commonly face many obstacles when building their companies. Given the riskiness of a new venture, the acquisition of capital funding is particularly challenging, and many entrepreneurs deal with it via bootstrapping.

Some entrepreneurs are lone players struggling to get small business off the ground on a shoestring, others take on partners armed with greater access to capital and other resources.

1.1.2 Definitions:

- According to **Joseph Alois Schumpeter** (1883-1950): Entrepreneurs regard profit as a standard for measuring achievement or success and discovered they are;

    1. Value self-reliance

    2. Strive for distinction through excellence

    3. Are highly optimistic

    4. Favour challenges of medium risk

- According to**Mark Cuban** (Shark Tank investor): “An entrepreneur is someone who can define the business they want to create, see where it is going, and do the work to get there”.
- According to **Jeet Banerjee** (Founder of Statfuse.com): To me, “an entrepreneur is someone who mixes passion, innovation and drive to turn a vision into a working business”.
- According to **Jamie Tardy**: “An entrepreneur is someone that goes out and does the work to create something that didn’t exist before”.

1.2 YOUNG ENTREPRENEUR:

A person starting a new company who takes on the risk associated with starting the enterprise, which may require venture capital to cover start-up costs. Young entrepreneurs commonly seek new innovations, new ideas and they have more creative ideas to start a new business. The young entrepreneurs are highly increasing in the economics of almost all countries. The decision making and career in their life is the motivating factors of young entrepreneurs. A person who accepts challenging role to meet his/her personal desires and turn out to be economically independent.

Young entrepreneurs in Tamil Nadu possess organisational abilities, marketing skills, entrepreneurial skills, and efficiency and novel ideas. The role of young entrepreneur is much wider than, what it was previously. Human Resource and technology are the two important factors of growth in new economic order.

1.2.1 MOTIVATING FACTORS OF YOUNG ENTREPRENEUR

1. PASSION

You cannot be a lifeless soul who doesn’t believe. An entrepreneur needs to know how to calculative risk that sometimes, involve a lot of things at stake. The courage of talking risks usually comes from having faith in something. You go to any motivational speaking seminars and you will see every speaker talking about the importance of passion in starting a business. Success of a company is directly proportional to hard work and perseverance of the owner. It is, however, passion of the owner that pushes them to work hard. The energy of passion can take your business all over the world. In addition, it helps in keeping us going during days when money isn't coming and work isn't happening.

2. SELF- RELIANCE

Let's talk about being self-reliant, which is another key motivational factor that derives more than half of the world's population towards entrepreneurship. One of biggest problems with working for someone else it that you are almost never given the freedom to solve a problem on your own. It is always about getting permissions from higher authorities along with finishing mysterious paperwork for the same. For some, that turns out exactly to be the key reason for starting their own company. Entrepreneurs are very creative people, and they don't want to slow down their creativity for any reasons. It's the sense of freedom, independence, self-reliance that motivates them to entrepreneurship.

3. FEELING OF ACCOMPLISHMENT

For some of us, the feeling of pride that comes along in making a difference in the society is what plays a crucial role in establishing a venture. It's the pride and a sense of accomplishment that one feels in offering service to the community makes one attracted to entrepreneurship. Every night before you go to bed, you see yourself feeling satisfied with your day work, it is this exact feeling why people would want to work for themselves. It's is about doing the best that you can for your customer, striving hard for excellence in all the endeavors drives them to start a company.

4. PERSONAL GROWTH

In real sense, when you run your own business, you really come to know what you made of. The kind of adversities that you face on daily basis help you become more aware of you as a person, and also helps you grow phenomenally.

When you start working for yourself, you have nobody to fall back on. You have no option but to work on your weakness in order to make your business grow.

5. SENSE OF CONTROL

In my opinion, a sense of control over things comes across as the most profound reason for being an entrepreneur. Most of the entrepreneur get fascinated by the sense of immense security that comes in being your own boss.

You feel as if you are in complete control of your work and people around. It's the sense of security and control that helps in driving the entrepreneurial skills of a person.

6. TAKEAWAY THOUGHTS

Being an entrepreneur is a great feeling in the world. It, however, lasts only if there is enough passion and determination to succeed. Most of the times, motivation to earn money loses its race, and therefore, it is not advisable to start a company if you only are passionate about making money.

You need intense focus for your entrepreneurial venture, and only then will you be able to fight the difficult times that are inevitable for any startup.

1.2.2YOUNG AND SUCCESSFUL YOUNG ENTREPRENEUR

1. Mark Zuckerberg: Founder of Facebook

Of course, Mark Zuckerberg must be on the top of this list. Facebook speaks for all success of the man has achieved by launching it when he was only 19 years old. Within few years of its launch, Facebook became one of the most used social media platforms across the world. Today, Facebook continues to grow and employ thousands of people. An inspiration to a countless number of people, Zuckerberg is estimated to be worth 61.7 billion USD today and continues to progress as an entrepreneur.

2. Matthew Mullenweg: Founder of the Word

In the year 2005, Matthew founded the company automatic which later proved instrumental in the creation of the word press before he was even twenty. Word press is one of the leading content management systems out there in the market making it the most used platform for blogging. The net worth of Matthew Mullenweg today is 40 million USD.

3. Catherine Cook: Creator of MyYearBook.com

At the age of 15,when people are learning how to write an essay properly for their college application, Catherine and her brother Dave came up with an idea of digitizing high school yearbooks and putting it online. With the investments of their elder brother, Geoff cook, Catherine and Dave went on to launch MyYearBook.com which became famous in no time. Catherine and Dave became one of the youngest millionaires around in the prime days of the My Year Book.

4. David Karp: Founder of Tumblr

The year 2007 saw the onset of tumblr. The micro-blogging website which is now owned by yahoo was founded by David Karp after he turned 21 years old, whose net worth now is $200 million. Even after all these years of its launch and facing some serious competition from other websites, Tumblr stands its position among the social media platforms.

5. Blake Ross: Creator of Mozilla Firefox

You might not know him by the name, but you surely know him by his work, Mozilla Firefox. At a time when people used to stick with the stock browser of their operating systems or go for Google Chrome, Firefox made its client-base with its dedicated users. Firefox is now among the preferred web browsers across different platforms like Windows, Linux and Android. Firefox was launched when Blake was only 19 years old.

6. Fraser Doherty: Founder of the Super Jam

Fraser Doherty is another brilliant entrepreneur who went on to become a millionaire starting to work at the age of 14. Using his skill of making jam that he learned from his grandmother, Fraser started selling his self-made Jam to the waitrose stores as a teenager. He named his company as the super jam and is currently a net worth of 2 million dollars.

7. Aaron Levies: Co-Founder of Box

At the age of 19, Aaron came up with an idea of providing file storage spaces online to different businesses. He later co-founder the company box which is now a premium file storage and content management service for businesses hubs. In the year of 2015, Aaron had a worth more than 90 million USD.

1.2.3 PRINCIPLES FOLLOWED BY YOUNG ENTREPRENEURS

1. DON’T WAIT FOR THE PERFECT ROLE MODEL:

“Entrepreneurship has historically been full of myths because we haven’t had data (about what works). People have been making decisions based on gut feelings, intuition, and trying to match patterns. Some of the patterns they’ve been matching have been those of very successful past founders. But the problem is that those successful past founders tend to look very similar to each other. They’re often male, young, college dropouts with a technical background think Bill Gates or Mark Zuckerberg. The research shows that (this idea) is not the best, only model, to be a founder. As a result, people who might otherwise enter entrepreneurship are discouraged because they look at founders who are famous and who they see in the movies, and they don't resemble those people. (That leads them to believe) that they can't be founders. But the evidence shows that that's not right at all."

2. PAVE YOUR OWN PATH TO SUCCESS:

"A 'unicorn' is the nickname for a private company with a valuation of more than $1 billion like Uber and Airbnb. All these pre-IPO companies are unicorns. Because these unicorns are the public face of a rock star in the entrepreneurial world, they have an outsized influence over the entire industry. They cast a shadow in their own shape over everything else. People want to be like these companies and they find themselves emulating these organizations. Now the research shows that not only does emulating these approaches usually not lead to success, it also discourages a lot of people who might otherwise enter entrepreneurship because they don't see themselves as being in the mold of these unicorns."

3. IMPROVE YOUR COMPANY BY GROWING YOUR SKILLSET AS A FOUNDER:

"There's this feeling that entrepreneurs are born and not made. And that is, by and large, completely incorrect. If an entrepreneur can be made, that means an entrepreneur can be taught. One of the most exciting sets of evidence that we've had in the last year has been a set of studies showing that when people learn to be better entrepreneurs, their companies do better. They get higher revenue. They're more likely to survive. What I'd like people to get out of the book overall is there are skills you can learn to be a better entrepreneur. We teach those skills in the book."

4. WE KNOW CROWDFUNDING WORKS, BUT WE STILL DON'T KNOW HOW TO CLOSE THE GENDER GAP WHEN IT COMES TO FUNDRAISING:

"In terms of fundraising, it turns out that when large groups of people get together to make decisions, they are actually pretty rational decisions. They also tend to reward risk-taking. If you just asked the experts, they're more conservative and less likely to fund really interesting, innovative projects that the crowd will."

"On the downside, I and a lot of other researchers have been looking at gender gaps in entrepreneurship, especially the persistence of funding gender gaps and why women receive much less VC than men. Those have proven to be amazingly stubborn and persistent across many different measures, different cultures, and different approaches. And I think we're still trying to untangle the problem and offer better solutions."

5. A COMPANY IS MORE THAN ITS FOUNDER:

"I think that the secret story of the success of entrepreneurship is not the lone genius who comes up with an idea. It's the manager who builds a team, who successfully leads an organization, and who considers strategy and finance. It's all these other pieces. At Wharton, we're one of the top business schools, so we teach students how to do those kinds of things. Those skills are valued in start-ups just as much as they are in the corporate world."

6. MAKE EVIDENCE-BASED DECISIONS:

"There are lots of successful entrepreneurs who will tell you their gut feelings about how they succeeded. There are lots of successful and very persuasive venture capitalists who have written manifestos on what it takes to run a start-ups company, and they have active Twitter accounts that are full of information. But that's based on wisdom. That's based on one person interpreting the experience of their success or the successes they've seen."

"Our research shows that most of those interpretations aren't correct. If you actually interviewed people about why they failed their company and then compared that to the real reasons, there's a huge gap. People tell stories that are not necessarily related to what actually happened. It's taken off in places of academia, but especially here at Wharton, there's a revolution in empirical analysis of entrepreneurship."

7. SHARE WHAT YOU LEARN WITH OTHERS:

"Entrepreneurship is the engine for the growth of the economy. Basically, all new jobs come from start-ups. New ventures are the key to economic growth. They're often the key to individuals raising their socioeconomic status. And talent is everywhere. We have a big world full of talented people, but opportunity is not well distributed. The flip side of Wharton being one of the best places in the world to start being an entrepreneur is that it's really easy to start a company from Wharton. It's less easy if you don't have access to the resources, education, and connections here. One of our big missions at Wharton, and one of the big missions with the book, is to try and take what we know about entrepreneurship and make it accessible to more people. Democratize opportunity; not just democratizing the ability to start a company".

1.2.4 CHALLENGES FACED BY YOUNG ENTREPRENEURS

1.Financial issues:

The main challenge that all the entrepreneurs face is to get their business funded.
Older business owners have the advantages of a history of good credit and years of networking under their belt, making it easy to find investors and secure loans and contracts.

The young entrepreneur does not yet have these resources. You may be paying off your student loans, reducing your liquid capital. You don't have a network developed over, years, so it may be more difficult to gain the interest of investors.

Due to the limited availability of funds, you less room for error. Make sure you have enough put aside to weather the worst-case scenario. And don't assume you will make a profit right way. It can take up to two years before your business is reliably making money.
Growing a business under these circumstances is absolutely possible, but having a well-prepared business plan and elevator pitch are more essential than ever to getting off the ground.

2. Facing Age stereotypes:

You might already be aware of the stereotypes people will apply to you as a young entrepreneur.

Ironically, you might be called "lazy" or "irresponsible", or not be taken as seriously as someone who is older. While networking, you might come across older professionals who doubt the sustainability and creditability of your business.

Don't let ageism get to you. Behave professionally at all times, and treat others fairly. Eventually you will gain a reputation for maturity and be considered worthy of trust and respect by the older set. Deal with discouragement by surrounding yourself with people who believe in you.Above all, have confidence in your own abilities.

3. Social Rejection:

Starting your own business makes it hard to maintain social connections.

You don't have co-workers to chat with, and your friends and family may not understand the unconventional route you've taken. Plus, with how busy you'll be working, it may be hard to get out and meet new people or maintain relationships with those you already know.

Luckily, there are other young entrepreneurs out there who are in the same predicament. Attend meet-ups where you can support one another's goals and values. Co-working spaces are a great place to network and keep up with your work at the same time.

It's important to reserve a slot in your schedule to spend time with supportive loved ones. Mentally it makes a big difference to have others who build you up, as opposed to tearing you down. Focusing on the positive individuals in your life makes it that much easier to put your best effort in.

4. Facing Criticism:

Something about running your own business really brings out the naysayers.

You might be warned repeatedly about the various ways your business can fail. A lot of people truly do think that it's more stable to depend on a tenuous job at a brick-and-mortar than to be head of your own company.

Sometimes critics get personal. They'll feel jealous of and threatened by your independence and try to magnify anything negative they can find, projecting their own insecurities onto you.

When it comes to criticism, separate the wheat from the chaff. Older business people can have a lot of great lessons to teach, but learn to put aside helpful comments and self-aggrandizing "advice". Allow the positive to take precedence and don't waste your time on negative influences.

5. Dealing with stress and self-Doubt:

Needless to say, starting out as an entrepreneur is a stressful endeavor.

Unlike an employee at traditional job, you are directly responsible for making the business profitable. There's no larger company structure to provide a cushion for when things go sour. And in the early days, taking any vacation means taking time away from growing your business.

But just because the stakes are higher doesn’t mean your stress levels have to be higher too. Regular exercise and meditation do a lot to calm the mind, and it’s healthy for the body too. And since you’re your own boss, you are free to take a quick jog break whenever you like and adjust your work setting to promote relaxation.

If you feel yourself getting discouraged, a powerful motivational tool is to take a look at your list of goals and tasks to do. Realize how the tasks you have assigned for today have a direct result on achieving your goals in the future.

6. Hiring Employees for the first Time:

So, your business has grown and it is time to delegate tasks. But finding employees can be a difficult task for a young first-time entrepreneur.

You’re looking for someone with a good attitude and skills and abilities that match the hand. An employee like this can be surprisingly exclusive. If you develop a company culture that promotes the qualities you’re looking for, it will be easier to attract the right people to the job and ensure their loyalty. And think about where you’re looking. Talented people don’t often stick around in small towns.

Remote workers are a great choice for the entrepreneur. Going remote means you’re not restricted to your local area. You can look for skilled workers in other cities, states or even countries. This can end up saving you a lot of money that would otherwise be spent on developing a physical office.If you decide to hire remotely, your job ad is key to finding the right talent for the job.

Be specific in the ad as to what you’re looking for and what the applicant will need to bring to the table. You can prevent a lot of miscommunication by being upfront in the beginning about the tasks they’ll need to do.

7. Finding customers:

A smaller company has a harder time attracting customers. Your marketing budget isn't able to reach as wide an audience as a multinational conglomerate. People tend to stick with well-known brands and companies that they're already familiar with.However, a small company has a big advantage when it comes to pricing. Large companies tend to charge more, and for many clients that will be enough to choose you over the familiar brand. Ensure that the quality of the product or service you provide is top notch so that you'll retain customers year after year.

1.2.5 REVIEW OF LITERATURE:

- Peter (2004) in his book Youth Entrepreneurship: It is a process of turning ideas into the opportunities and turning the opportunities into successful businesses. The business is done through the practical application of one-to-one mentoring model, entrepreneurial awareness-building skills, personal empowerment skills, entrepreneurial skills, business planning and management skills, support services availing skills and business improvement skills.

- Badhai (2001) in his book Entrepreneurship for Engineers: Entrepreneur is a person who had started an enterprise or who is in the process of starting a business. The characteristics of an entrepreneur are in need of achievement, risk taking attitude, need to influence others, ability to sense opportunities, positive self-concept, level of expectation, initiative, inclination to accept challenges, independent thought and action, problem solving attitude, inclination for searching environment, time boundless, sense of dissatisfaction, result orientation,etc.

- Baker (2008) in the paper “Fostering a Global Spirit of Youth Enterprise”: the present challenge of youth unemployment and investigates the role that youth enterprise can play in tackling this challenge, before examining the opportunities for public and private sector collaboration to achieve meaningful social and economic change.

- According to Do Paco et al: Entrepreneurship education can develop skills for entrepreneurship success which is needed for entrepreneurs in the future. Some entrepreneurs prefer to rely on themselves believing that they have the skills needed to be successful, but once they discover training programs new horizons emerged to their business success and they find teachable skills.

- According to LAZEAR (2004-2005): Individuals who have work experience and educational background, they got a set of various skills become more likely entrepreneurs and make better business progress then others. Regarding the skills behind successful entrepreneur, each researcher has stated different set of skills.

- ❖ According to Thomas and Mueller(2000) : The main difference between entrepreneurs and regular employees is the risk taking attitude, also the big difference between being and entrepreneurs and being a manager in business is that entrepreneur take the risk of loss or profit.

- ❖ According to Janssen (2009): A company's growth is essentially or not. If first result in growth in sales and consequently in investment in additional production factors to adapt itself to new demands.

- ❖ According to Davidson et al (2010): It is reported that growth may be related to new markets, especially in the case of technology firms, with reference to diversification. They are also of the opinion that growth may occur alternatively as an integration of part of the value chain, a short of vertical growth, or when a firm introduces itself within a market not related to the technology in which it works. Another type of growth may be related to the combination of market product by entrance into the market.

- ❖ According to William Fellbom (2020) : Faced with the fact that no consensus exists in defining entrepreneurship, coupled with multiple academics stressing the importance of context to understand the concept, the author aim to further research this topic by investigating how social entrepreneurship is applied within a specific national context-Sweden Relevant literature of entrepreneurship is presented, and the national context of Sweden is outlined to act as a framework upon which the data is analysed and discussed.

- ❖ According to Bolton and Lane (2012): Innovation and risk taking are strongly related to the intent to become an entrepreneur. The reason behind the business failure mainly comes from the lack of skills.

- ❖ According to Brush et al (2009): define that geographical expansion, increase in the number of branches, inclusion of new markets and clients, increase in the number of products and services, fusions and acquisitions. According these authors, growth is above all a consequence of certain dynamics built by the entrepreneurs to construct and reconstruct constantly, based on the assessment made on their firms and on the market.

1.2.6 REFERENCE:

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1.3.1 OBJECTIVES OF THE STUDY:

- To study the growth of young entrepreneurs.
- To study the challenges faced by the young entrepreneurs.
- To analyse their major strength and weakness of young entrepreneurs.
- To analyse the problem of entrepreneurs while running the enterprise effectively and profitability.
- To identity the social economic status of young entrepreneurs.

1.3.2 AIMS OF THE STUDY:

- To help youth workers/youth volunteers/young leaders to raise awareness about the entrepreneurial potential of their action.
- To support young minds to develop their understanding and competence in the field of entrepreneurial learning.
- To support the ideas of the young minds.

1.3.3 RESEARCH AND METHODOLOGY:

Primary data was collected using the questionnaire, survey was done by the researchers by meeting the respondents in their respective places. The respondents responded to the questions.

- **SELECTED AREA:**

  The area selected for the study is Tuticorin, Corporation Tamilnadu.

- **NUMBER OF RESPONDENTS:**

  54 respondents were selected for this research.

- **COLLECTION OF DATA:**

  The study was based on primary and secondary data.

  - The primary data was collected from the respondents directly.
  - The secondary data was collected from internet and book.

- **CONSTRUCTION OF QUESTIONNAIRE:**

The questionnaire is constructed by the researcher themselves. The variables to be included were identified by the guide and the researcher. The mistakes were identified and converted into an appropriate questions in the questionnaire.

- **DATA COLLECTION:**

The data collection for the study was done during the period from 2020 December to 2020 April.

1.3.4 LIMITATIONS OF THE STUDY:

- Difficulty in meeting the respondents.
- As the time management available to question the respondents was limited, researchers could not interact deeply with respondent**.**
- Some of the replies of the respondents may be biased.

1.3.5 ANALYSIS AND TOOLS:

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

$$\textbf{PERCENTAGE (\%)} = \frac{\textbf{No.of Respondents}}{\textbf{Total number of Respondents}} \times \textbf{100}$$

1.3.6 CHARTS:

The charts used in analysis and interpretations are listed below:

- Pie chart (exploded pie in 3 D)
- Pie chart (exploded pie in doughnut)
- Column chart (3-D stacked column)
- Column chart (clustered column)

THE PROJECT PROFILE

A project profile provides an overview of the respondent's person profile (with a specific focus on candidate profile), including the other similar features of the respondent's business and nature.

The profile contains all information about 12 young entrepreneurs (respondents). The person profile contains the socio demographic features of the entrepreneurs, their entrepreneurial business and achievement the entrepreneur is most proud of.

2.1.1 Sonalisartistry

NAME: Dharika Sonali

AGE: 22

OCCUPATION: Entrepreneur

KNOWN FOR: Sonalisartistry

NATURE OF BUSINESS: Artist

INTRODUCED: 2019

AGE OF BUSINESS: 2 years

NO. OF EMPLOYEES: NIL

The Sonalisartistry was found and owned by Dharika Sonali. After completing BBA in Tuticorin. She started her business as artist on the year of 2019. She use Acrylic painting, Water colour painting, Tribal painting with shilpkar work, Poster painting, Colour pencil for her drawing. She also conduct classes for kids in vacation times. She also put workshops in the tuticorin frequently. She makes a customised painting and motivating herself to improve her skills.

Accomplishment of the Entrepreneur: Made a huge progress in the young age with an art.

2.1.2 Sprinkles downtown

NAME: Madhumetha

AGE: 22

OCCUPATION: Entrepreneur

KNOWN FOR: Sprinkles downtown

NATURE OF BUSINESS: Dessert shop

INTRODUCED: 2021

AGE OF BUSINESS: 3 months

NO.OF EMPLOYEES: Nil

The Sprinkles downtown was owned by Madhumetha. She did her UG degree in tuticorin. Her hard work in this field has made a huge within a short time period. Her happiness is in baking the cakes, cookies and breads-baked scratch. She made a great customer base in short period of time by her hard work. She makes themed and customized cakes and cookies for events like, birthday, marriage and special occasions, etc.

Accomplishment of the Entrepreneur: Compliments and being business women.

2.1.3 Happy crafts

NAME: S.Jeyasree

AGE: 20

OCCUPATION: Entrepreneur

KNOWN FOR: Happy_crafts_06

NATURE OF BUSINESS: Crafts

INTRODUCED: 2019

AGE OF BUSINESS: 2 year

NO.OF EMPLOYEES: Nil

Ms.Jeyasree is doing her UG degree and started her business while doing her studies. She has developed a lot and her innovative ideas brought her up in this age. She has brought up with many talents like painting, crafts and cake baking. She has a customized products according to the customer’s order/satisfaction. She has a passion and interest on crafts, painting and cake baking that’s why she has grown into an entrepreneur in young age.

Accomplishment of the Entrepreneur: Customized products with good quality.

2.1.4 Dharucrafts

NAME: Dharani.M

AGE: 20

OCCUPATION: Entrepreneur

KNOWN FOR: Dharucrafts

NATURE OF BUSINESS: Crafts (Explosion box and Zig Zag cards)

INTRODUCED: 2018

AGE OF BUSINESS: 3 years

NO.OF EMPLOYEES: Nil

Ms.Dharani is the founder of Dharucrafts. She has started doing crafts by the interest and creativeness in herself. Then she thought to do and sell the products to others so that she could exhibit her talent in wide range. At the age of 18, she started her passion with low customer base now its growing high because of her unique products and the way of satisfaction she is giving to customers. Her creative ideas had made a huge transformation in her life.

Accomplishment of the Entrepreneur: Growing young entrepreneur and a business women.

2.1.5 My.craft.tales

NAME:G.Asikka

AGE: 20

OCCUPATION: Entrepreneur

KNOWN FOR: My.craft.tales

NATURE OF BUSINESS: Hand painted crafts

INTRODUCED: 2020

AGE OF BUSINESS: 7 months

NO.OF EMPLOYEES: Nil

Asikka.G is a young entrepreneur doing her UG degree in tuticorin. A well-growing business in tuticorin is hand-made craft products. Wall hanging with mini dream catcher, Tassel dream catcher, Cardboard wall hanging, Pin board with photo hanging, Acrylic portrait painting, Geometrical clay keychain, Embroidery with hand painted portrait, Hoop hand painted portrait, Wall art are the customized products done by her.

Accomplishment of the Entrepreneur: Focused on scaling her business.

2.1.6 Buttermeup

NAME: Kabinaya K

AGE: 20

OCCUPATION: Entrepreneur

KNOWN FOR: Buttermeup

NATURE OF BUSINESS: Baking Cakes

INTRODUCED: 2019

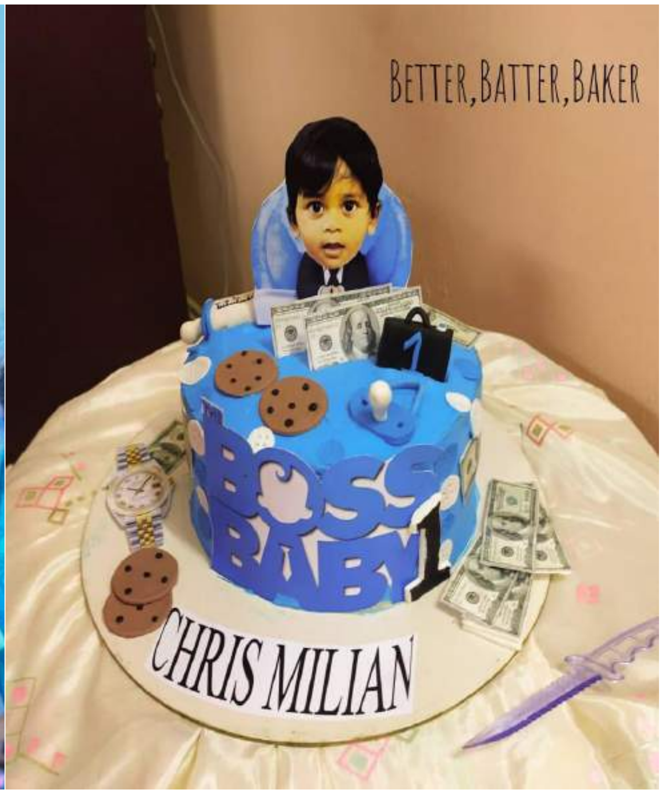
AGE OF BUSINESS: 2 years

NO.OF EMPLOYEES: Nil

Kabinaya K is the owner and founder of buttermeup. She had an interest in baking cakes which made her to grow higher. She has a customized cakes according to the satisfaction of customers. One of her product became huge success it is Jar cake. She was the one to introduce Jar cake among the other entrepreneur in her field. Her products are jar cake, brownie, cake in all favours, cupcakes. Her growing in the young entrepreneur field is so exiting.

Accomplishment of the Entrepreneur: Together with passion makes her to fly higher and higher.

2.1.7 Better batter baker



NAME: Laura.N

AGE: 20

OCCUPATION: Entrepreneur

KNOWN FOR: Better_Batter_Baker

NATURE OF BUSINESS: Baking cakes

INTRODUCED: 2020

AGE OF BUSINESS: 9 months

NO.OF EMPLOYEES: Nil

Better Batter Baker is been owned by N. Laura Fernando and also the proprietor of the business. She started this business on her interest and creative ideas in doing cakes in a different manner to attract the customers. She started the business during quarantine time by only her self-involvement and dedication. This business gave her more relaxation, and was able to exhibit her talent. She had keen interest on sports but laterally. She diverted herself in pursuing the business.

Accomplishment of the Entrepreneur: To earn profit and also exhibit her talent.

2.1.8 Google Girls

NAME: A.Shobana

AGE: 28

OCCUPATION: Entrepreneur

KNOWN FOR: The Google Girls

NATURE OF BUSINESS: Boutique

INTRODUCED: 2015

AGE OF BUSINESS: 6 years

NO.OF EMPLOYEES: 1

Google girls was found by A.Shobana. After completing her M.com in V.O.C College, Tuticorin. At the age of 23, she plan to start a business and thought to be independent in the society. Her parents motivated to start a business. She provides more collections of dresses to women which is different from others. She gains more young customers and achieved a lot. She overcomes many problems by her own risk. She has more customers in districts like: Madurai, Chennai, etc.

Accomplishment of the Entrepreneur: Gains a goodwill from the customers.

2.1.9 Pinky.Blush



NAME: Vimala

AGE: 20

OCCUPATION: Entrepreneur

KNOWN FOR: Pinky.Blush

NATURE OF BUSINESS: Beauty parlour

INTRODUCED: 2018

AGE OF BUSINESS: 3 years

NO.OF EMPLOYEES: Nil

Pinky. Blush is been full of service been done by young entrepreneur Vimala, with salon and spa with highly trained professionals. They provide wide range of specialized techniques providing beautiful results on prior appointments. They has created a good name with Ayurveda and scientific products pinky. Blush is created a strong brand image and been a pioneer and been young entrepreneur Vimala had been pursuing it's for past 3 years but has been reachable almost a good level.

Accomplishment of the Entrepreneur: To reach a high level among the women young entrepreneurs and to set a good name in the society.

2.1.10 Bake Delicious Shop

NAME: Clarklina Machado

AGE: 20

OCCUPATION: Entrepreneur

KNOWN FOR: Bake Delicious Shop

NATURE OF BUSINESS: Bakery

INTRODUCED: 2020

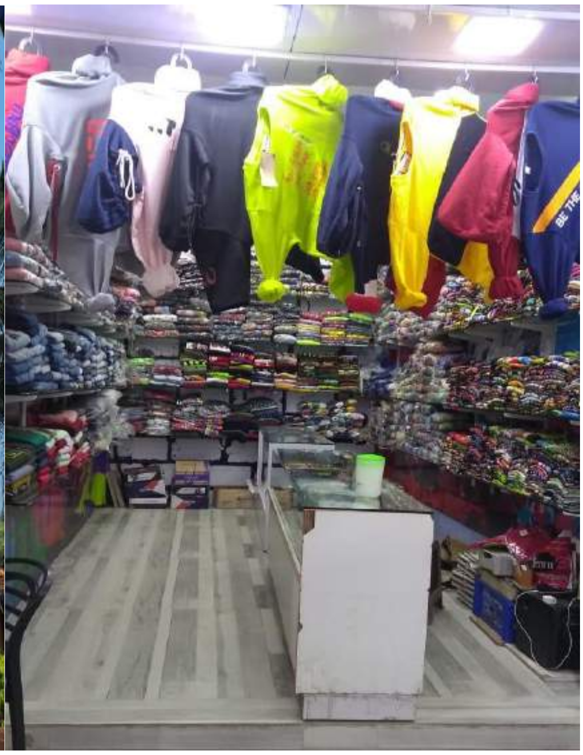
AGE OF BUSINESS: 1 year

NO.OF EMPLOYEES: 1

Bake delicious shop is been owned by Clarklina Machado been doing the business. This shop is been run through online platform and along with her brother and further the business is been carried on. The business is been done only through my interest and passion. The first generation doing the business. The shop is meant for cakes and chocolates items. They provide delicious and preferable tasty items. They are been yet providing a good and been setting a bench mark for young generation.

Accomplishment of the Entrepreneur: To bring creative mind among the customer. Earning profit and delicious and giving taste food providing is their only motive.

2.1.11 Ana Collections



NAME: Mohammad Faizel

AGE: 25

OCCUPATION: Entrepreneur

KNOWN FOR: Ana Collection

NATURE OF BUSINESS: Boutique

INTRODUCED: 2019

AGE OF BUSINESS: 2 years

NO.OF EMPLOYEES: 3

Mohammad Faizel is the founder of Ana collection, this business is situated in Tuticorin. He started this business in his own interest only for boy’s collection. They have different types of collection like, Shirt, Pajama, Jeans, etc. He had a fashion and more interest to start any enterprise. He came across with many struggles and problems to run the business. Then he overcome business problems. And had many experience. Now he is earning good amount of profit. He is one successful young entrepreneur in this society.

Accomplishment of the Entrepreneur: To satisfy the customer and to earn profit.

2.1.12 Omega Restaurant

NAME: Jeniston

AGE: 32

OCCUPATION: Entrepreneur

KNOWN FOR: Omega Restaurant

NATURE OF BUSINESS: Restaurant

INTRODUCED: 2017

AGE OF BUSINESS: 4 years

NO.OF EMPLOYEES: 8

Jeniston is the founder of omega restaurant. He had an interest to start a business related to food. At the young age, he started his own business. With the help of his parents. He is one of the successful entrepreneur. He is well known to the customer and had reach good level in the market. This restaurant provides varieties of dishes. Has a good reputation among the customer they also provide many services. He also faced some struggle and spent more days and years to reach this place.

Accomplishment of the Entrepreneur: To satisfy the customer with providing healthy and tasty food.

ANALYSIS AND INTERPRETATION

The collected data from the respondents are turned into analysis of the data and interpretation for easy understanding and clarify of the project. The data have been collected with the techniques of analysis and presentation in mind. The gathered data reflects the following tables and charts. The data is based on fulfilling the projects objective. The method used for analysing the data is:

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

$$\text{Percentage} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CHARTS

Charts used to make a graphical presentation of any set of data. A chart is a visual representation of data, in which the data is represented by templates like bar, pie, etc. The chart types used in representing the data are:

- Pie Chart (exploded pie in 3D)
- Pie Chart (pie in doughnut)
- Column Chart (3-D stacked column)
- Column Chart (clustered column)

Pie Chart is constructed by dividing a circle into two or more sections or slices. The chart is used to show the proportion that each part is of the whole.

- 3-D pie
- Doughnut pie

Column Chart is a graphic representation of data. Column charts displays vertical bars going across the charts horizontally, with the values axis being displayed on the left side of the chart. The two column charts used are:

- Clustered column
- 3-D stacked column

TABLE 3.1

TABLE SHOWINGEDUCATIONAL QUALIFICATION OF THE ENTREPRENEURS

S.NO	Particulars	No. of Respondents	Percentage
1	SSLC	3	5%
2	HSC	2	4%
3	Graduate	47	87%
4	Unemployed	-	-
5	Others	2	4%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=3/54 x 100 = 5%
2. Percentage=2/54 x 100 = 4%
3. Percentage=47/54 x 100 = 87%
4. Percentage= 0%
5. Percentage=2/54 x 100 = 4%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 5% of young entrepreneurs have qualification of SSLC.
- 4% of young entrepreneurs have qualification of HSC.
- 87% of young entrepreneurs have qualification of Graduated.
- 4% of young entrepreneurs have qualification of Diploma (others).

3.1 CHART SHOWING THE EDUCATION QUALIFICATION OF YOUNG ENTREPRENEURS

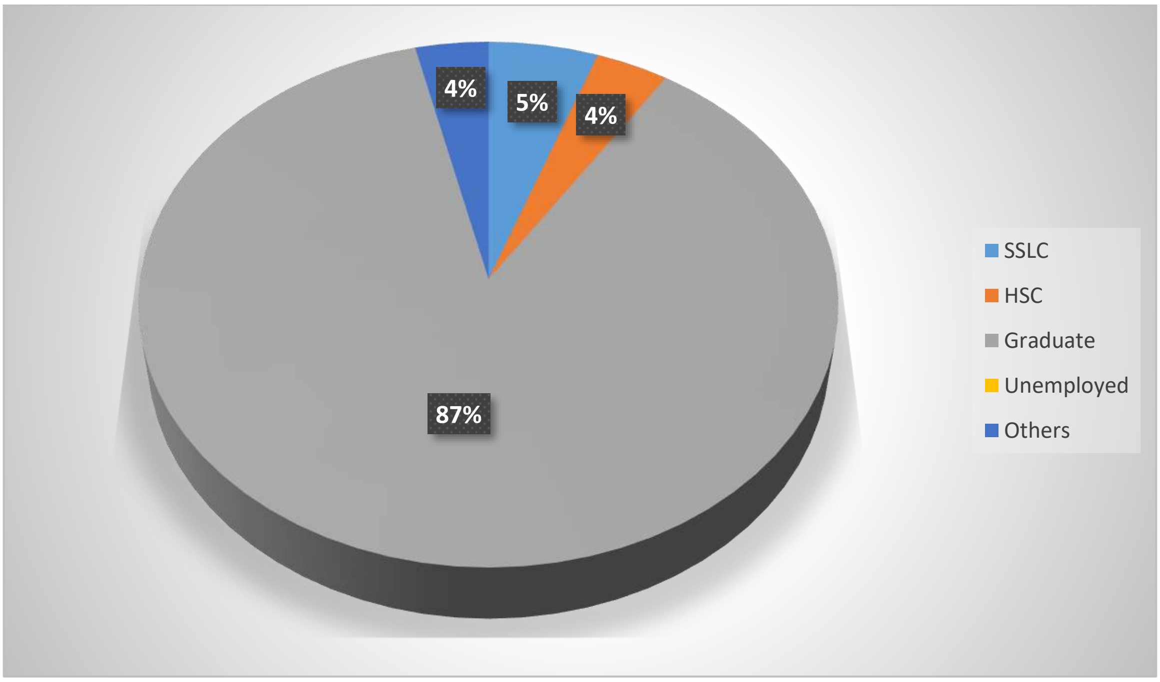


TABLE 3.2

TABLE SHOWING THE GENDERS OF YOUNG ENTREPRENEURS

S.NO	Particulars	No. of Respondents	Percentage
1	Male	20	37%
2	Female	34	63%
3	Transgender	-	-

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=20/54 x 100 = 37%
2. Percentage=34/54 x 100 = 63%
3. Percentage= 0%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 37% of young entrepreneurs are Male.
- 63% of young entrepreneurs are Female.

3.2 CHART SHOWING THE GENDER OF YOUNG ENTREPRENEURS

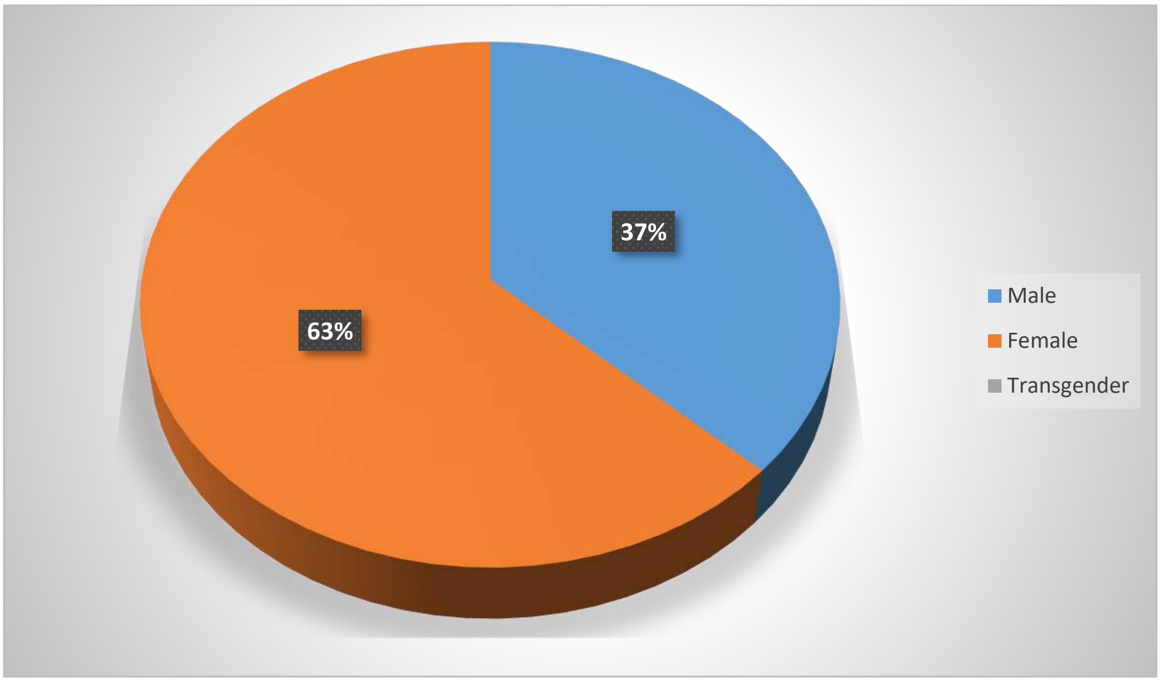


TABLE 3.3

TABLE SHOWING THE MARITAL STATUS OF YOUNG ENTREPRENEURS

S.NO	Particulars	No. of Respondents	Percentage
1	Married	32	59%
2	Unmarried	21	39%
3	Widow/Separated	1	2%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=32/54 x 100 = 59%
2. Percentage=21/54 x 100 = 39%
3. Percentage=1/54 x 100 = 2%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 59% of young entrepreneurs are Married.
- 39% of young entrepreneurs are Unmarried.
- 2% of young entrepreneurs are Widow/Separated.

3.3 TABLE SHOWING THE MARITAL STATUS OF YOUNG ENTREPRENEURS

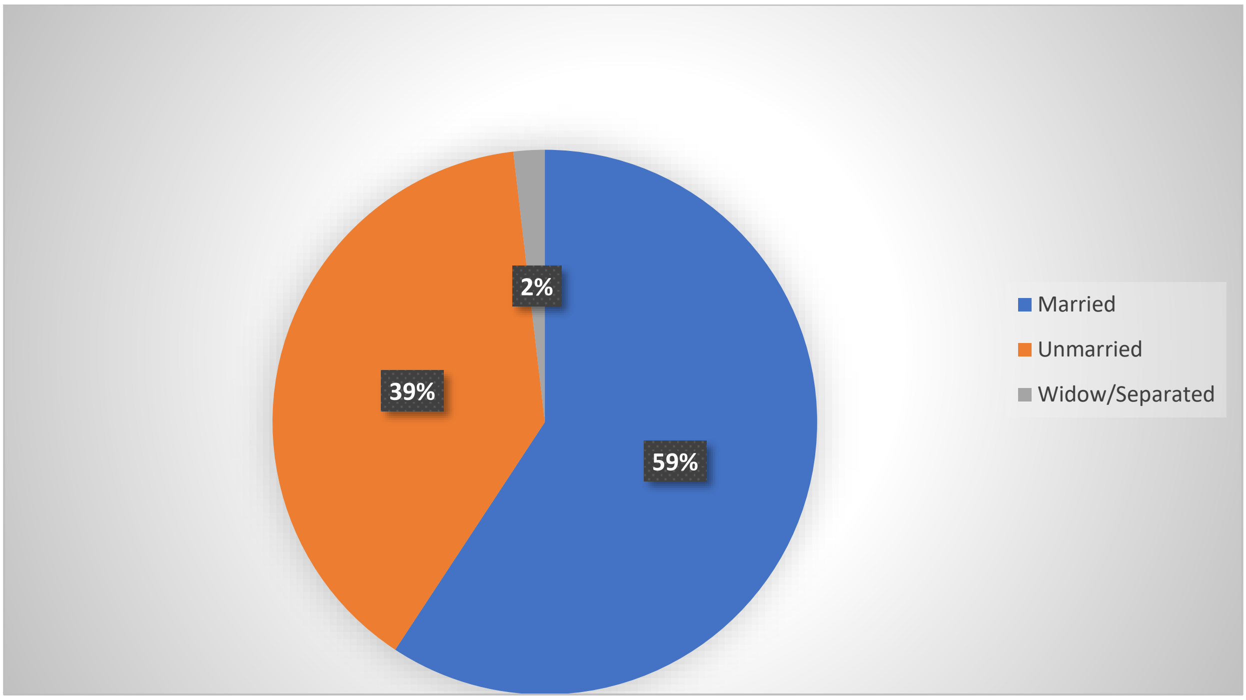


TABLE 3.4

TABLE SHOWING THE DEPENDENTS OF YOUNG ENTREPRENEUR FAMILY

S.NO	Particulars	No. of Respondents	Percentage
1	None	18	33%
2	One	8	15%
3	Two	18	33%
4	Three and above	10	19%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=18/54 x 100 = 33%
2. Percentage=8/54 x 100 = 15%
3. Percentage=18/54 x 100 = 33%
4. Percentage= 10/54 x 100 = 19%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 33% of young entrepreneurs have NO dependent in their family.
- 15% of young entrepreneurs have ONE dependent in their family.
- 33% of young entrepreneurs have TWO dependents in their family.
- 19% of young entrepreneurs have THREE and MORE dependents in their family.

3.4 TABLE SHOWING THE DEPENDENTS OF YOUNG ENTREPRENEUR

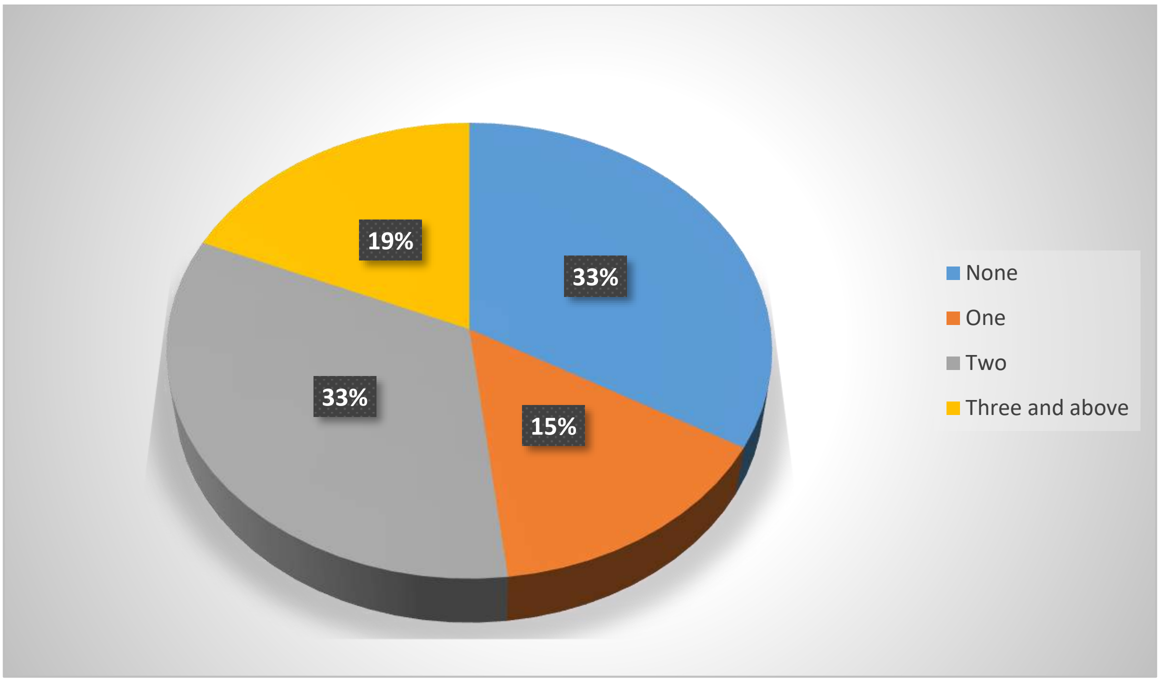


TABLE 3.5

TABLE SHOWING THE AGE GROUP OF YOUNG ENTREPRENEURS

S.NO	Particulars	No. of Respondents	Percentage
1	16-20	10	18%
2	21-25	10	19%
3	26-30	19	35%
4	31-35	15	28%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=10/54 x 100 = 18%
2. Percentage=10/54 x 100 = 19%
3. Percentage=19/54 x 100 = 35%
4. Percentage=15/54 x 100 = 28%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 18% of young entrepreneurs are under the age of 16-20.
- 19% of young entrepreneurs are under the age of 21-25.
- 35% of young entrepreneurs are under the age of 26-30.
- 28% of young entrepreneurs are under the age of 31-35.

3.5 CHART SHOWING THE AGE GROUP OF YOUNG ENTREPRENEURS

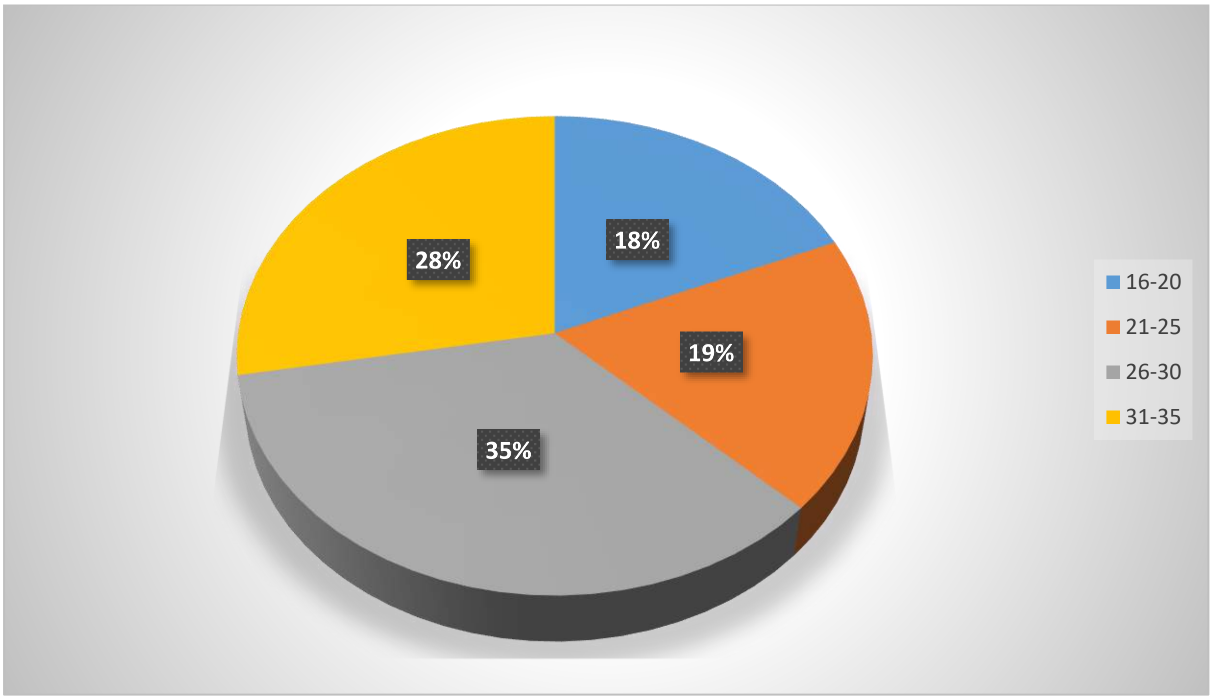


TABLE 3.6

TABLE SHOWING MEDIUM OF THE BUSINESS OF YOUNG ENTREPRENEURS

S.NO	Particulars	No. of Respondents	Percentage
1	Small Enterprise	26	49%
2	Large Enterprise	22	41%
3	Medium Enterprise	4	8%
4	Micro Enterprise	2	2%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=26/54 x 100 = 49%
2. Percentage=22/54 x 100 = 41%
3. Percentage=4/54 x 100 = 8%
4. Percentage=2/54 x 100 = 2%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 49% of young entrepreneurs have Small Enterprise.
- 41% of young entrepreneurs have Large Enterprise.
- 8% of young entrepreneurs have Medium Enterprise.
- 2% of young entrepreneurs have Micro Enterprise.

3.6 CHART SHOWING MEDIUM OF THE BUSINESS OF YOUNG ENTREPRENEURS

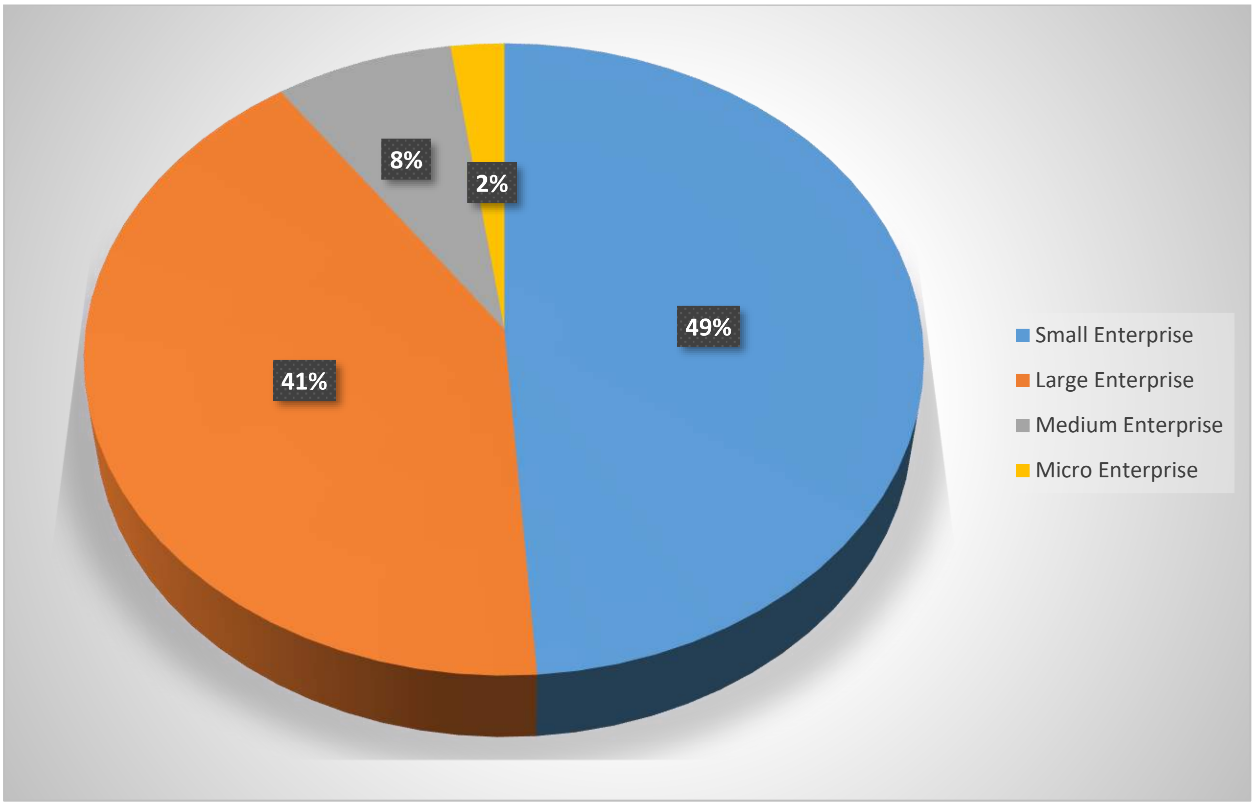


TABLE 3.7

TABLE SHOWING THE AMOUNT INVESTED BY YOUNG ENTREPRENEURS

S.NO	Particulars	No.of Respondents	Percentage
1	Up to 1 lakh	26	48%
2	1-5 lakhs	19	33%
3	5-10 lakhs	8	17%
4	10 lakhs and above	1	2%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=26/54 x 100 = 48%
2. Percentage=19/54 x 100 = 33%
3. Percentage=8/54 x 100 = 17%
4. Percentage=1/54 x 100 = 2%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 48% of young entrepreneurs have invested around 1 lakh.
- 33% of young entrepreneurs have invested around 1-5 lakhs.
- 17% of young entrepreneurs have invested around 5-10 lakhs.
- 2% of young entrepreneurs have invested around 10 lakhs and above.

3.7 CHART SHOWING THE AMOUNT INVESTED BY YOUNG ENTREPRENEURS

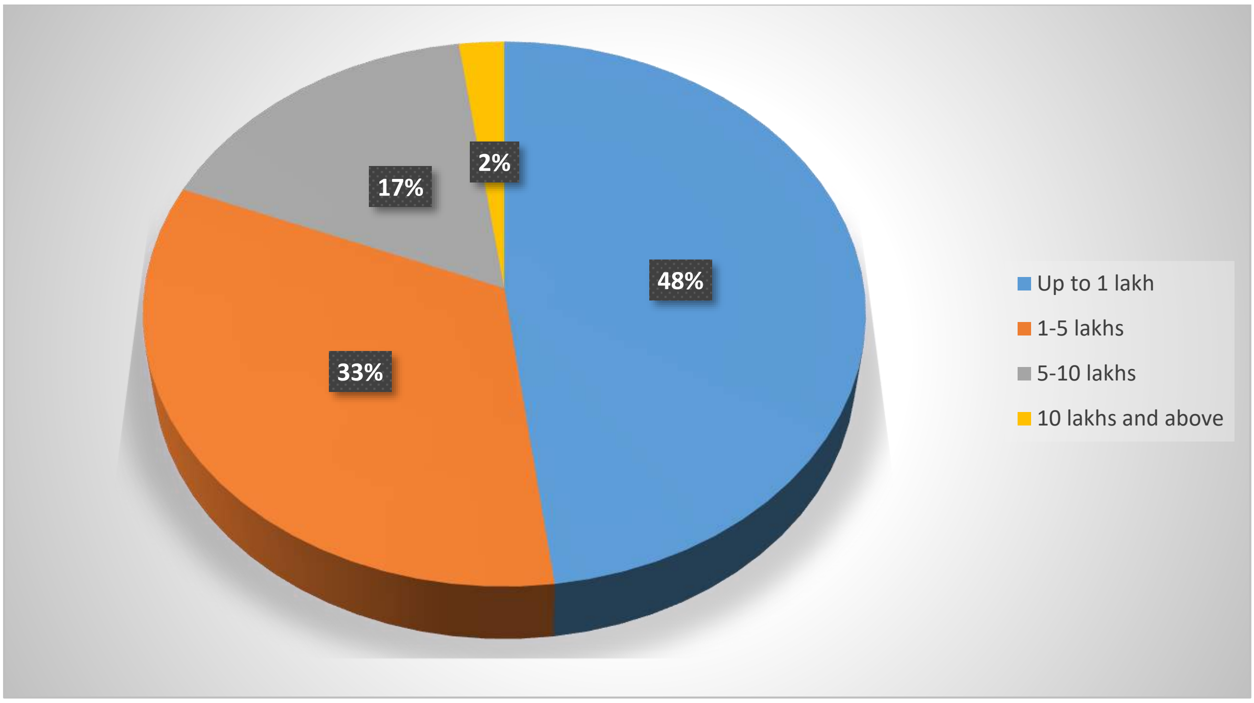


TABLE 3.8

TABLE SHOWING WHETHER FAMILY LIFE AND BUSINESS LIFE BALANCED FOR YOUNG ENTREPRENEURS

S.NO	Particulars	No.of Respondents	Percentage
1	Yes	51	94%
2	No	3	6%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=51/54 x 100 = 94%
2. Percentage=3/54 x 100 = 6%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 94% of young entrepreneurs are balancing their Family life and Business life.
- 6% of young entrepreneurs are not balanced with their Family life and Business life.

3.8 CHART SHOWING WHETHER FAMILY LIFE AND BUSINESS LIFE BALANCED FOR YOUNG ENTREPRENEURS

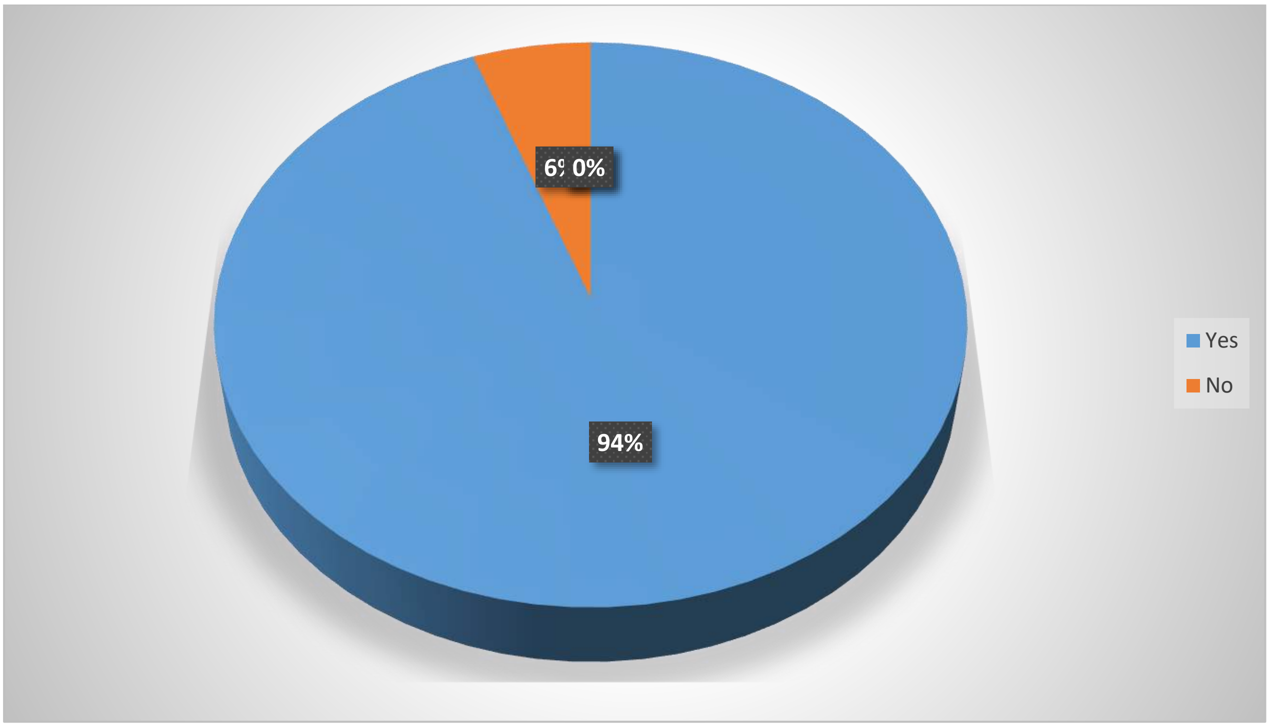


TABLE 3.9

TABLE SHOWING HOW THEY BECAME AN ENTREPRENEUR AT YOUNG AGE

S.NO	Particulars	No.of Respondents	Percentage
1	My Passion	20	37%
2	Family issues	14	26%
3	To overcome struggles	10	19%
4	To achieve in young age	6	11%
5	Others	4	7%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=20/54 x 100 = 37%
2. Percentage=14/54 x 100 = 26%
3. Percentage=10/54 x 100 = 19%
4. Percentage= 6/54 X 100 = 11%
5. Percentage=4/54 x 100 = 7%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 37% of young entrepreneurs had a passion in young age.
- 26% of young entrepreneurs had family issues in young age.
- 19% of young entrepreneurs had to overcome struggles in young age.
- 11% of young entrepreneurs had an aim to achieve in young age.
- 7% of young entrepreneur had other reasons to become an entrepreneur.

3.9 CHART SHOWING HOW THEY BECAME AN ENTREPRENEUR AT YOUNG AGE

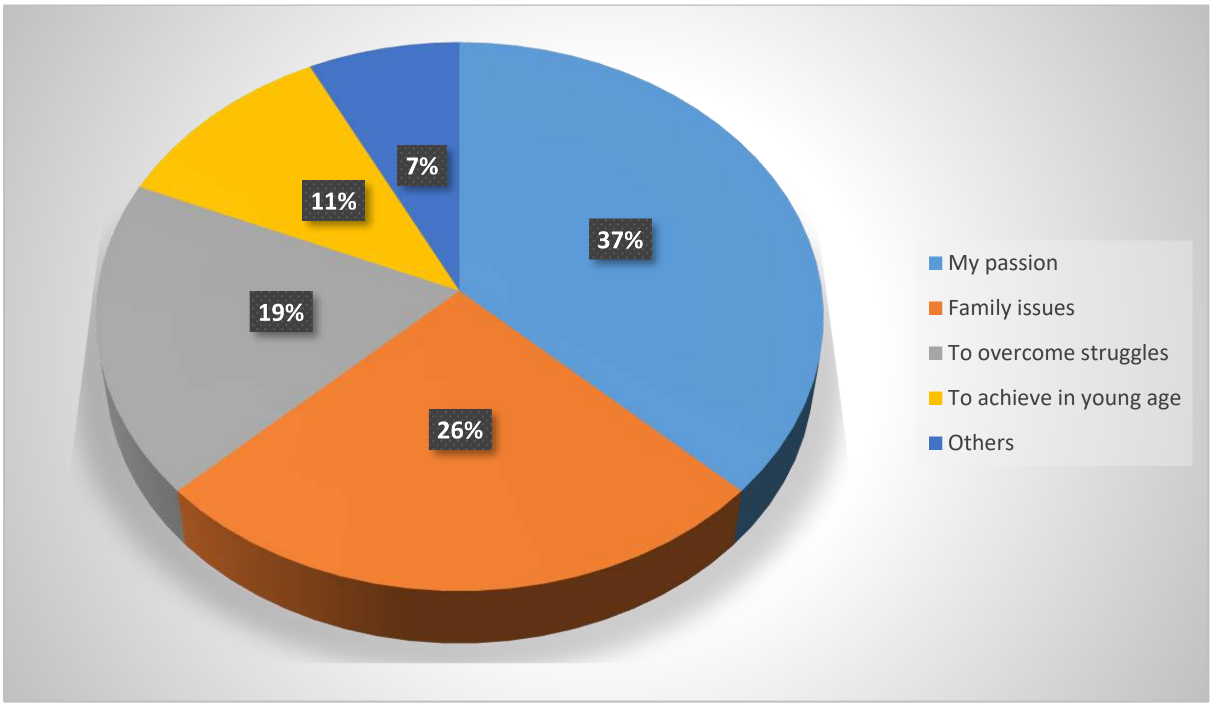


TABLE 3.10

TABLE SHOWING ENTREPRENEURS BUSINESS REGISTERED WITH DIC

S.NO	Particulars	No. of Respondents	Percentage
1	Yes	32	59%
2	No	22	41%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=32/54 x 100 = 59%
2. Percentage=22/54 x 100 = 41%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 59% of young entrepreneurs have registered their business with DIC.
- 41% of young entrepreneurs have not registered their business with DIC.

3.10 CHART SHOWING ENTREPRENEURS BUSINESS REGISTERED WITH DIC

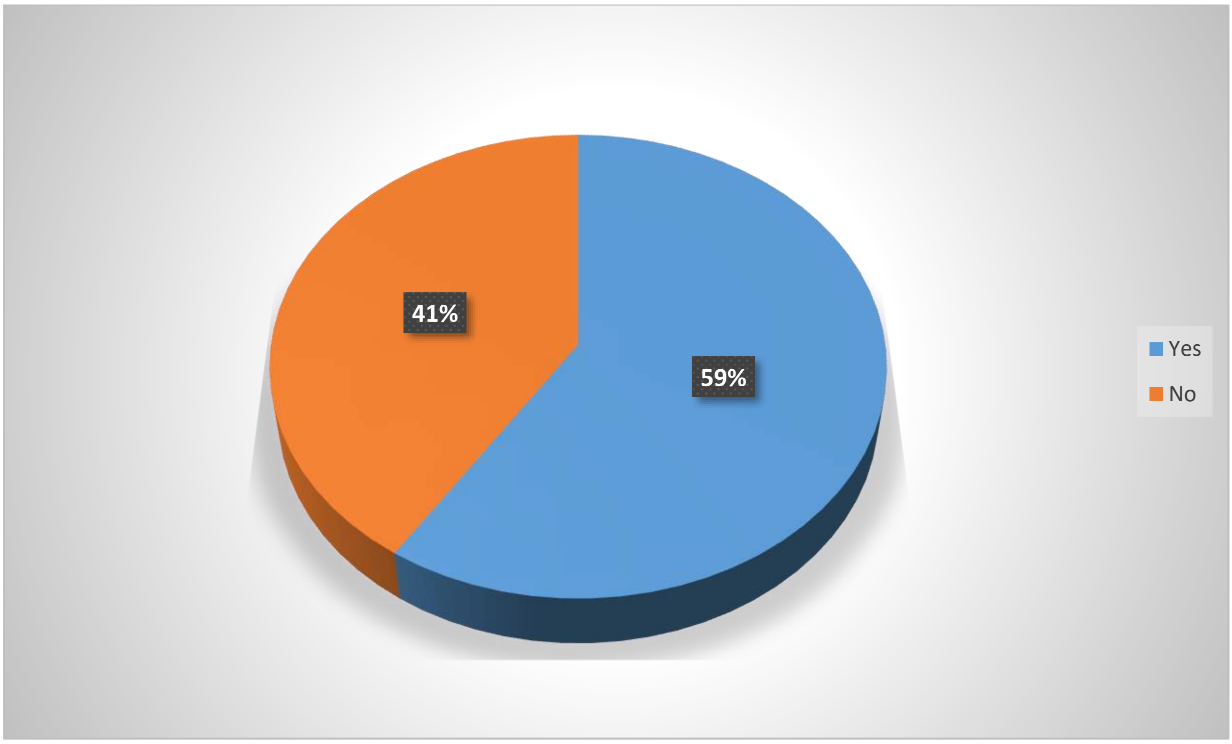


TABLE 3.11

TABLE SHOWING WHETHER SUCCESSFUL ENTREPRENEUR AN INSPIRATION

S.NO	Particulars	No. of Respondents	Percentage
1	Yes	45	83%
2	No	9	17%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=45/54 x 100 = 83%
2. Percentage=9/54 x 100 = 17%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 83% of young entrepreneurs had successful entrepreneurs as their inspiration.
- 17% of young entrepreneurs didn't have any inspiration on successful entrepreneurs.

3.11 CHART SHOWING WHETHER SUCCESSFUL ENTREPRENEUR AN INSPIRATION

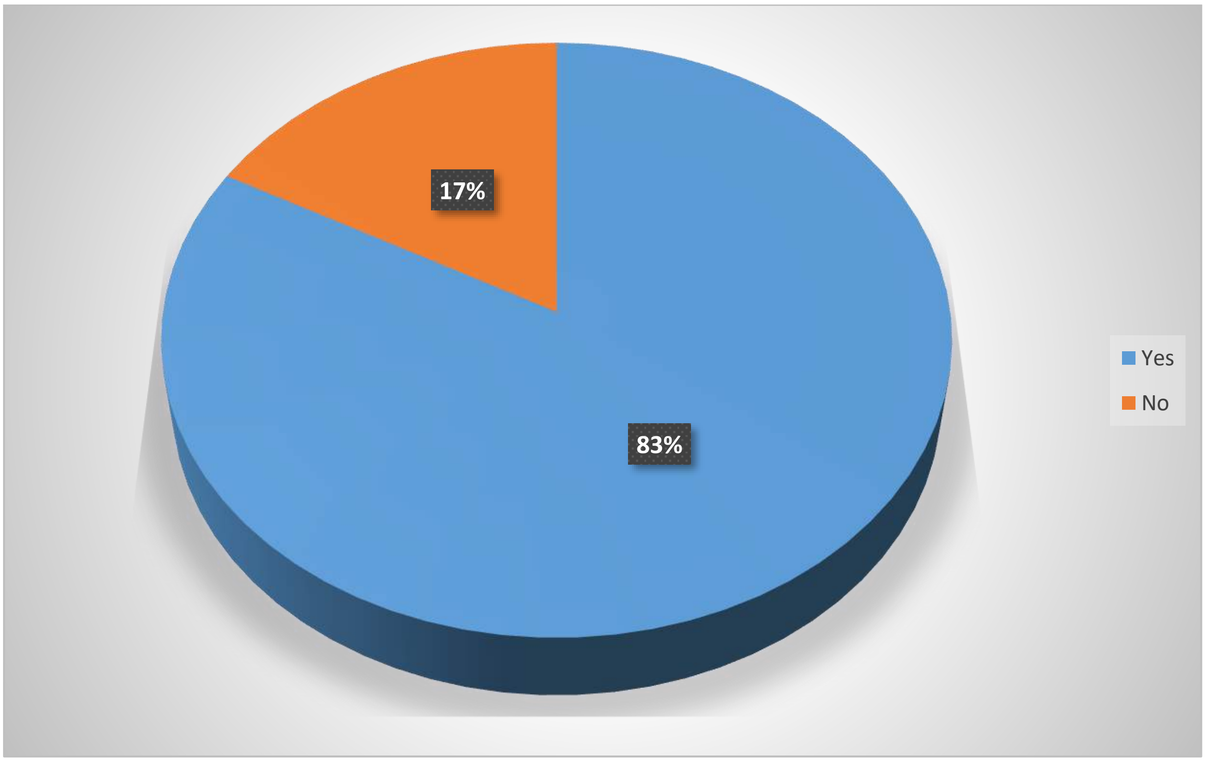


TABLE 3.12

TABLE SHOWING FIRST STEP IN STARTING AN ENTREPRENEURIAL BUSINESS

S.NO	Particulars	No. of Respondents	Percentage
1	Generated financial support	28	52%
2	Finalized the nature of business	15	28%
3	Selected the location	7	13%
4	Defined the products	4	7%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=28/54 x 100 = 52%
2. Percentage=15/54 x 100 = 28%
3. Percentage=7/54 x 100 = 13%
4. Percentage= 4/54 X 100 = 7%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 52% of young entrepreneurs generated financial support in the first step of starting a business.
- 28% of young entrepreneurs finalized the nature of business in the first step of starting a business.
- 13% of young entrepreneurs selecting the location is the first step of starting a business.
- 7% of young entrepreneurs defining product is the first step of starting a business.

3.12 CHART SHOWING FIRST STEP IN STARTING AN ENTREPRENEURIAL BUSINESS

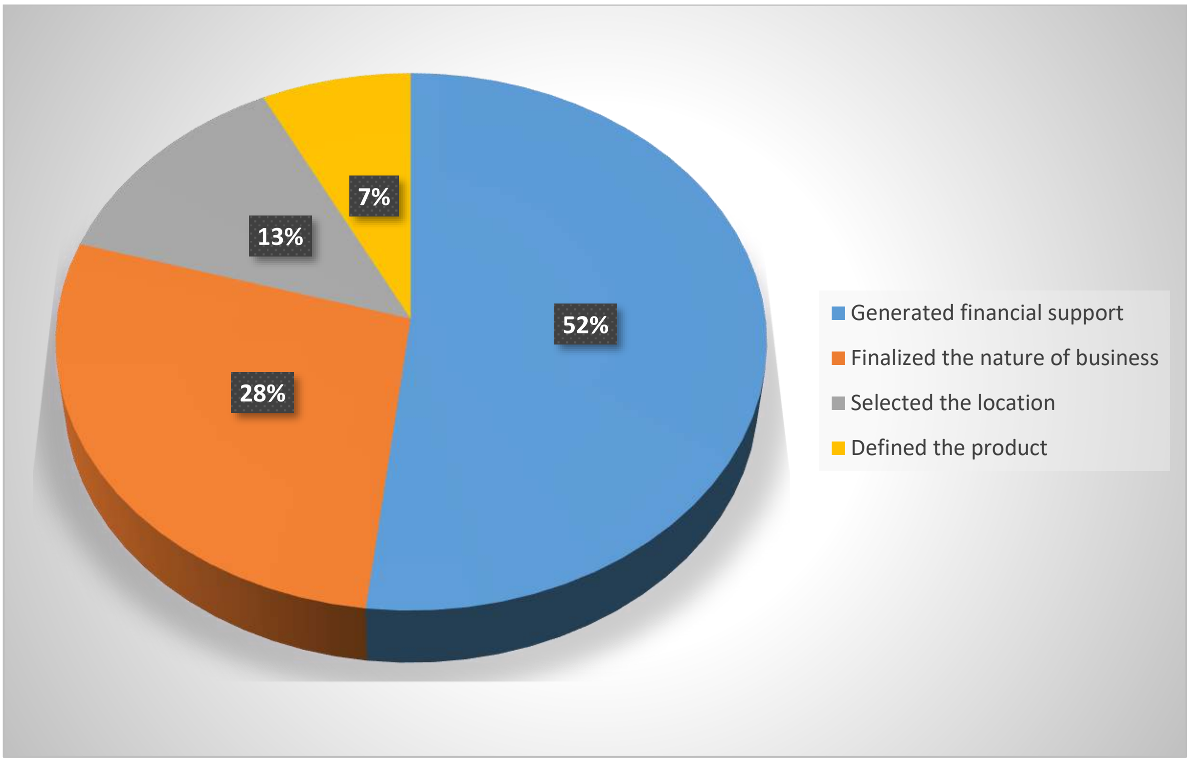


TABLE 3.13

TABLE SHOWING MOTIVATING FACTORS TO START A BUSINESS OF YOUNG ENTREPRENEURS

S.NO	Particulars	No.of Respondents	Percentage
1	Family situation	22	41%
2	Childhood passion	17	31%
3	To generate money	12	22%
4	Success of other entrepreneurs	3	6%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=22/54 x 100 = 41%
2. Percentage=17/54 x 100 = 31%
3. Percentage=12/54 x 100 = 22%
4. Percentage= 3/54 X 100 = 6%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 41% was their family situation.
- 31% was their childhood passion.
- 22% is to generate money.
- 6% was by seeing the success of other entrepreneurs.

3.13 CHART SHOWING MOTIVATING FACTORS TO START A BUSINESS OF YOUNG ENTREPRENEURS

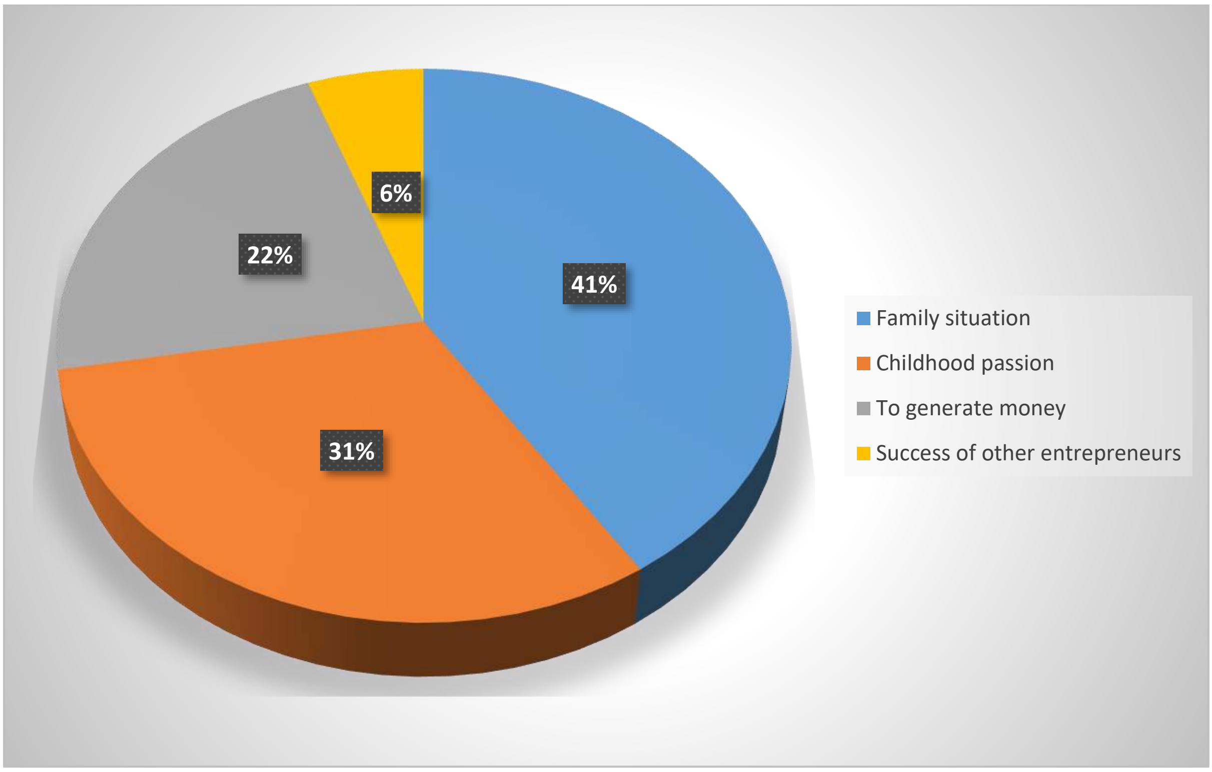


TABLE 3.14

TABLE SHOWING FACTORS HELPED TO BECOME A SUCCESSFUL YOUNG ENTREPRENEUR

S.NO	Particulars	No.of Respondents	Percentage
1	Self-motivation	42	78%
2	Employee co-operation	10	18%
3	Inspirational stories	2	4%
4	Others	-	-

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=42/54 x 100 = 78%
2. Percentage=10/54 x 100 = 18%
3. Percentage=2/54 x 100 = 4%
4. Percentage= 0

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 78% of young entrepreneur’s self-motivation helped them to become successful in business.
- 18% of young entrepreneurs of employee co-operation helped them to become successful in their business.
- 4% of young entrepreneurs factor helped to become successful was by some inspiration stories.

3.14 CHART SHOWING FACTORS HELPED TO BECOME A YOUNG ENTREPRENEUR

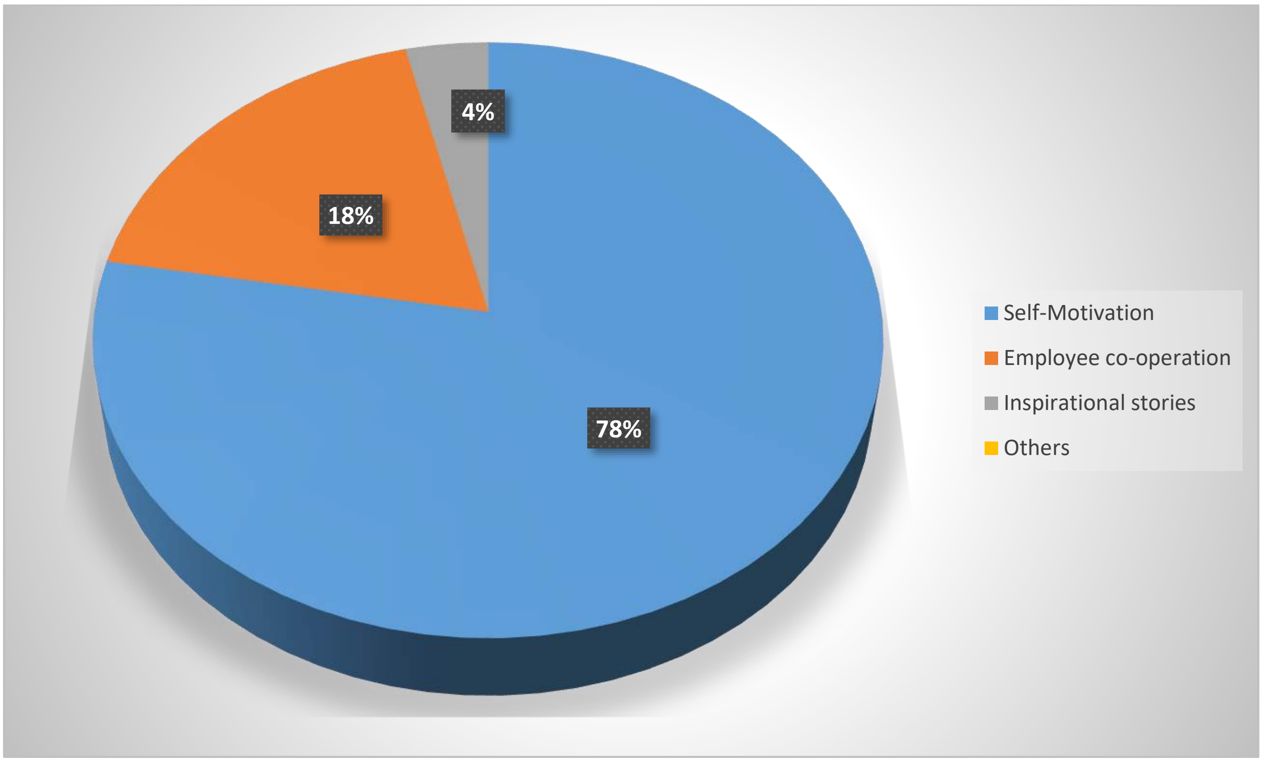


TABLE 3.15

TABLE SHOWING STRESS FACTORS OF YOUNG ENTREPRENEURS

S.NO	Particulars	No. of Respondents	Percentage
1	Lack of skilled employees	19	35%
2	Finance	16	30%
3	Tough competition	19	35%
4	Location	-	-

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=s factor19/54 x 100 = 35%
2. Percentage=16/54 x 100 = 30%
3. Percentage=19/54 x 100 = 35%
4. Percentage= 0

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 35% of young entrepreneurs selected lack of skilled employees as their stress factor.
- 30% of young entrepreneurs selected lack of finance as their stress factor.
- 35% of young entrepreneurs selected lack of tough competition in their field as stress factor.

3.15 CHART SHOWING STRESS FACTORS OF YOUNG ENTREPRENEURS

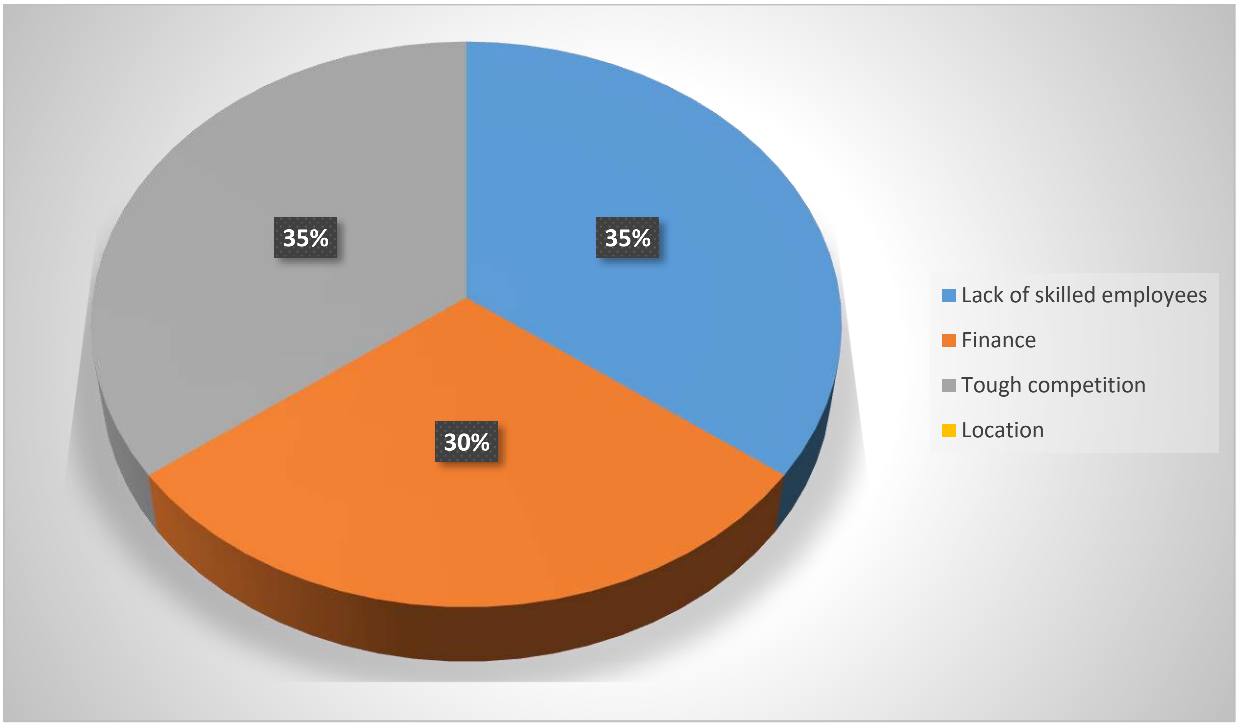


TABLE 3.16

TABLE SHOWING WHETHER YOUNG ENTREPRENEURS FACE DAY TO DAY ISSUE IN WORK PLACE

S.NO	Particulars	No.of Respondents	Percentage
1	Yes	38	70%
2	No	16	30%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=38/54 x 100 = 70%

2. Percentage=16/54 x 100 = 30%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 70% of young entrepreneurs are facing many issues in day to day work place.
- 29% of young entrepreneurs are not facing issues in day to day work place.

3.16 CHART SHOWING WHETHER YOUNG ENTREPRENEURS FACE DAY TO DAY ISSUE OF WORK PLACE

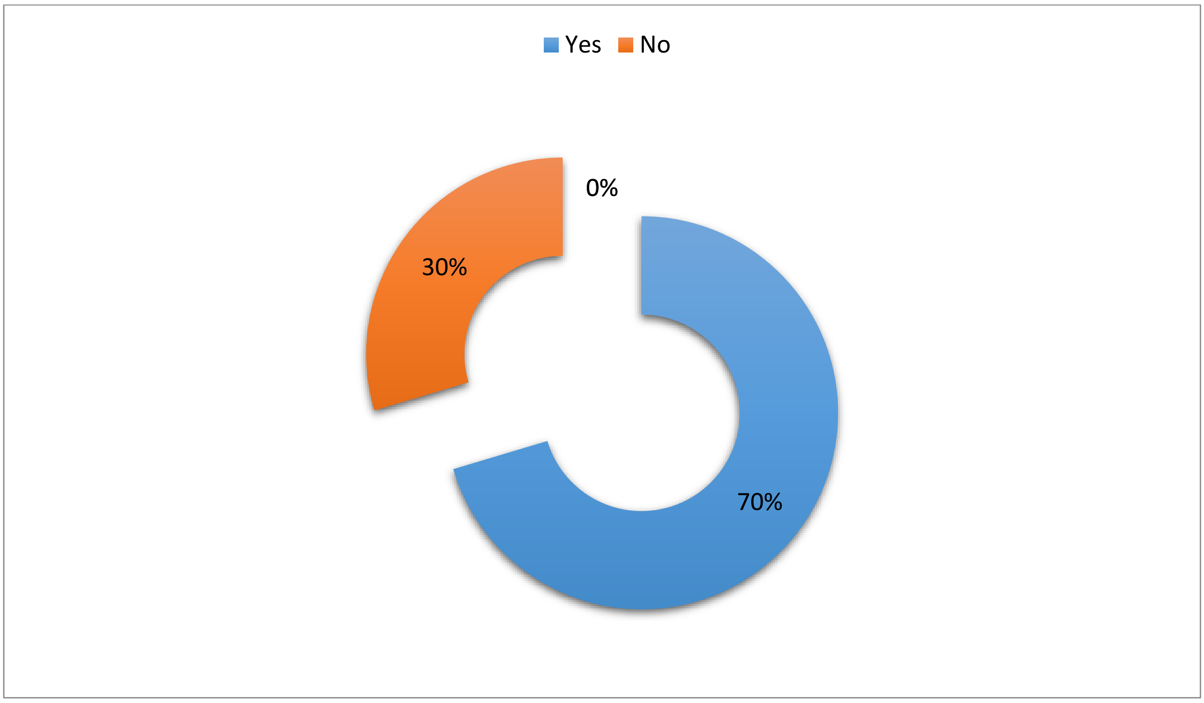


TABLE 3.17

TABLE SHOWING WHETHER ACCESS OF CAPITAL IS A BARRIER OF YOUNG ENTREPRENEURS

S.NO	Particulars	No. of Respondents	Percentage
1	Yes	36	67%
2	No	8	15%
3	Can't say	10	18%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=36/54 x 100 = 67%
2. Percentage=8/54 x 100 = 15%
3. Percentage=10/54 x 100 = 18%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 67% of young entrepreneur's faced access of capital as a barrier.
- 15% of young entrepreneurs didn't faced access of capital as a barrier.
- 18% of young entrepreneurs responded that they cannot say it.

3.17 CHART SHOWING WHETHER ACCESS OF CAPITAL IS A BARRIER OF YOUNG ENTREPRENEURS

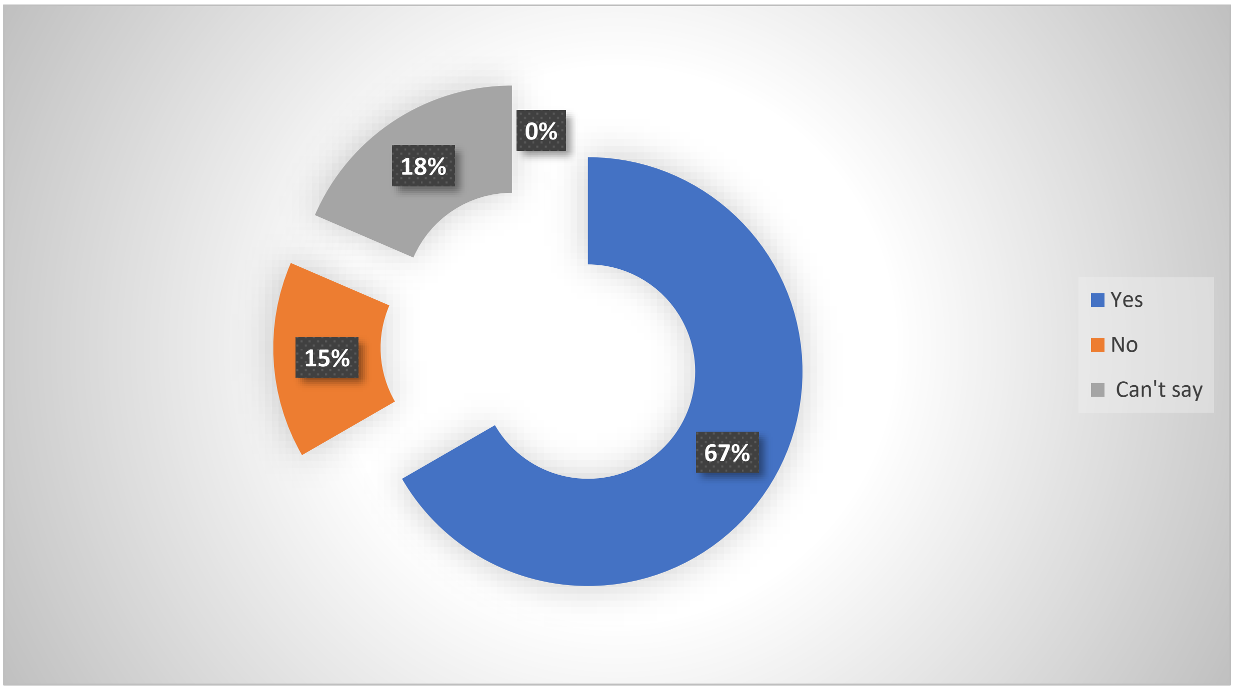


Table 3.18

TABLE SHOWING WHETHER YOUNG ENTREPRENEURS ARE DISCRIMINATED AGAINST THE SOCIETY

S.NO	Particulars	No. of Respondents	Percentage
1	Yes	37	69%
2	No	17	31%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=37/54 x 100 = 69%
2. Percentage=17/54 x 100 = 31%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 69% of young entrepreneurs are discriminated by their job in society.
- 31% of young entrepreneurs are not discriminated by their job in society.

3.18 CHART SHOWING WHETHER YOUNG ENTREPRENEURS ARE DISCRIMINATED AGAINST THE SOCIETY

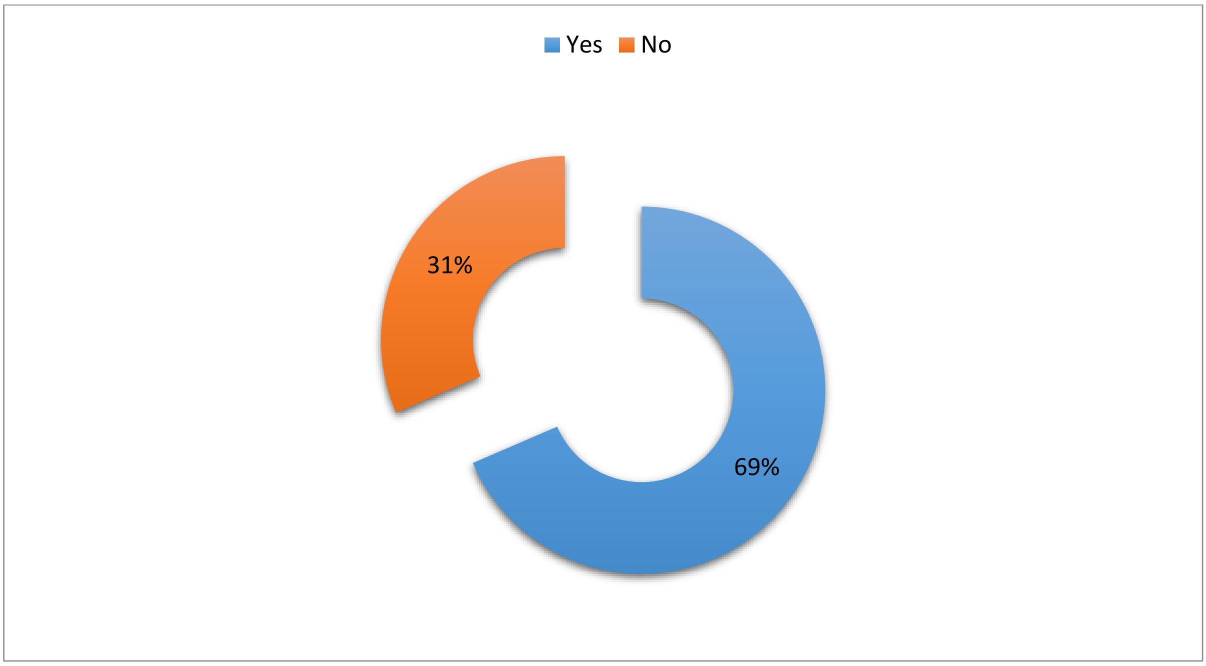


Table 3.19

TABLE SHOWING VIEW ON YOUNG ENTREPRENEURS

S.NO	Particulars	No. of Respondents	Percentage
1	High risk takers	27	50%
2	Moderate risk takers	11	20%
3	Problem solver	8	15%
4	Innovative	8	15%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=27/54 x 100 = 50%
2. Percentage=11/54 x 100 = 20%
3. Percentage=8/54 x 100 = 15%
4. Percentage= 8/54 X 100 = 15%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 50% of young entrepreneurs are high risk takers.
- 20% of young entrepreneurs are moderate risk takers.
- 15% of young entrepreneurs are good problem solvers.
- 15% of young entrepreneurs are innovative.

3.19 CHART SHOWING VIEW ON YOUNG ENTREPRENEURS

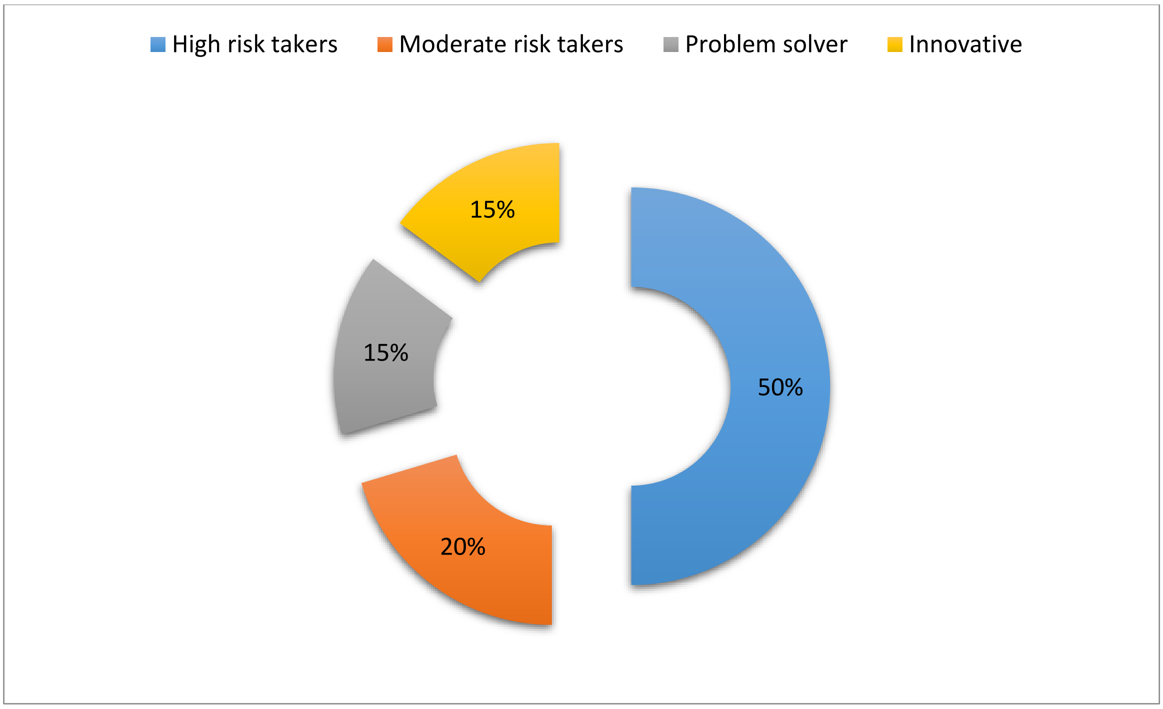


Table 3.20

TABLE SHOWING LACK OF TRAINING OPPORTUNITIES TO YOUNG ENTREPRENEURS

S.NO	Particulars	No. of Respondents	Percentage
1	Agree	29	54%
2	Strongly Agree	15	28%
3	Disagree	4	7%
4	Strongly Disagree	-	-
5	Neither agree nor disagree	6	11%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=29/54 x 100 = 54%
2. Percentage=15/54 x 100 = 28%
3. Percentage=4/54 x 100 = 7%
4. Percentage= 0
5. Percentage=6/54 x 100 = 11%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 54% of young entrepreneurs have agreed that there is a lack of training opportunities.
- 28% of young entrepreneurs have strongly agreed that there is a lack of training opportunities.
- 7% of young entrepreneurs have disagreed that there is no lack of training opportunities.

- 11% of young entrepreneurs have neither agreed nor disagreed with the lack of training opportunities.

3.20 CHART SHOWING LACK OF TRAINING OPPORTUNITIES OF YOUNG ENTREPRENEURS

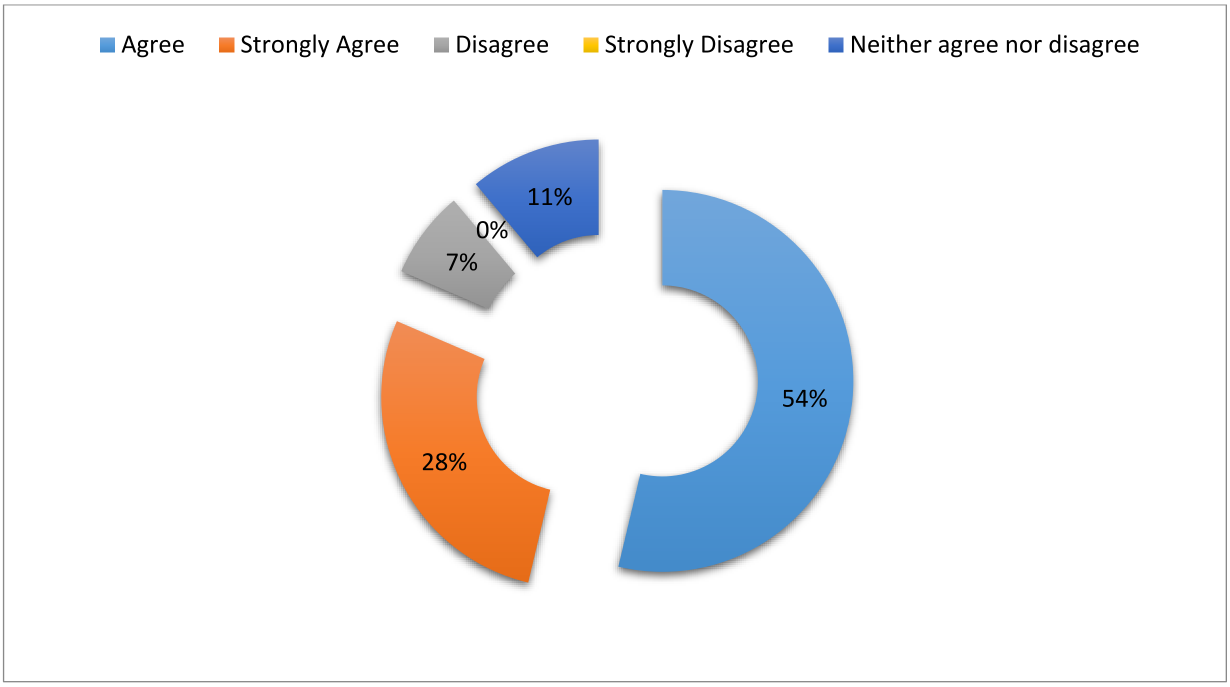


TABLE 3.21

TABLE SHOWING EMPLOYEES EMPLOYED IN YOUNG ENTREPRENEUR BUSINESS

S.NO	Particulars	No. of Respondents	Percentage
1	1-5	36	67%
2	5-10	14	26%
3	10-15	4	7%
4	More than 15	-	-

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=36/54 x 100 = 67%
2. Percentage=14/54 x 100 = 26%
3. Percentage=4/54 x 100 = 7%
4. Percentage= 0

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 67% of young entrepreneurs are having around 1-5 employees.
- 26% of young entrepreneurs are having around 5-10 employees.
- 7% of young entrepreneurs are having around 10-15 employees.

3.21 CHART SHOWING EMPLOYEES EMPLOYED IN YOUNG ENTREPRENEUR BUSINESS

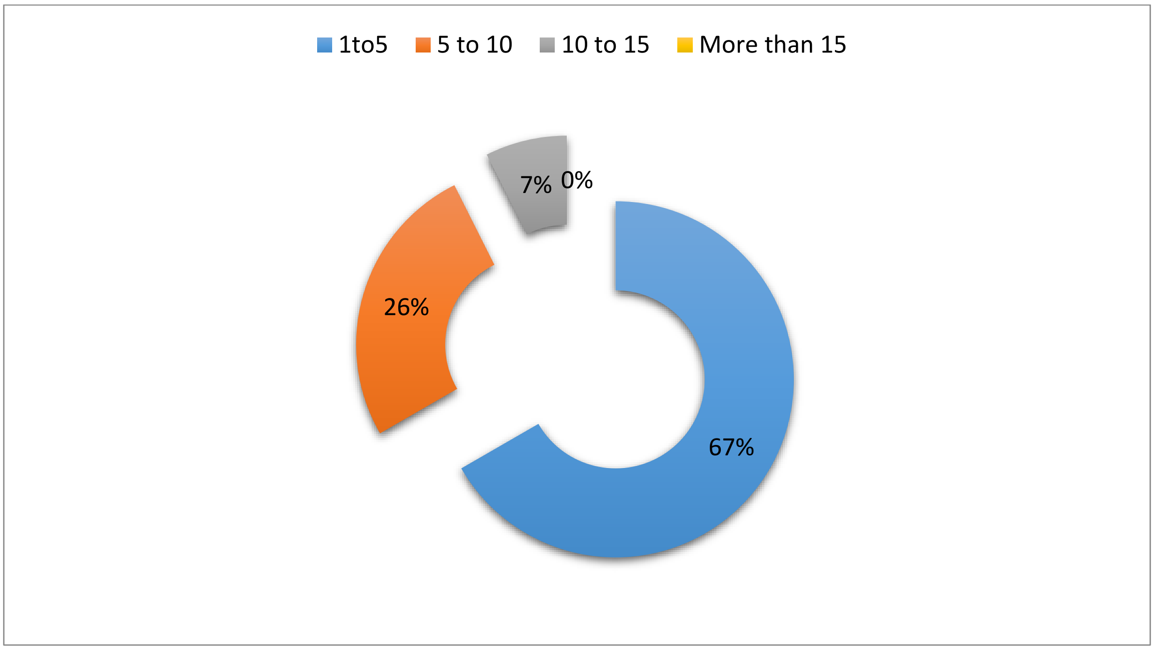


TABLE 3.22

TABLE SHOWING WHETHER EMPLOYEES ARE BEEN EMOTIONALLY ATTACHED TO BUSINESS

S.NO	Particulars	No. of Respondents	Percentage
1	Agree	28	52%
2	Strongly Agree	18	33%
3	Disagree	3	6%
4	Strongly Disagree	-	-
5	Neither agree nor disagree	5	9%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=28/54 x 100 = 52%
2. Percentage=18/54 x 100 = 33%
3. Percentage=3/54 x 100 = 6%
4. Percentage=0
5. Percentage=5/54 x 100 = 9%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 52% of young entrepreneurs agreed that employees are emotionally attached with business.
- 33% of young entrepreneurs strongly agreed that employees are emotionally attached with business.
- 6% of young entrepreneurs disagreed that employees are not emotionally attached with business.
- 9% of young entrepreneurs says neither agree nor disagree.

3.22 CHART SHOWING WHETHER EMPLOYEES ARE BEEN EMOTIONALLY ATTACHED TO BUSINESS

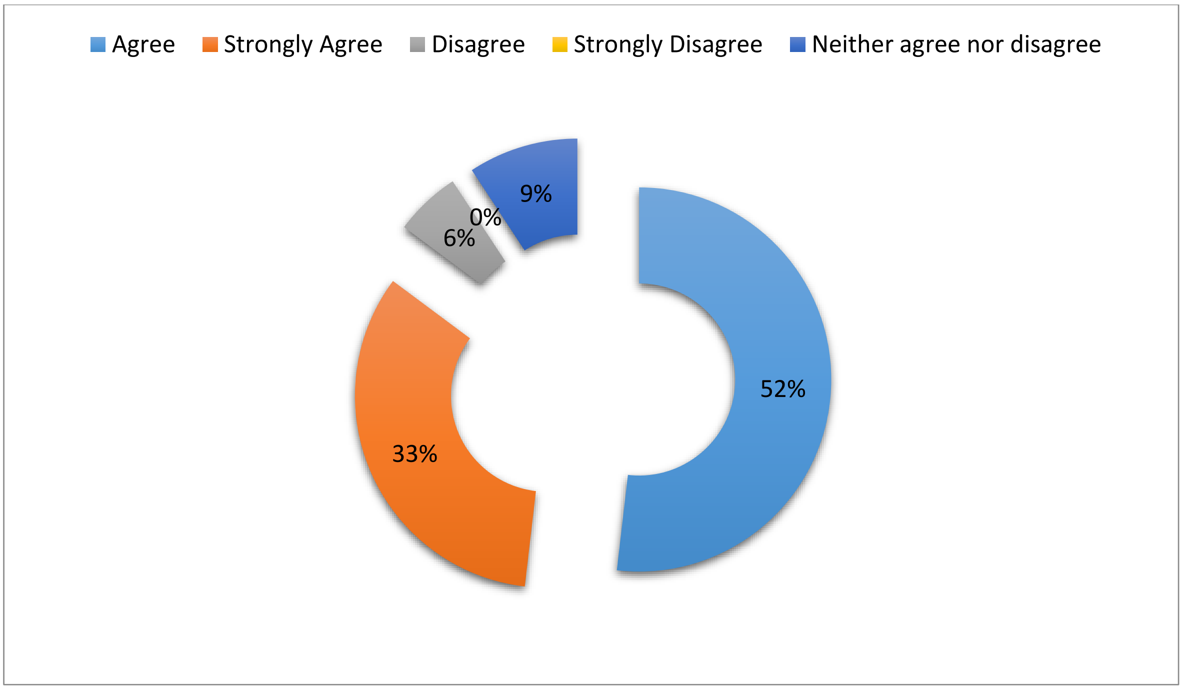


TABLE 3.23

TABLE SHOWING GOOD TEAM SPIRIT OF YOUNG ENTREPRENEURS

S.NO	Particulars	No. of Respondents	Percentage
1	Yes	49	91%
2	No	5	9%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=49/54 x 100 = 91%
2. Percentage=5/54 x 100 = 9%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 91% of young entrepreneurs have a good team spirit in work group.
- 9% of young entrepreneurs do not have a good team spirit in work group.

3.23 CHART SHOWING GOOD TEAM SPIRIT OF YOUNG ENTREPRENEURS

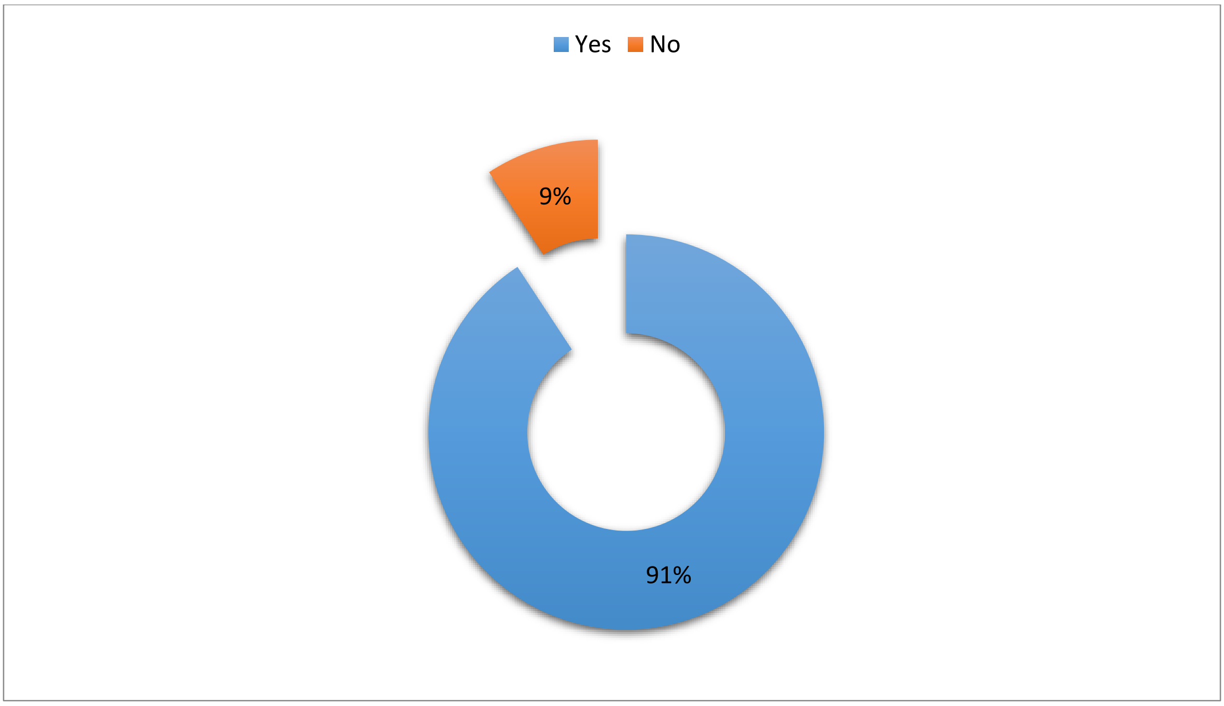


TABLE 3.24

TABLE SHOWING MENTAL HEALTH OF EMPLOYEES IN YOUNG ENTREPRENEUR BUSINESS

S.NO	Particulars	No. of Respondents	Percentage
1	Agree	29	54%
2	Strongly Agree	9	17%
3	Disagree	9	17%
4	Strongly Disagree	3	5%
5	Neither agree nor disagree	4	7%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=29/54 x 100 = 54%
2. Percentage=9/54 x 100 = 17%
3. Percentage=9/54 x 100 = 17%
4. Percentage= 3/54 X 100 = 5%
5. Percentage=4/54 x 100 = 7%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 54% of young entrepreneurs have agreed that they face mental health of employees in work place.
- 17% of young entrepreneurs have strongly agreed that they face mental health of employees in work place.
- 17% of young entrepreneurs have disagreed that employees don’t face any mental health in work place.
- 5% of young entrepreneurs have strongly disagreed with the employees mental health in work place.

- 7% of young entrepreneur have neither agree nor disagree with the mental health of employees.

3.24 CHART SHOWING MENTAL HEALTH OF EMPLOYEES IN YOUNG ENTREPRENEUR BUSINESS

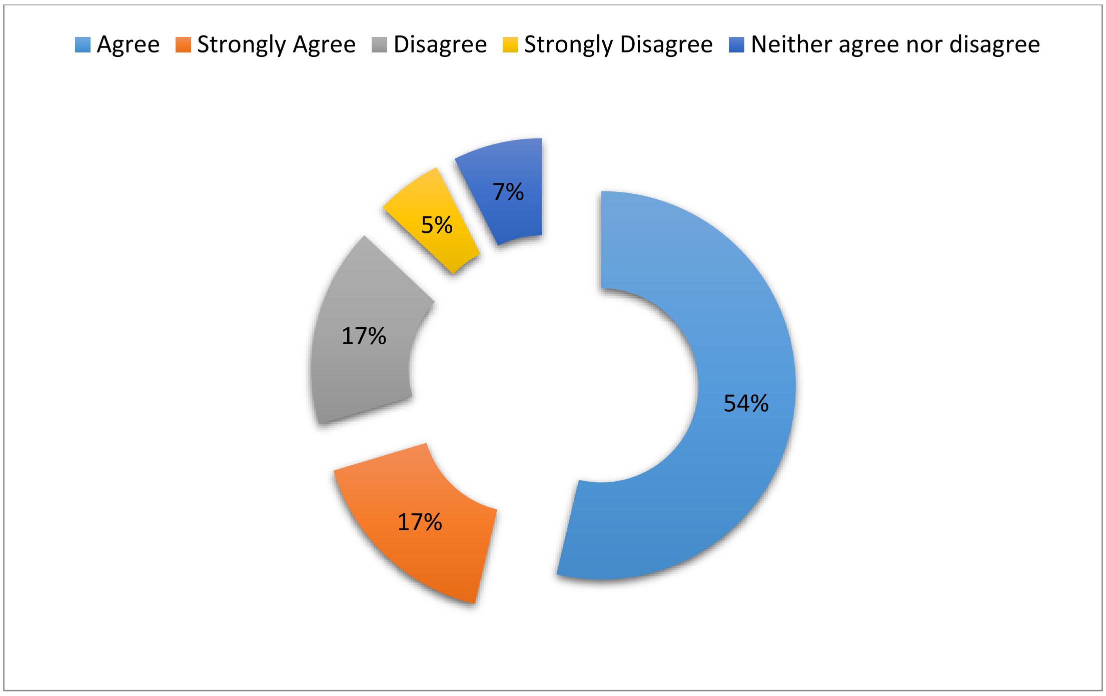


TABLE 3.25

TABLE SHOWING TOUGH COMPETITION IN THE BUSINESS

S.NO	Particulars	No. of Respondents	Percentage
1	Yes	48	88%
2	No	6	12%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=48/54 x 100 = 88%
2. Percentage=6/54 x 100 = 12%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 88% are facing tough competition in their business market.
- 12% are not facing tough competition in business market.

3.25 CHART SHOWING TOUGH COMPETITION IN THE BUSINESS

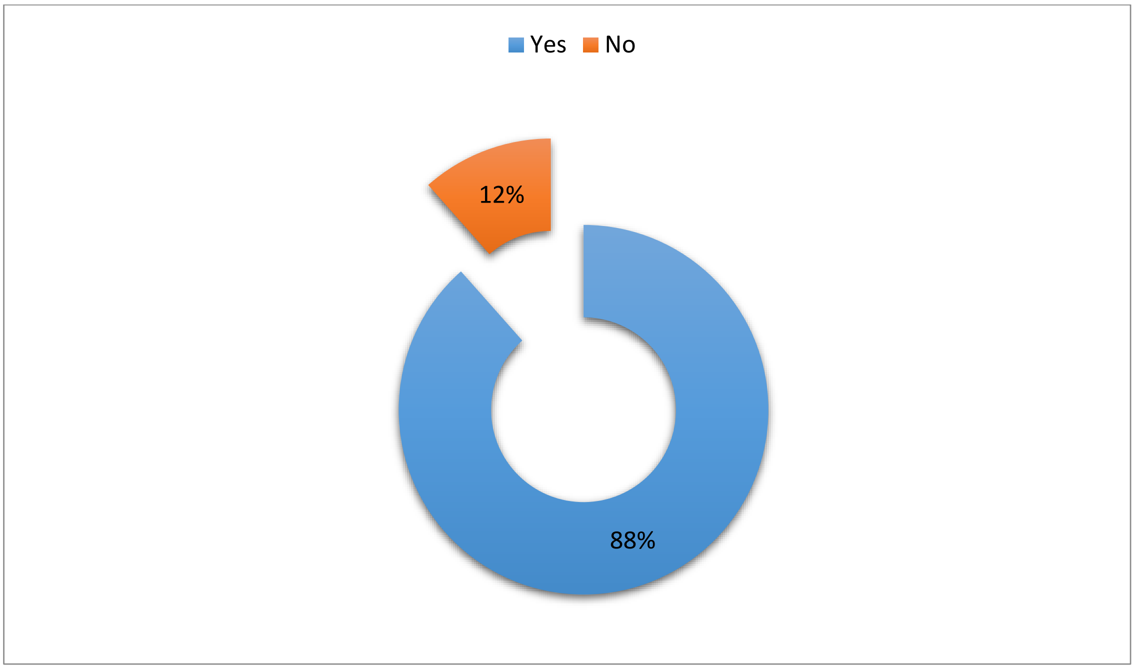


TABLE 3.26

TABLE SHOWING MOTIVATING FACTORS TO ENCOURAGE EMPLOYEES IN BUSINESS

S.NO	Particulars	No. of Respondents	Percentage
1	Training	22	41%
2	Flexible working hours	18	33%
3	Bonus	9	17%
4	Awards or Rewards	5	9%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=22/54 x 100 = 41%
2. Percentage=18/54 x 100 = 33%
3. Percentage=9/54 x 100 = 17%
4. Percentage=5/54 X 100 = 9%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 41% by giving training as motivating factor.
- 33% by giving flexible working hours as motivating factor.
- 17% by giving bonus as motivating factor.
- 9% by giving awards or rewards as motivating factor.

3.26 CHART SHOWING MOTIVATING FACTORS TO ENCOURAGE EMPLOYEES IN BUSINESS

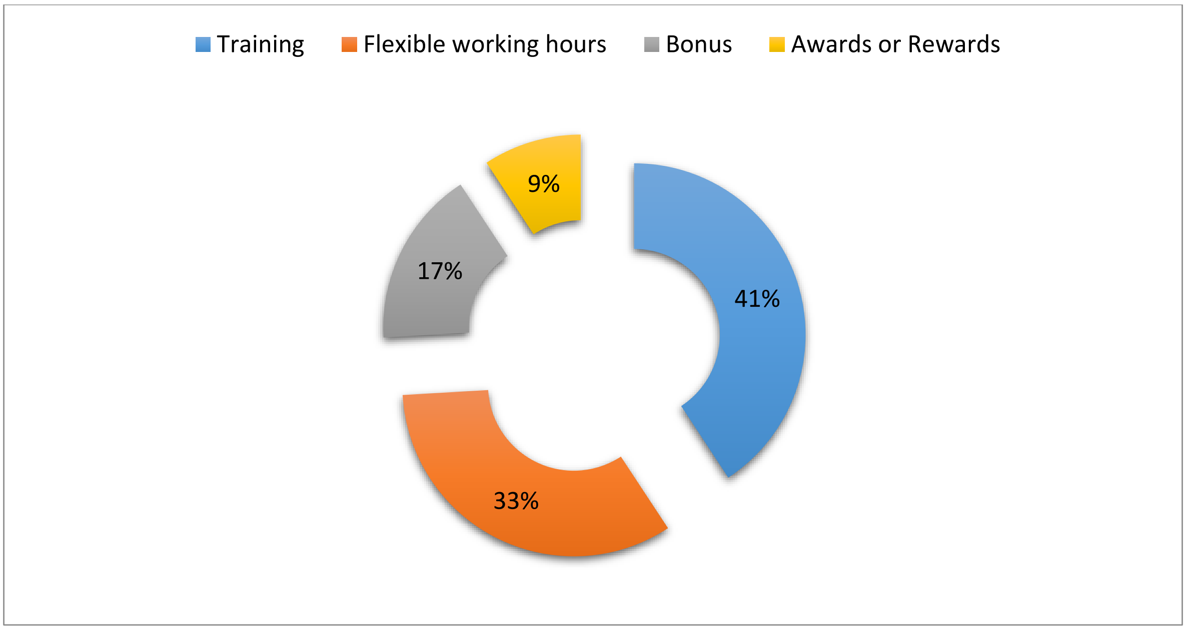


TABLE 3.27

TABLE SHOWING INADEQUATE SKILLS AND TRAINING A BARRIER OF YOUNG ENTREPREBEURS

SI.NO	Particulars	No. of Respondents	Percentage
1	Yes	48	89%
2	No	6	11%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=48/54 x 100 = 89%
2. Percentage=6/54 x 100 = 11%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 89% of young entrepreneurs are facing inadequate skills and training as a barrier.
- 11% of young entrepreneurs are not facing inadequate skills and training as a barrier.

3.27 CHART SHOWING INADEQUATE SKILLS AND TRAINING A BARRIER OF YOUNG ENTREPRENEURS

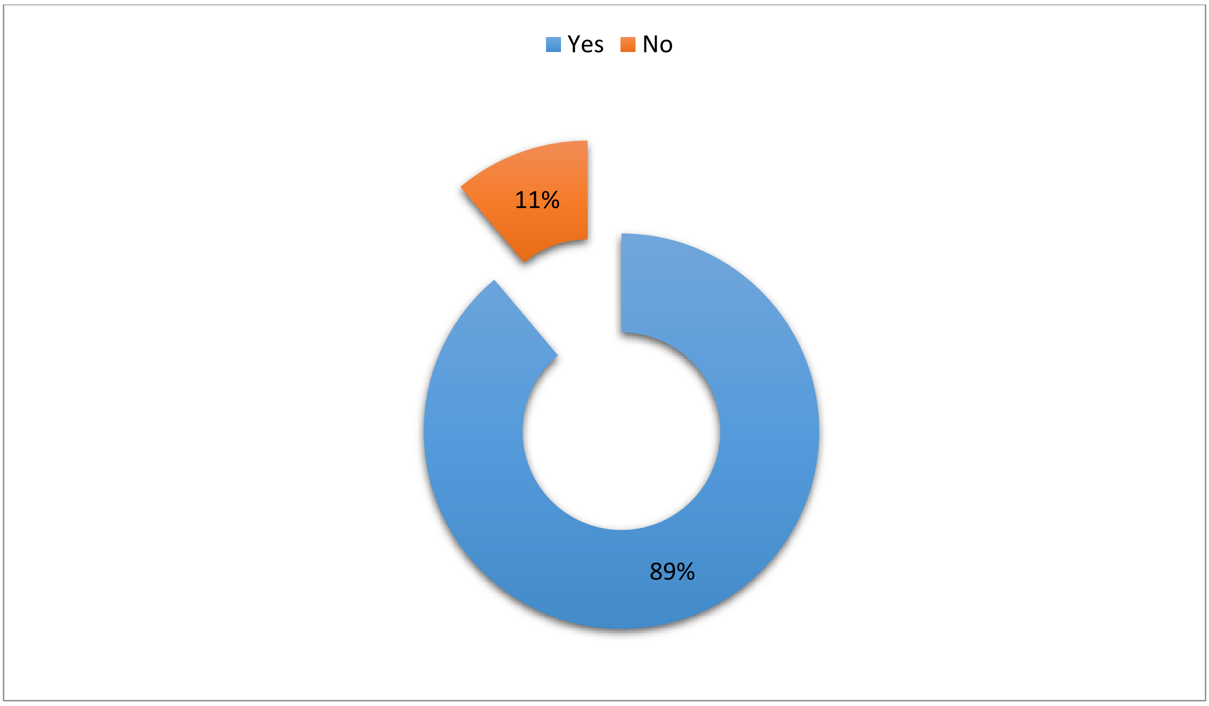


TABLE 3.28

TABLE SHOWING WAYS THE BUSINESS IS BEEN PROMOTED

S.NO	Particulars	No. of Respondents	Percentage
1	Social media	38	70%

	platform		
2	Newspaper	8	15%
3	TV advertisement	3	6%
4	Pamphlet	5	9%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=38/54 x 100 = 70%
2. Percentage=8/54 x 100 = 15%
3. Percentage=3/54 x 100 = 6%
4. Percentage=5/54 x 100 = 9%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 70% of young entrepreneurs are using social media platform for their business promotion.
- 15% of young entrepreneurs are using newspaper for their business promotion.
- 6% of young entrepreneurs are using TV advertisement for their business promotion.
- 9% of young entrepreneurs are using pamphlets for their business promotion.

3.28 CHART SHOWING WAYS THE BUSINESS IS BEEN PROMOTED

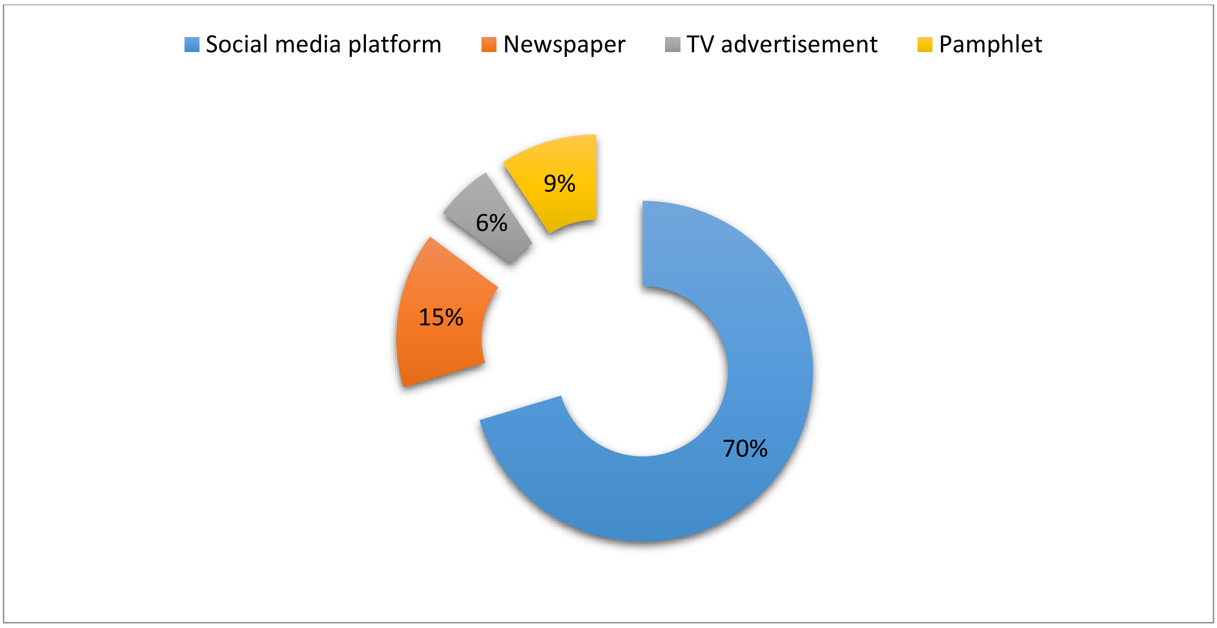


TABLE 3.29

TABLE SHOWING WORKING HOURS OF YOUNG ENTREPRENEURS

S.NO	Particulars	No. of Respondents	Percentage
1	4 to 5 hours	15	37%
2	5 to 8 hours	20	28%
3	More than 8 hours	9	17%
4	Any time	10	18%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=15/54 x 100 = 37%
2. Percentage=20/54 x 100 = 28%
3. Percentage=9/54 x 100 = 17%
4. Percentage=10/54 x 100 = 18%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 37% of young entrepreneurs working hours are 4-5 hours.
- 28% of young entrepreneurs working hours are 5-8 hours.
- 17% of young entrepreneurs working hours are more than 8 hours.
- 18% of young entrepreneurs working hours are at any time work.

3.29 CHART SHOWING WORKING HOURS OF YOUNG ENTREPRENEURS

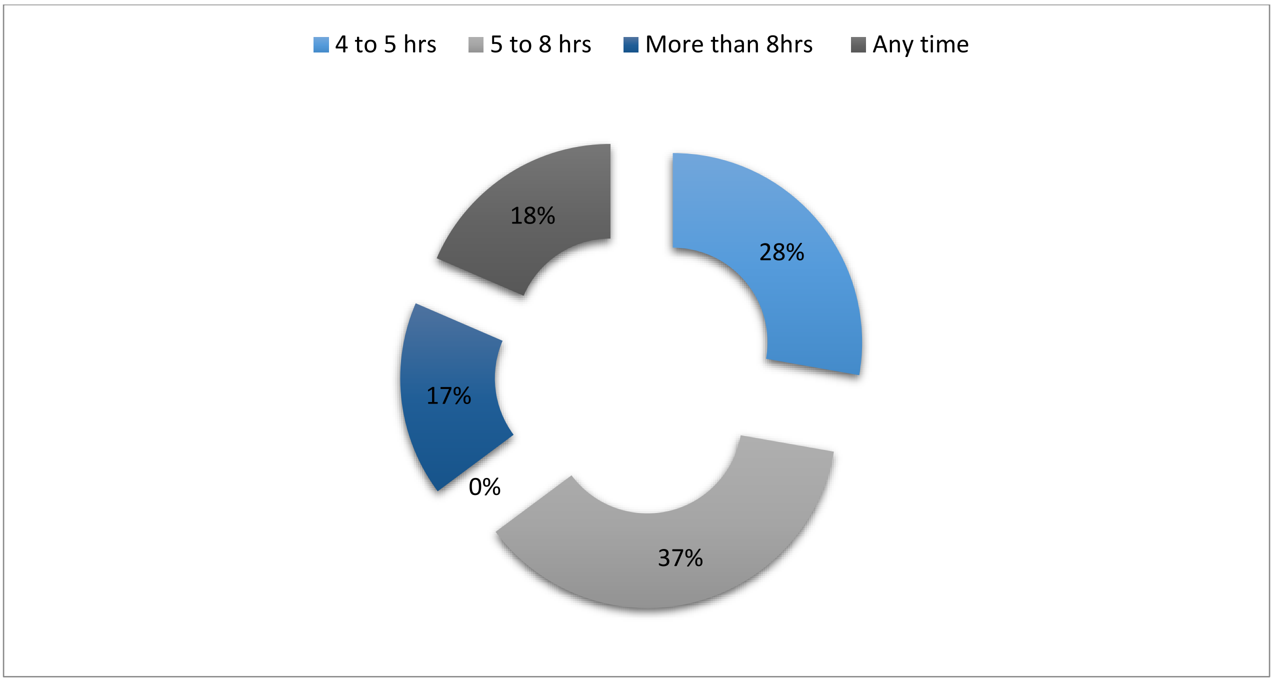


TABLE 3.30

TABLE SHOWING GOOD CUSTOMER BASE OF ENTREPRENEURS

S.NO	Particulars	No. of Respondents	Percentage
1	Yes	52	96%
2	No	2	4%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=52/54 x 100 = 96%
2. Percentage=2/54 x 100 = 4%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 96% of young entrepreneurs have good customer base.
- 4% of young entrepreneurs don’t have good customer base.

3.30 CHART SHOWING GOOD CUSTOMER BASE OF ENTREPRENEURS

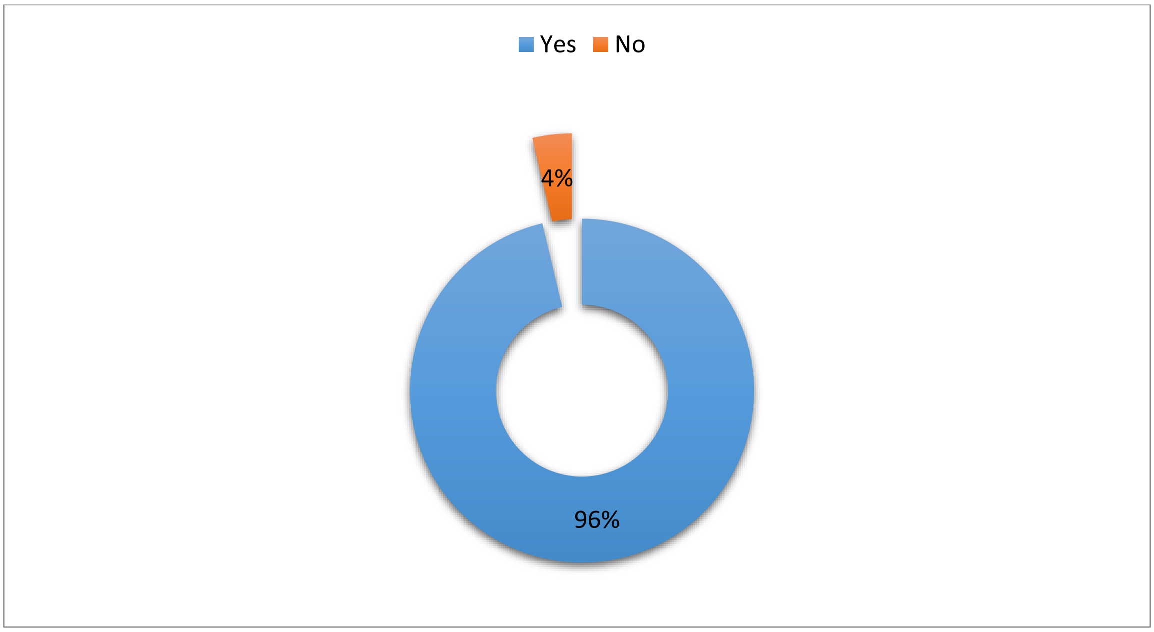


TABLE 3.31

TABLE SHOWING ROLE OF FAMILY MEMBERS HELPING IN BUSINESS OF ENTREPRENEUR

S.NO	Particulars	No. of Respondents	Percentage
1	Financialsupport	32	59%
2	Moral support	16	29%
3	Care children	3	6%
4	Management of business	3	6%
5	Work in business	-	-

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=32/54 x 100 = 59%
2. Percentage=16/54 x 100 = 29%
3. Percentage=3/54 x 100 = 6%
4. Percentage=3/54 x 100 = 6%
5. Percentage=0

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 59% of young entrepreneurs responded that they receive financial support from their family.
- 29% of young entrepreneurs responded that they receive moral support from their family.
- 6% of young entrepreneurs responded that they receive taking care of children support from their family.
- 6% of young entrepreneur responded that they receive management of business support from their family.

3.31 CHART SHOWING ROLE OF FAMILY MEMBERS HELPING IN BUSINESS OF ENTREPRENEUR

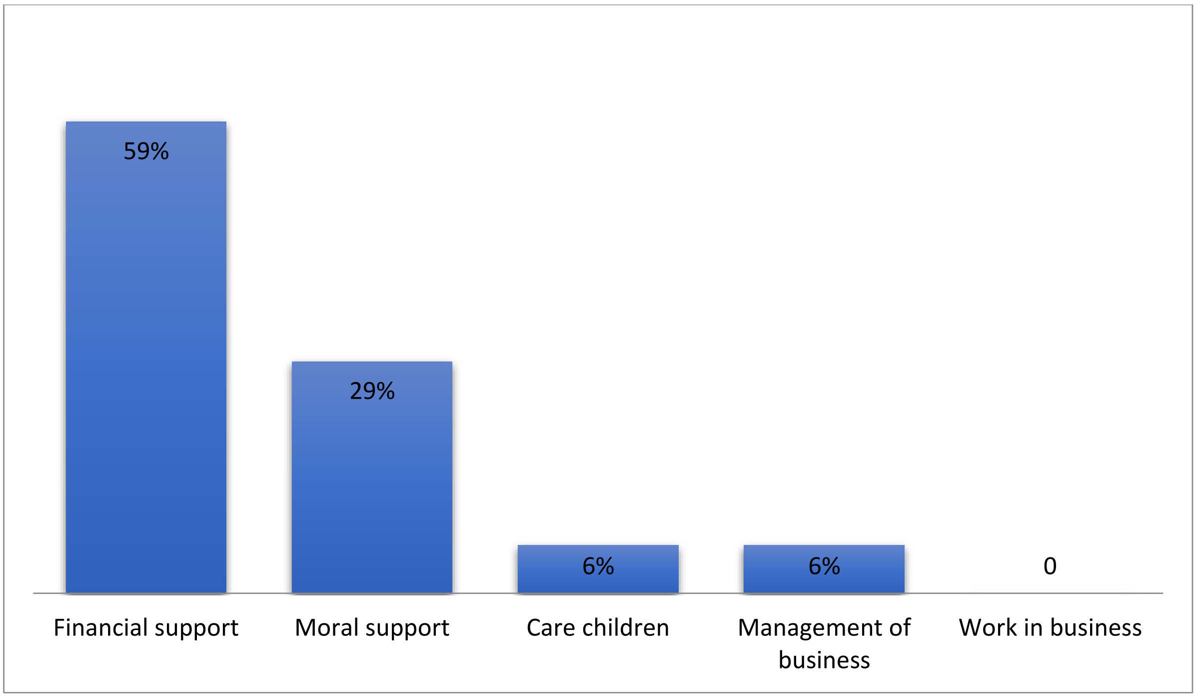


TABLE 3.32

TABLE SHOWING OPINION ABOUT ENTREPRENEURS IN BUSINESS

S.NO	Particulars	No. of Respondents	Percentage
1	Very high	30	56%
2	High	20	37%
3	Low	4	7%
4	No risk	-	-

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=30/54 x 100 = 56%
2. Percentage=20/54 x 100 = 37%
3. Percentage=4/54 x 100 = 7%
4. Percentage=0

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 56% of young entrepreneurs are very high risk takers.
- 37% of young entrepreneurs are high risk takers.
- 7% of young entrepreneurs are low risk takers.

3.32 CHART SHOWING OPINION ABOUT ENTREPRENEUR IN BUSINESS

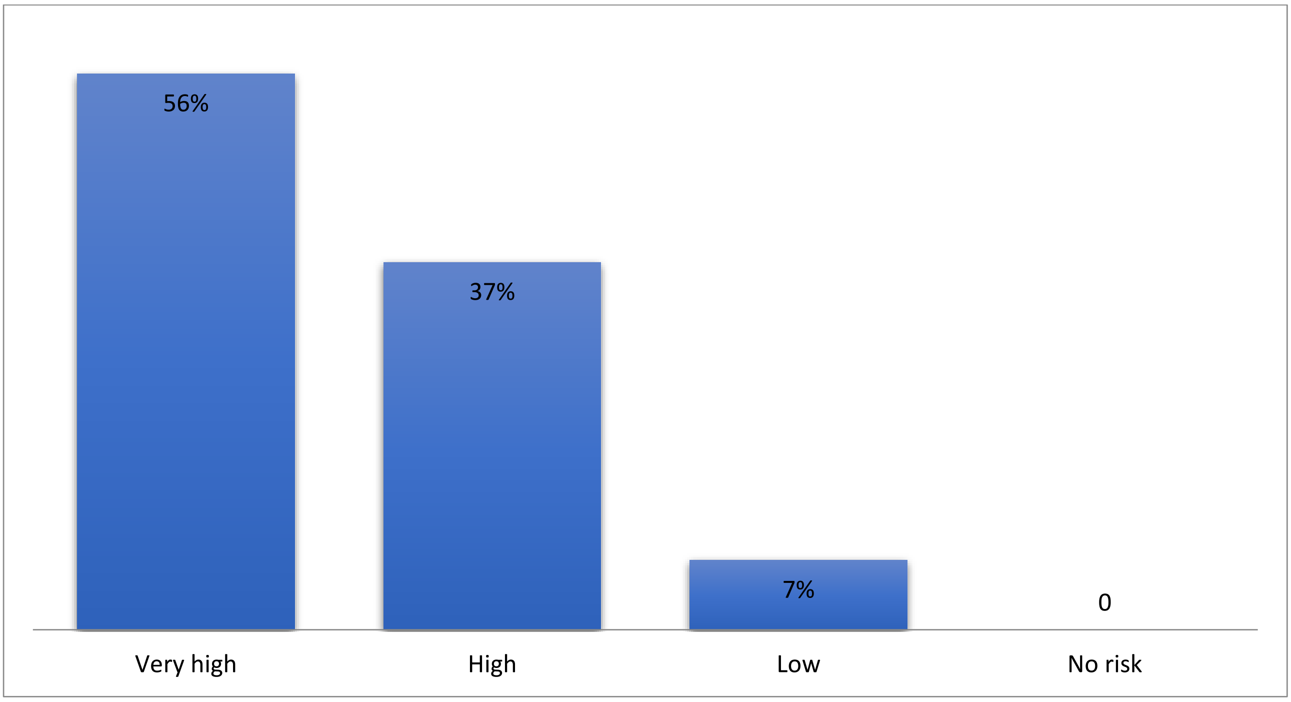


TABLE 3.33

TABLE SHOWING ESSENTIAL QUALITIES OF AN ENTREPRENEUR

Particulars	Frequency	Percentage
Creativity innovation	19	35%
Flexibility	15	28%
Leadership Quality	5	9%
Strong with power	15	28%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=19/54 x 100 = 35%
2. Percentage=15/54 x 100 = 28%
3. Percentage=5/54 x 100 = 9%
4. Percentage=15/54 x 100 = 28%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 35% of young entrepreneurs have agreed that creativity innovation as an essential quality.
- 28% of young entrepreneur have strongly agreed that flexibility as an essential quality.
- 9% of young entrepreneur have disagreed that leadership quality is not an essential one.
- 28% of young entrepreneur have strongly disagreed that strong with power quality.

3.33 CHART SHOWING ESSENTIAL QUALITIES OF AN ENTREPRENEUR

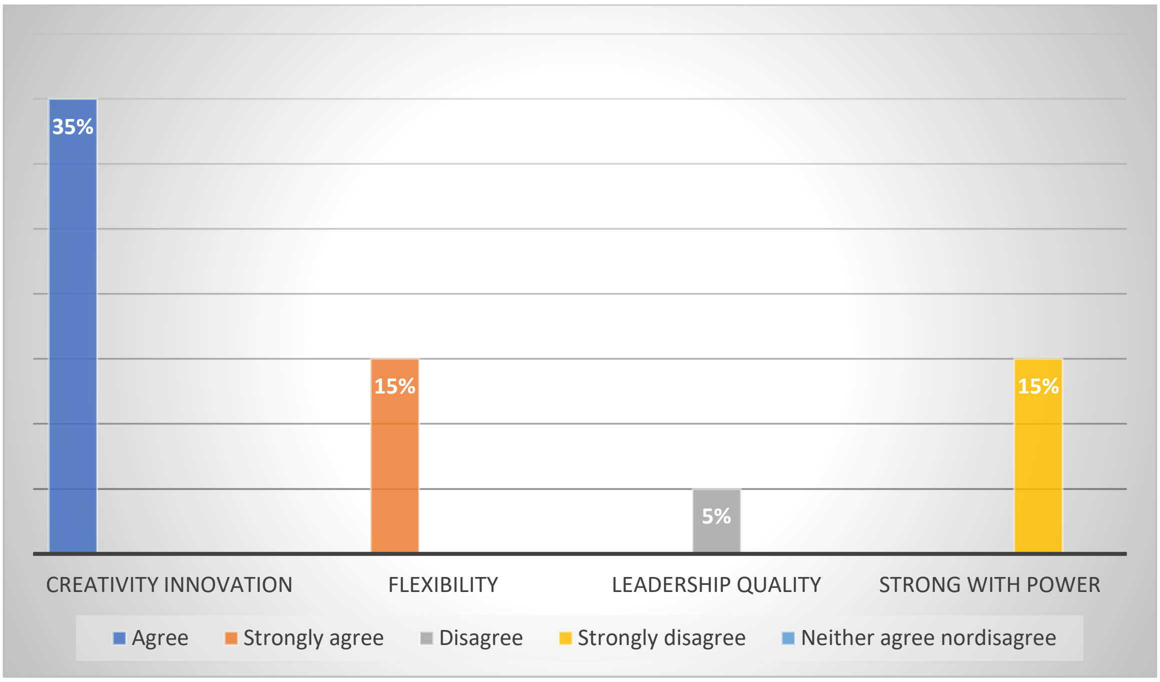


TABLE 3.34

TABLE SHOWING THE RELATIONSHIP WITH SUCCESSFUL FIRMS OF ENTREPRENEURS

S.NO	Particulars	No. of Respondents	Percentage
1	Yes	48	89%
2	No	6	11%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=48/54 x 100 = 89%
2. Percentage=6/54 x 100 = 11%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 89% of young entrepreneurs maintain relationship with other successful firms.
- 11% of young entrepreneurs don't maintain relationship with other successful firms.

3.34 CHART SHOWING THE RELATIONSHIP WITH SUCCESSFUL FIRM OF ENTREPRENEURS

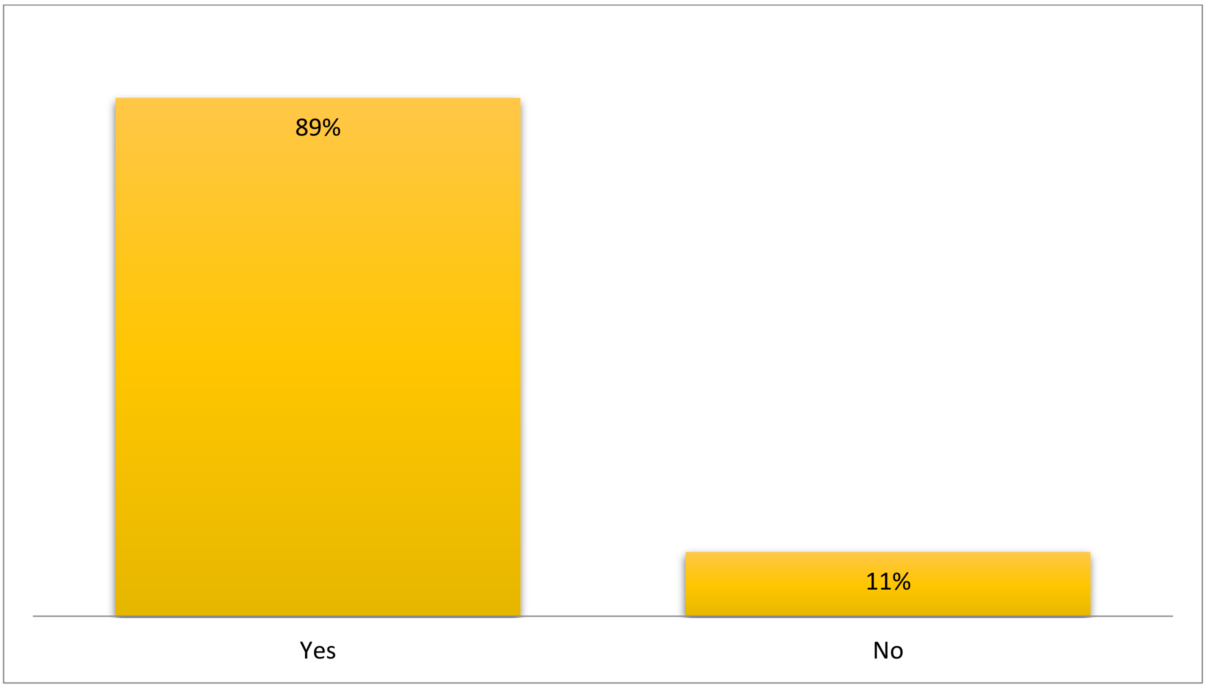


TABLE 3.35

TABLE SHOWING MARKETING STRATEGY OF YOUNG ENTREPRENEURS

S.NO	Particulars	No. of Respondents	Percentage
1	Use social media	32	59%
2	Create video tutorials	10	19%
3	Create own blog	8	15%
4	Join local business network	4	7%
5	Others	-	-

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=32/54 x 100 = 59%
2. Percentage=10/54 x 100 = 19%
3. Percentage=8/54 x 100 = 15%
4. Percentage=4/54 x 100 = 7%
5. Percentage=0

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 59% of young entrepreneurs use social media as their marketing strategy.
- 19% of young entrepreneurs create video tutorials as their marketing strategy.
- 15% of young entrepreneurs create own blog as their marketing strategy.
- 7% of young entrepreneurs join local business network as their marketing strategy.

3.35 CHART SHOWING MARKETING STRATEGY OF YOUNG ENTREPRENEURS

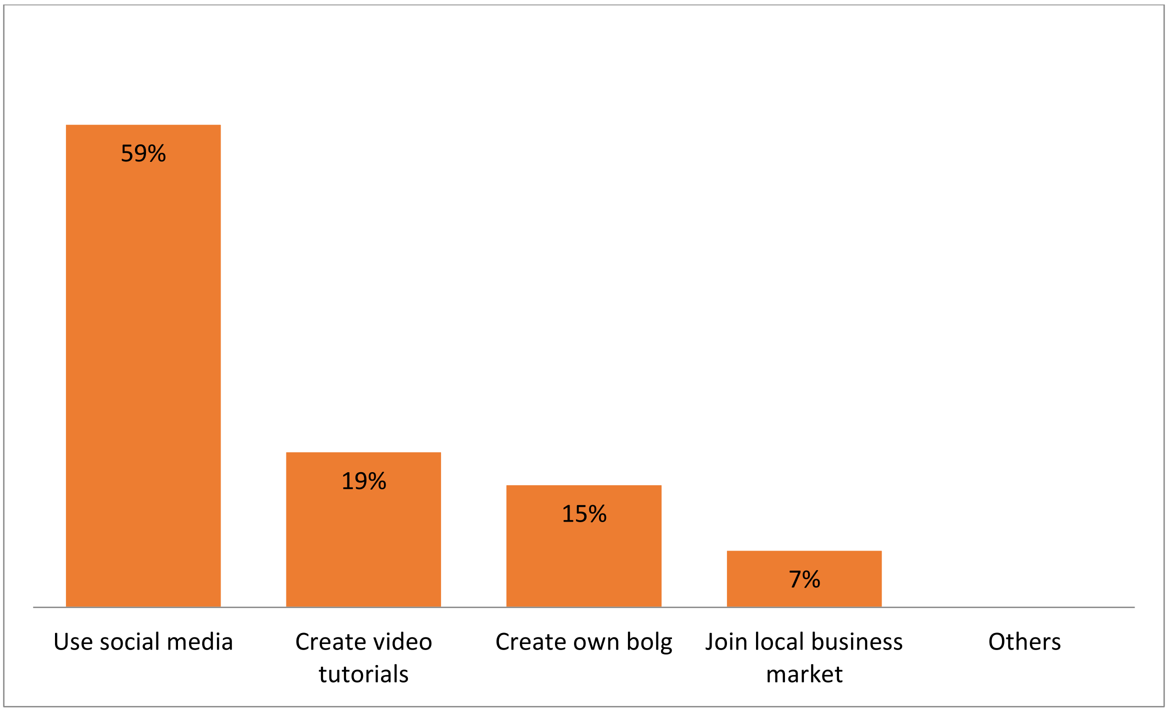


TABLE 3.36

TABLE SHOWING WHETHER YOUNG ENTREPRENEUR TAKE CUSTOMERS NEW IDEAS FOR BUSINESS

S.NO	Particulars	No. of Respondents	Percentage
1	Yes	51	94%
2	No	3	6%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=51/54 x 100 = 94%
2. Percentage=3/54 x 100 = 6%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 94% of young entrepreneurs generate new ideas according to the needs of customers.
- 6% of young entrepreneurs don't generate new ideas according to the needs of customers.

3.36 CHART SHOWING WHETHER YOUNG ENTREPRENEUR TAKE CUSTOMERS NEW IDEAS FOR BUSINESS

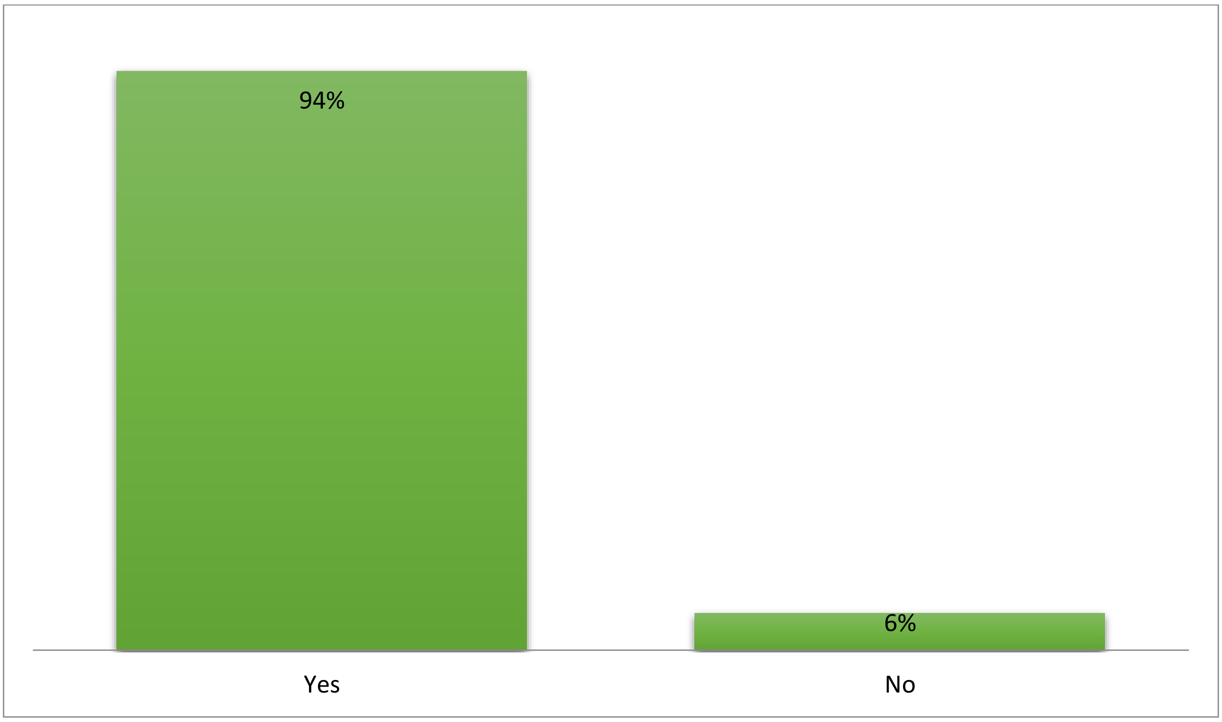


TABLE 3.37

TABLE SHOWING WHETHER YOUNG ENTREPRENEUR IS COMFORTABLE BEING A SOLE PROPRIETOR

S.NO	Particulars	No. of Respondents	Percentage
1	Yes	53	98%
2	No	1	2%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=53/54 x 100 = 98%
2. Percentage=1/54 x 100 = 2%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 98% of young entrepreneurs are comfortable being sole proprietor.
- 2% of young entrepreneurs are not comfortable being sole proprietor.

3.37 CHART SHOWING WHETHER YOUNG ENTREPRENEUR IS COMFORTABLE BEING SOLE PROPRIETOR

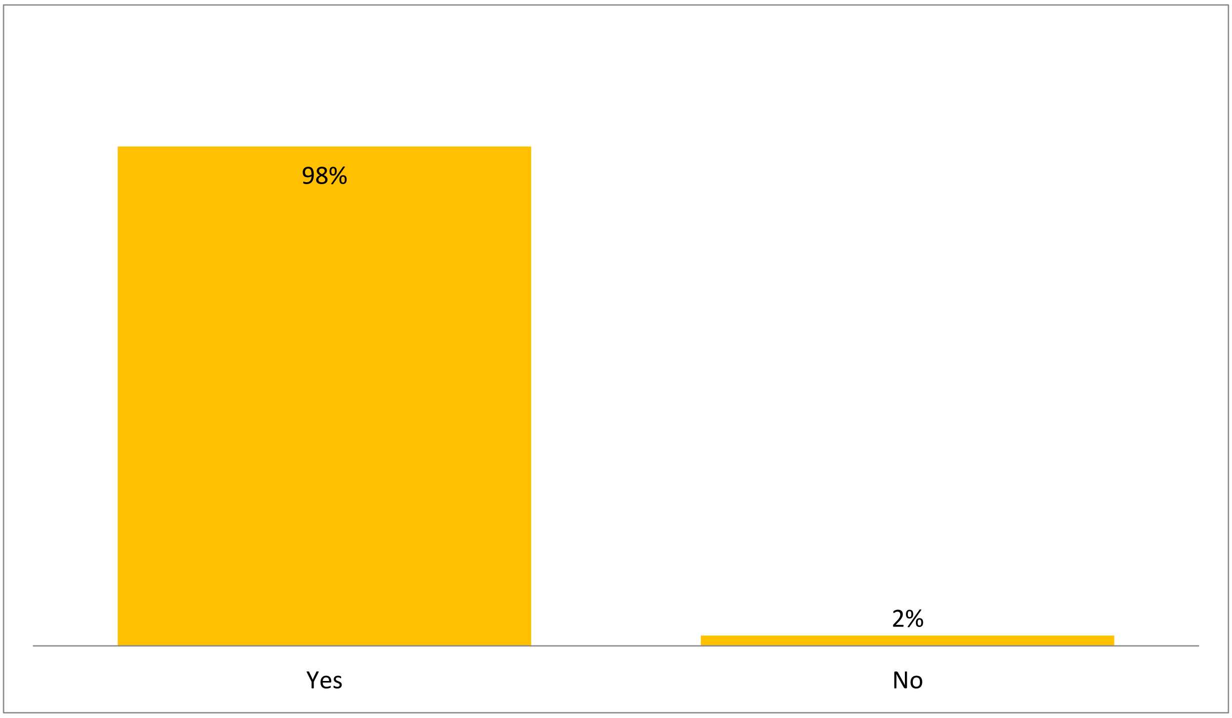


TABLE 3.38

TABLE SHOWING YOUNG ENTREPRENEURS MOULD THEMSELVES TOWARDS NEW TECHNOLOGY

S.NO	Particulars	No. of Respondents	Percentage
1	Agree	32	59%
2	Strongly agree	19	35%
3	Disagree	1	2%
4	Strongly disagree	1	2%
5	Neither agree nor disagree	1	2%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=32/54 x 100 = 59%
2. Percentage=19/54 x 100 = 35%
3. Percentage=1/54 x 100 = 2%
4. Percentage=1/54 x 100 = 2%
5. Percentage=1/54 x 100 = 2%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 59% of young entrepreneurs have agreed that they mould themselves towards new technology.
- 35% of young entrepreneurs have strongly agreed that they mould themselves towards new technology.

- 2% of young entrepreneurs have disagreed to mould themselves towards new technology.
- 2% of young entrepreneurs have strongly disagreed to mould themselves towards new technology.
- 2% of young entrepreneur have neither agreed nor disagreed to mould themselves towards new technology.

3.38 CHART SHOWING YOUNG ENTREPRENEUR MOULD THEMSELVES TOWARDS NEW TECHNOLOGY

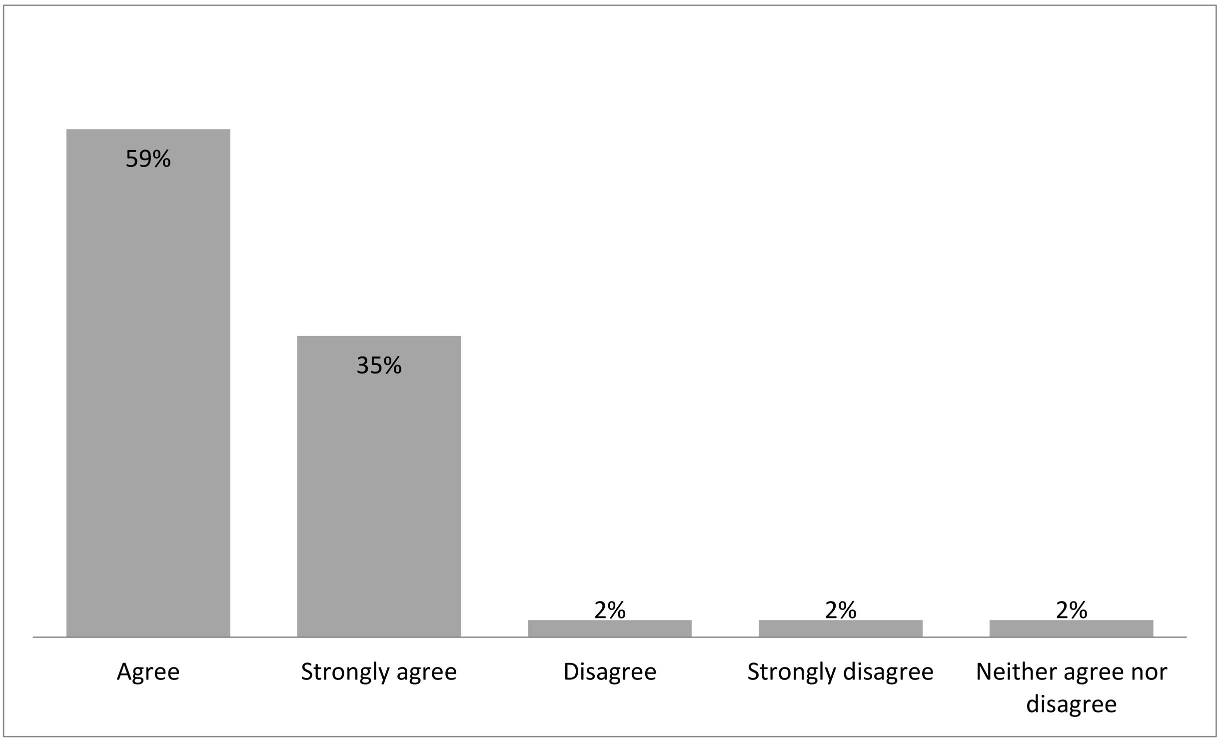


TABLE 3.39

TABLE SHOWING WHETHER CUSTOMERS ARE AWARE OF THEIR BRAND IMAGE

S.NO	Particulars	No.of Respondents	Percentage
1	Yes	47	87%
2	No	7	13%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=47/54 x 100 = 87%
2. Percentage=7/54 x 100 = 13%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 87% of young entrepreneurs says that their customers are aware of their brand image.
- 13% of young entrepreneurs says that the customers do not aware of their brand image.

3.39 CHART SHOWING WHETHER CUSTOMERS ARE AWARE OF THEIR BRAND IMAGE

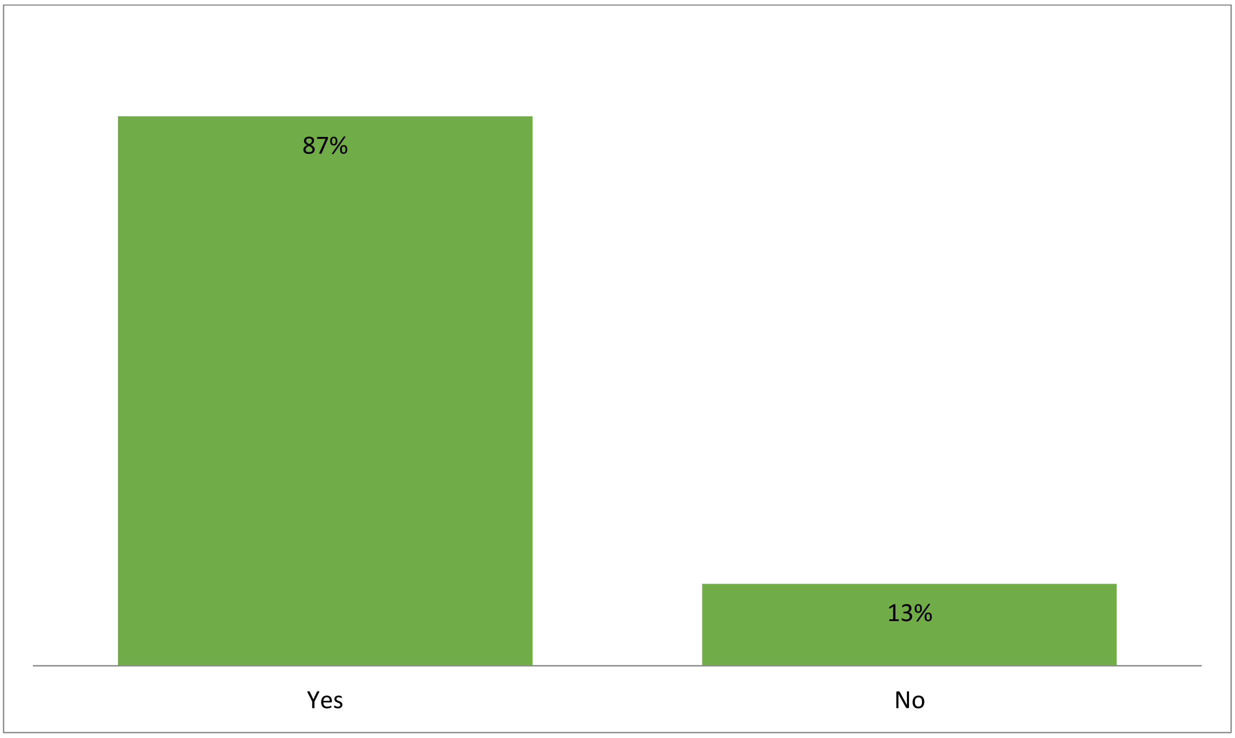


TABLE 3.40

TABLE SHOWING CHANGE INNOVATION ACCORDING TO THE TIME PERIOD IN BUSINESS

S.NO	Particulars	No. of Respondents	Percentage
1	Agree	31	57%
2	Strongly agree	19	35%
3	Disagree	4	8%
4	Strongly disagree	-	-
5	Neither agree nor disagree	-	-

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=31/54 x 100 = 57%
2. Percentage=19/54 x 100 = 35%
3. Percentage=4/54 x 100 = 8%
4. Percentage=0
5. Percentage=0

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 57% of young entrepreneurs agree that they make innovation ideas according to the time period.
- 35% of young entrepreneurs strongly agreed that they make innovation ideas according to the time period.

- 8% of young entrepreneurs disagreed that they make innovation ideas are not according to the time period.

3.40 CHART SHOWING CHANGE INNOVATION ACCORGING TO THE TIME PERIOD

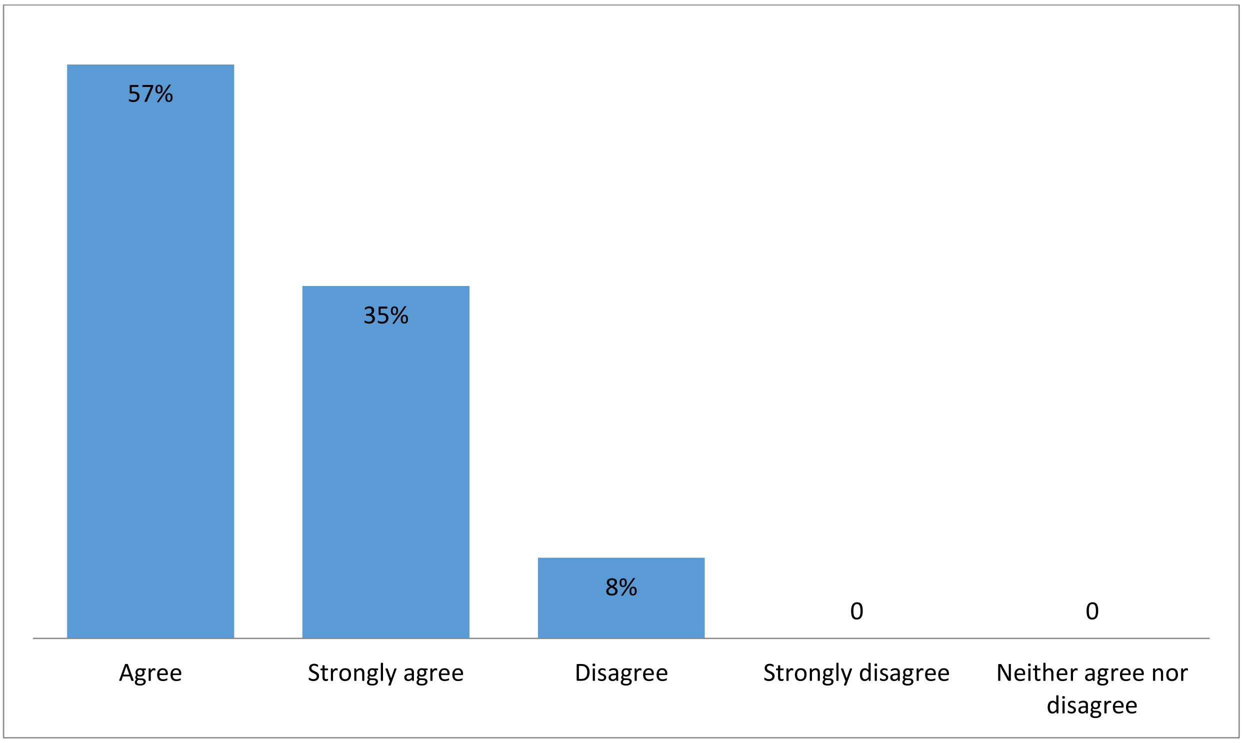


TABLE 3.41

TABLE SHOWING WHETHER INNOVATION IS BASED ON CUSTOMER REVIEW

S.NO	Percentage	No. of Respondents	Percentage
1	Yes	51	94%
2	No	3	6%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=51/54 x 100 = 94%
2. Percentage=3/54 x 100 = 6%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 94% of young entrepreneurs says innovations are based on customers review.
- 6% of young entrepreneurs says innovations are not based on customers review.

3.41 CHART SHOWING WHETHER INNOVATION IS BASED ON CUSTOMER REVIEW

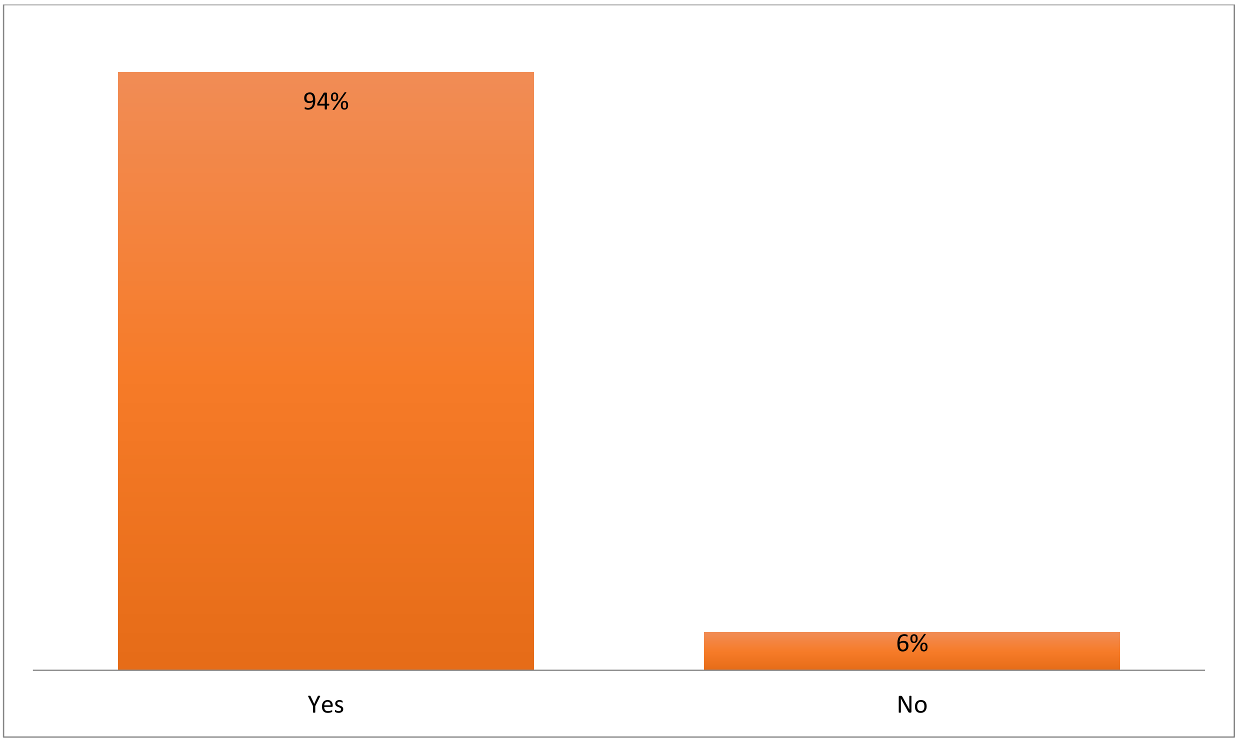


TABLE 3.42

TABLE SHOWING PSYCHOLOGICAL/PERSONAL PROBLEMS OF YOUNG ENTREPRENEURS

Statements	Frequency	Percentage
Health issues	20	37%
Lack of self-confidence	12	22%
Feeling depressed	12	22%
Thoughtful as a women can do nothing along	10	19%
Feeling of superstitious	-	-
Others	-	-

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=20/54 x 100 = 37%
2. Percentage=12/54 x 100 = 22%
3. Percentage=12/54 x 100 = 22%
4. Percentage=19/54 x 100 = 19%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 37% of young entrepreneurs are facing health issues.
- 22% of young entrepreneurs are facing lack of self-confidence.
- 22% of young entrepreneurs are feeling depressed.
- 19% of young entrepreneurs are thinking thoughtful as a women can do nothing along.

3.42 CHART SHOWING PSYCHOLOGICAL/PERSONNAL PROBLEMS OF YOUNG ENTREPRENEURS

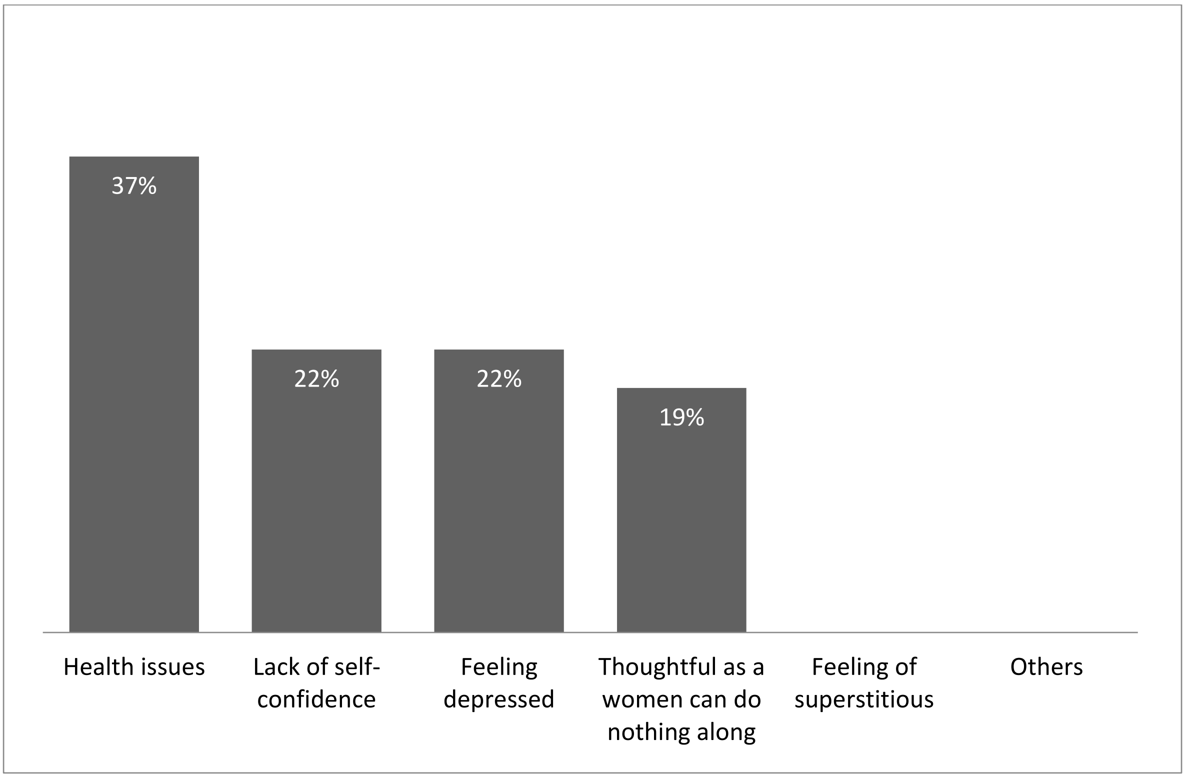


TABLE 3.43

TABLE SHOWING WAYS OF RAISING FUNDS FOR BUSINESS

S.NO	Particulars	No. of Respondents	Percentage
1	Invest by own fund	35	65%
2	Avail crowd funding	4	7%
3	Generate funds from friends and relatives	11	21%
4	Loan from bank	4	7%
5	Others	-	-

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=35/54 x 100 = 65%
2. Percentage=4/54 x 100 = 7%
3. Percentage=11/54 x 100 = 21%
4. Percentage=4/54 x 100 = 7%
5. Percentage=0

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 65% of young entrepreneurs invested their own fund.
- 7% of young entrepreneurs availed crowd funding for venture.
- 21% of young entrepreneurs generated funds from friends and relatives for venture.
- 7% of young entrepreneurs got loan from bank for venture.

3.43 CHART SHOWING WAYS OF RAISING FUNDS FOR BUSINESS

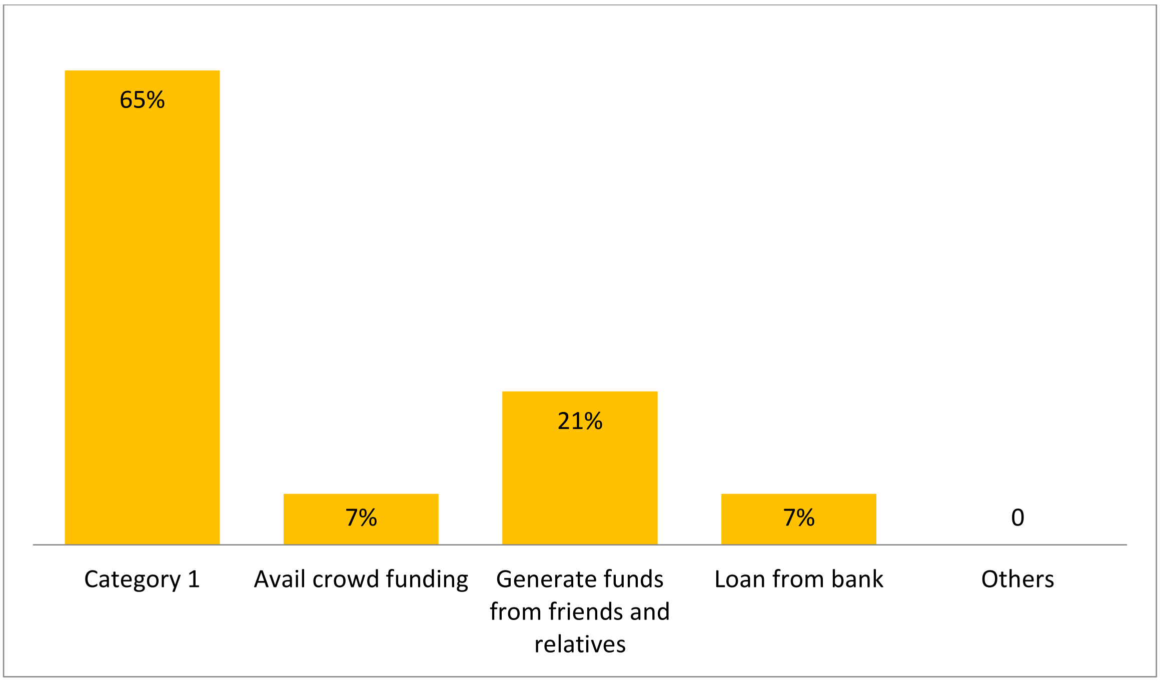


TABLE 3.44

TABLE SHOWING IMPORTANT FACTOR TO BE A SUCCESSFUL ENTREPRENEUR

S.NO	Particulars	No. of Respondents	Percentage
1	Hard work	32	59%
2	Innovation	17	32%
3	Market situation	5	9%
4	Location	-	-

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=32/54 x 100 = 59%
2. Percentage=17/54 x 100 = 32%
3. Percentage=5/54 x 100 = 9%
4. Percentage=0

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 59% of young entrepreneurs says, hard work is the important factor for a successful entrepreneur.
- 32% of young entrepreneurs says, innovation is the important factor for a successful entrepreneur.
- 9% of young entrepreneurs says, market situation is the important factor for a successful entrepreneur.

3.44 CHART SHOWING IMPORTANT FACTOR TO BE A SUCCESSFUL ENTREPRENEUR

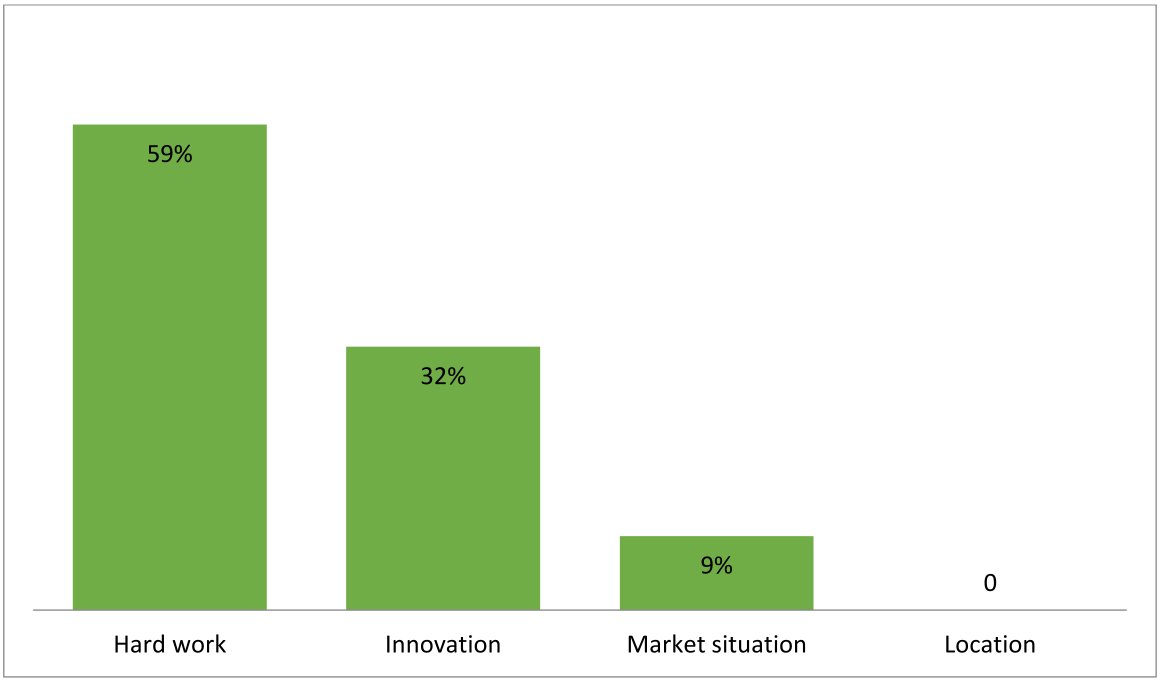


TABLE 3.45

TABLE SHOWING SOCIAL MEDIA PLATFORM FOR BUSINESS

S.NO	Particulars	No. of Respondents	Percentage
1	Yes	49	91%
2	No	5	9%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=49/54 x 100 = 91%
2. Percentage=5/54 x 100 = 9%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 91% of young entrepreneurs are using social media platform to promote business like; Instagram, Facebook, etc.
- 9% of young entrepreneurs are not using social media platform for promotion.

3.45 CHART SHOWING FOR SOCIAL MEDIA PLATFORM FOR BUSINESS

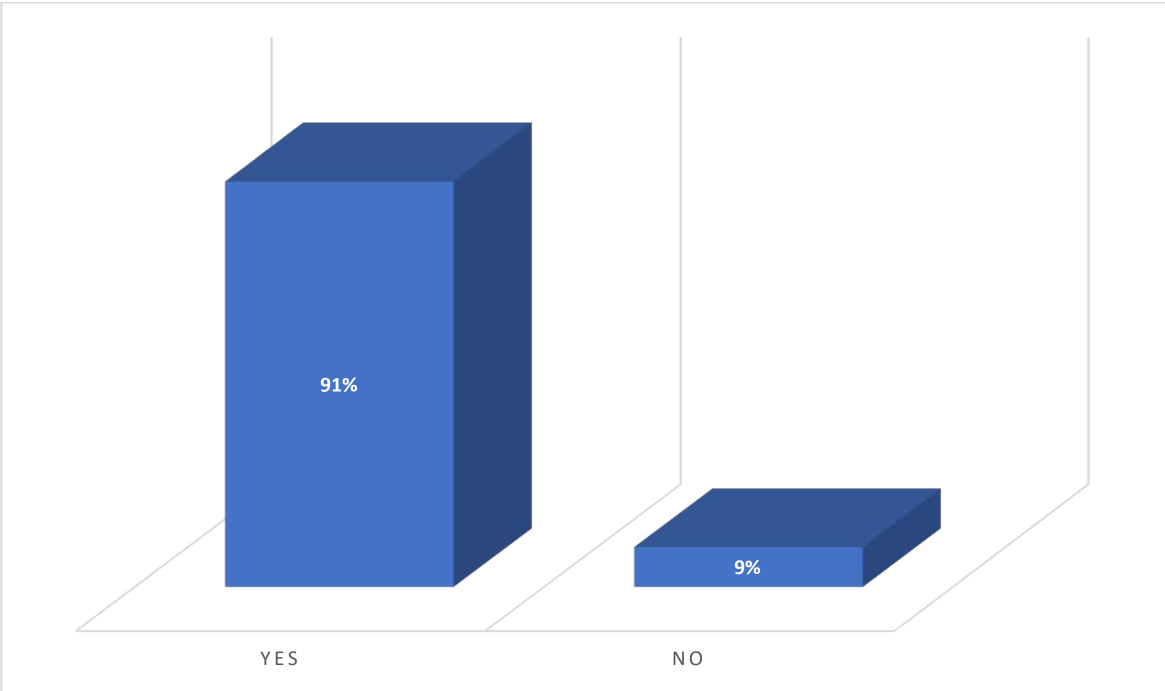


TABLE 3.46

TABLE SHOWING THE INCREASE IN DEMAND OF THEIR BUSINESS

S.NO	Particulars	No. of Respondents	Percentage
1	Quality	16	30%
2	Service	17	32%
3	Customer satisfaction	17	32%
4	Good review	4	6%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=16/54 x 100 = 30%
2. Percentage=17/54 x 100 = 32%
3. Percentage=17/54 x 100 = 32%
4. Percentage=4/54 x 100 = 6%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 30% of young entrepreneurs increase their demand by quality.
- 32% of young entrepreneurs increase their demand by service.
- 32% of young entrepreneurs increase their demand by customer satisfaction.
- 6% of young entrepreneurs increase their demand by good review.

3.46 CHART SHOWING FOR INCREASE IN DEMAND OF THEIR BUSINESS

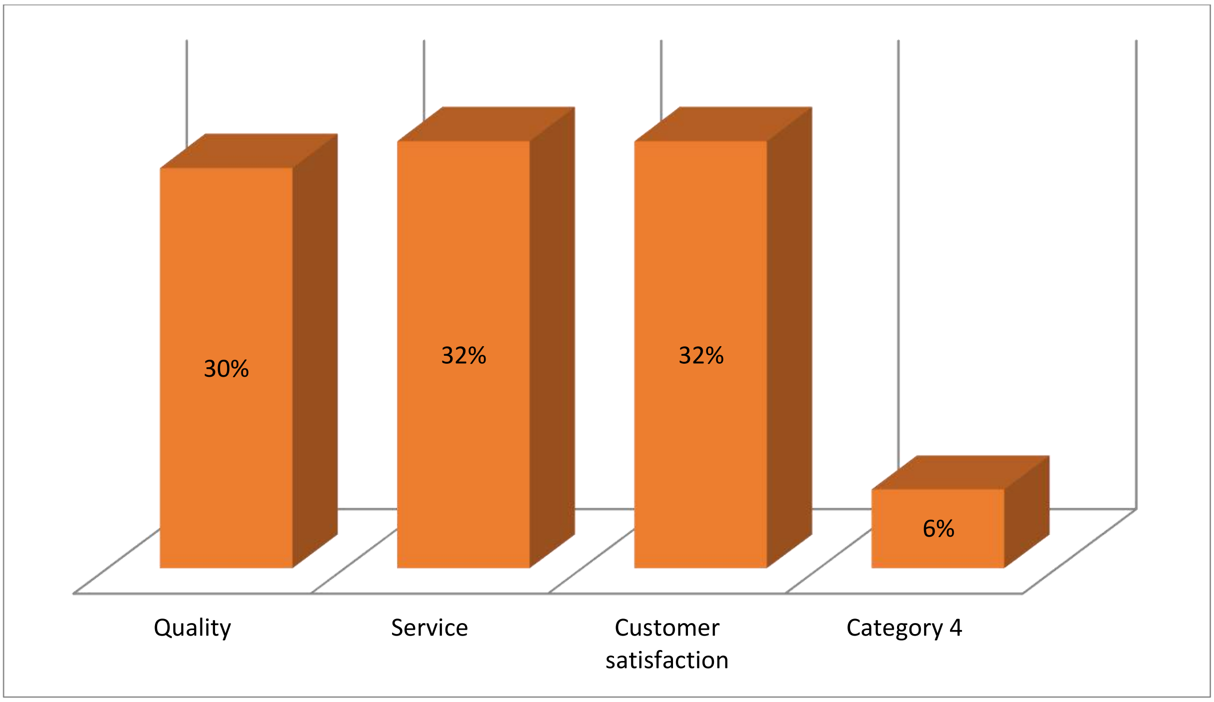


TABLE 3.47

TABLE SHOWING WHETHER ANY LOANS BORROWED FROM ANY OTHER FINANCIAL INSTITUTION

S.NO	Particulars	No. of Respondents	Percentage
1	Yes	31	57%
2	No	23	43%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=31/54 x 100 = 57%
2. Percentage=23/54 x 100 = 43%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 57% of young entrepreneurs have borrowed loans from other financial institution.
- 43% of young entrepreneurs didn’t borrowed any loans.

3.47 CHART SHOWING WHETHER ANY LOANS BORROWED FROM ANY FINANCIAL INSTITUTION

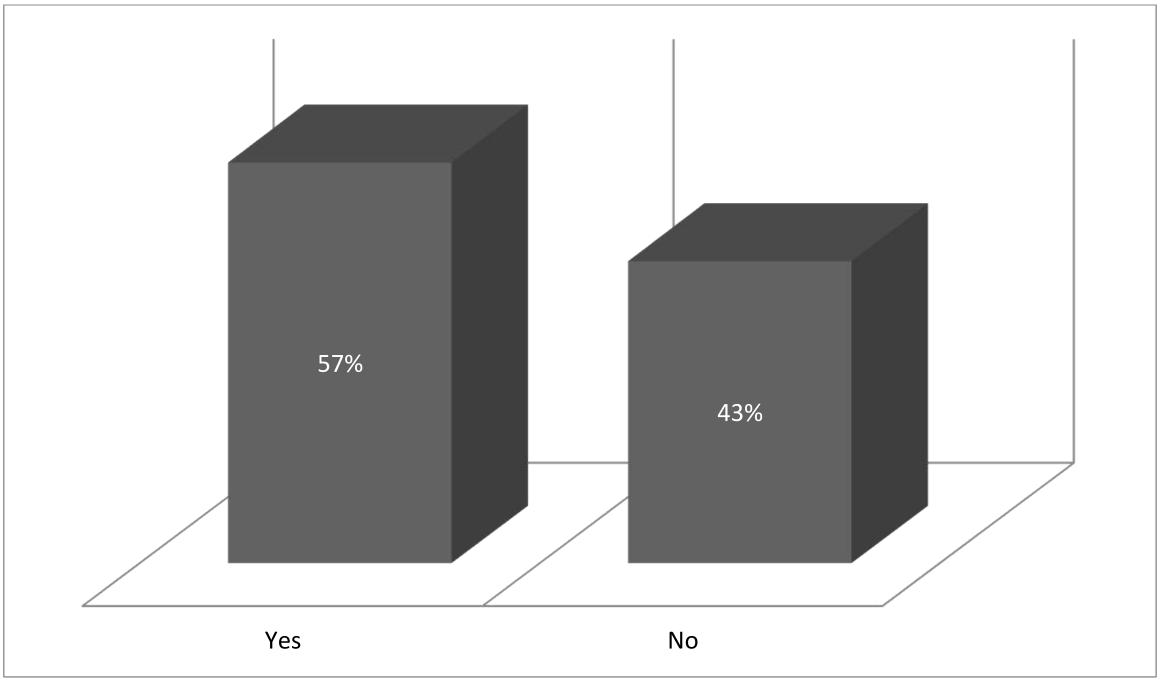


TABLE 3.48

TABLE SHOWING DRIVE TO BECOME AN ENTREPRENEUR

S.NO	Particulars	No.of Respondents	Percentage
1	Money making Aspiration	22	41%
2	To achieve Self-identity	22	41%
3	Social recognition	2	4%
4	To pursue innate passion	8	15%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=22/54 x 100 = 41%
2. Percentage=22/54 x 100 = 41%
3. Percentage=2/54 x 100 = 4%
4. Percentage=8/54 x 100 = 15%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 41% of young entrepreneurs are money making aspiration as a drive to become an entrepreneur.
- 41% of young entrepreneurs drive to achieve self-identity to become an entrepreneur.
- 4% of young entrepreneurs drive social recognition to become an entrepreneur.
- 15% of young entrepreneurs drive to pursue innate passion to become an entrepreneur.

3.48 CHART SHOWING DRIVE TO BECOME AN ENTREPRENEUR

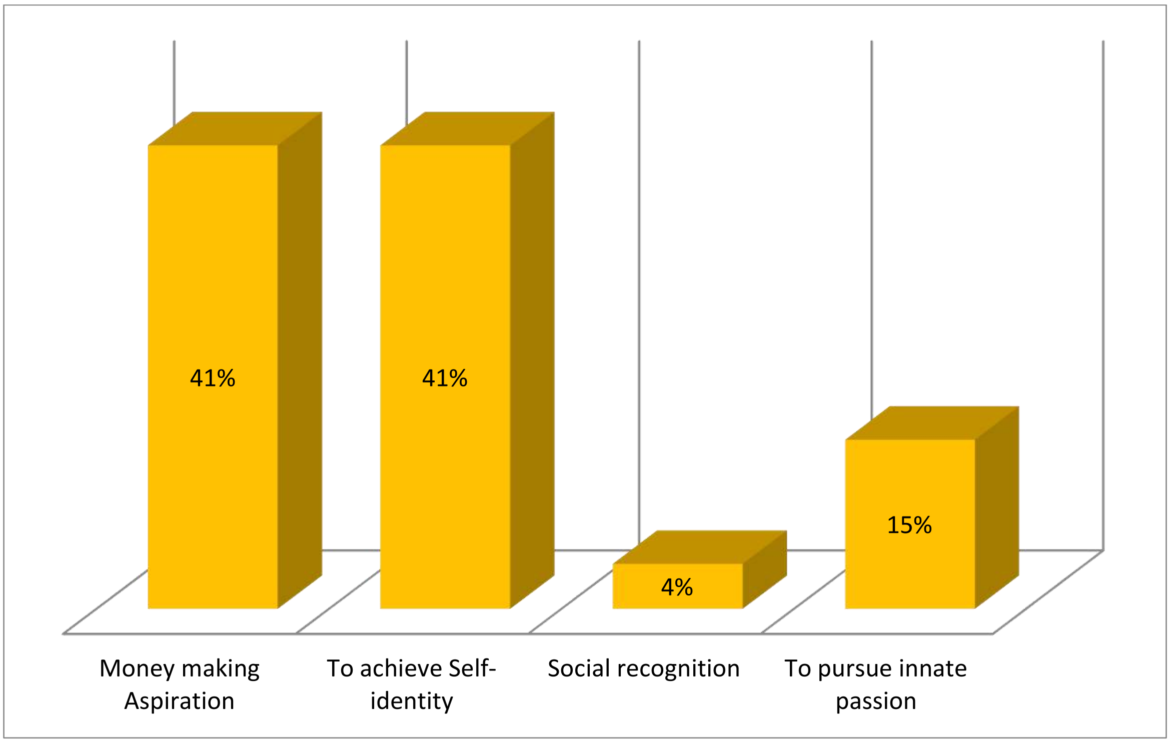


TABLE 3.49

TABLE SHOWING WHETHER EXPERIENCE AN ESSENTIAL FACTOR TO START A BUSINESS

S.NO	Particulars	No. of Respondents	Percentage
1	Yes	44	81%
2	No	10	19%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=44/54 x 100 = 81%
2. Percentage=10/54 x 100 = 19%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 81% of young entrepreneur's essential factor is to start a business with experience.
- 19% of young entrepreneur's essential factor is to start a business without experience.

3.49 CHART SHOWING WHETHER ESSENTIAL FACTOR TO START A BUSINESS IS EXPERIENCE

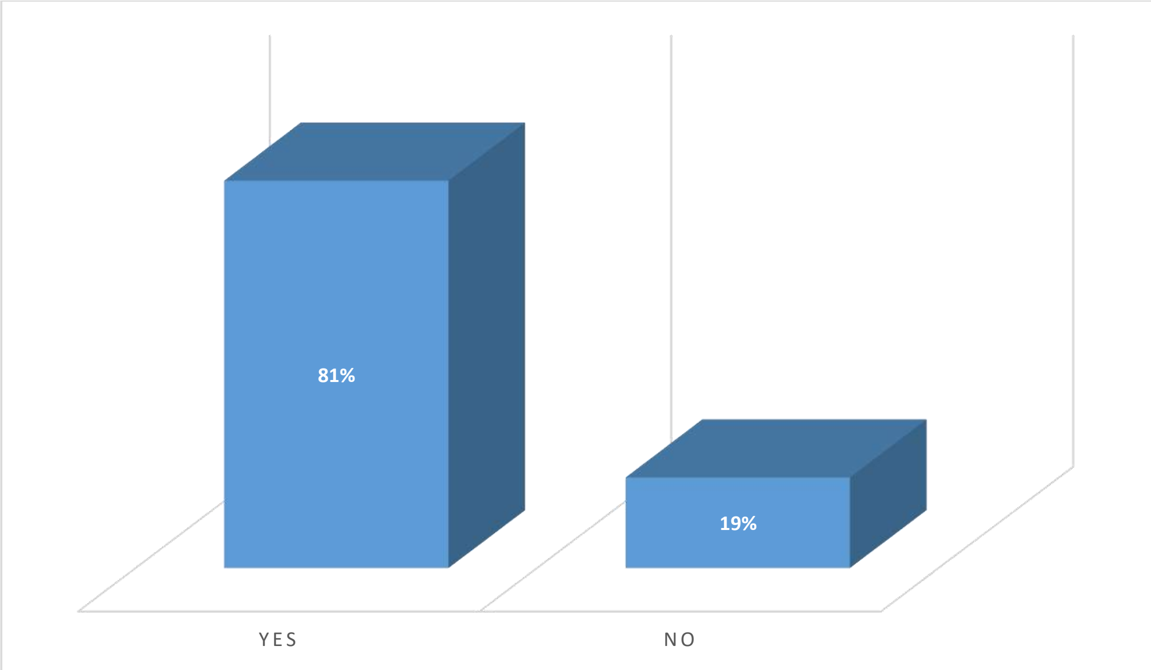


TABLE 3.50

TABLE SHOWING LOCAL VOCABULARY IS ENOUGH TO GROW BUSINESS

S.NO	Particulars	No. of Respondents	Percentage
1	Agree	32	59%
2	Strongly agree	9	17%
3	Disagree	5	10%
4	Strongly disagree	4	7%
5	Neither agree nor disagree	4	7%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=32/54 x 100 = 59%
2. Percentage=9/54 x 100 = 17%
3. Percentage=5/54 x 100 = 10%
4. Percentage=4/54 x 100 = 7%
5. Percentage=4/54 x 100 = 7%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 59% of young entrepreneurs agree that local vocabulary is enough to start a business.
- 17% of young entrepreneurs strongly agree that the local vocabulary is enough to start a business.
- 10% of young entrepreneurs disagree that local vocabulary is not enough to start a business.
- 7% of young entrepreneurs strongly disagree that local vocabulary is not enough to start a business.
- 7% of young entrepreneur cannot say it.

3.50 CHART SHOWING IS LOCAL VOCABULARY IS ESSENTIAL FACTOR TO START A BUSINESS

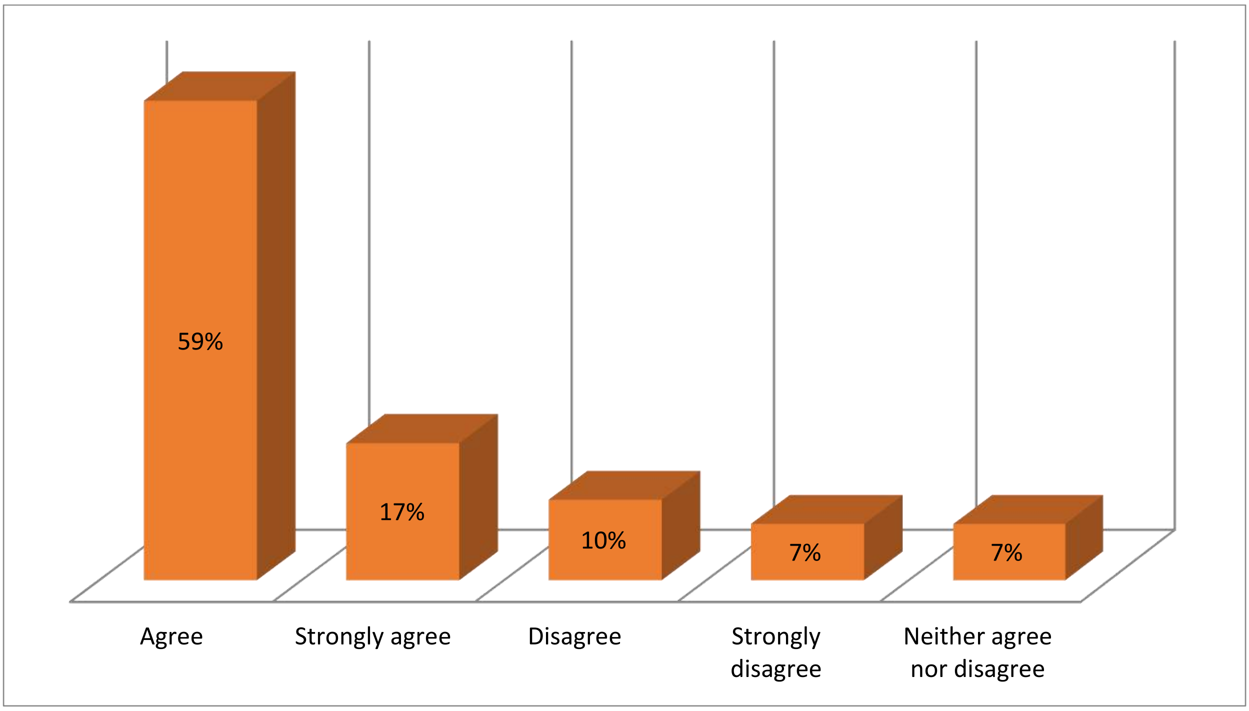


TABLE 3.51

TABLE SHOWING THE COMPETITORS IN BUSINESS

S.NO	Particulars	No. of Respondents	Percentage
1	Corporate company	23	42%
2	Other entrepreneur of same line	20	37%
3	Direct enterprise	6	11%
4	None	5	10%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=23/54 x 100 = 42%
2. Percentage=20/54 x 100 = 37%
3. Percentage=6/54 x 100 = 11%
4. Percentage=5/54 x 100 = 10%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 42% of young entrepreneur’s competitors are corporate company.
- 37% of young entrepreneur’s competitors are other entrepreneur of same line.
- 11% of young entrepreneur’s competitors are direct enterprise.
- 10% of young entrepreneurs have no competitors.

3.51 CHART SHOWING THE COMPETITORS OF BUSINESS

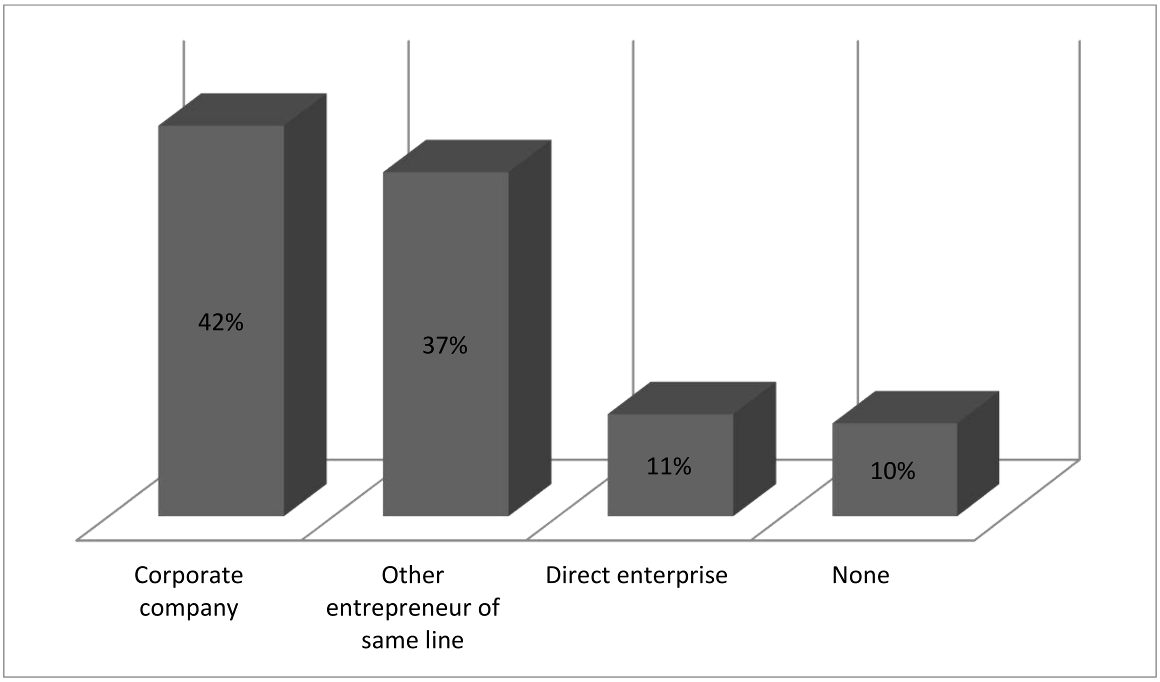


TABLE 3.52

TABLE SHOWING WHETHER CONCEPTUAL KNOWLEDGE IS NEEDED BY AN ENTREPRENEUR TO START A BUSINESS

S.NO	Particulars	No. of Respondents	Percentage
1	Yes	51	94%
2	No	3	6%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=51/54 x 100 = 94%
2. Percentage=3/54 x 100 = 6%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 94% of young entrepreneurs say that conceptual knowledge is necessary to start the business.
- 6% of young entrepreneurs say that conceptual knowledge is not necessary to start the business.

3.52 CHART SHOWING WHETHER CONCEPTUAL KNOWLEDGE IS NEEDED BY AN ENTREPRENEUR TO START A BUSINESS

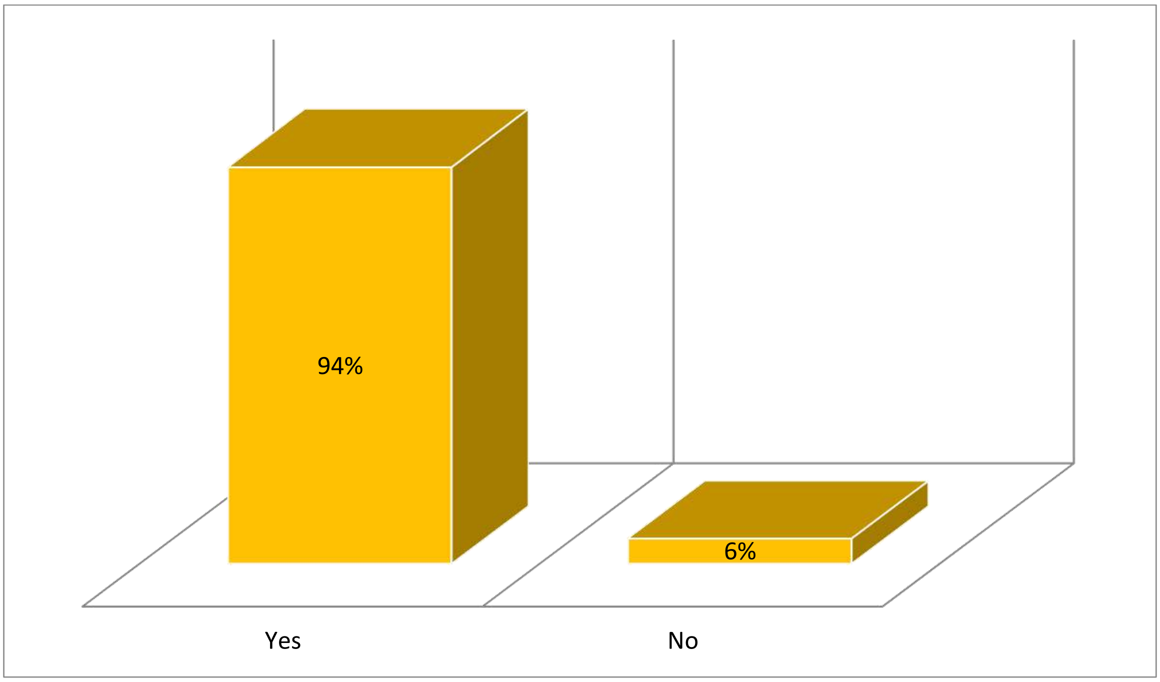


TABLE 3.53

TABLE SHOWING SOCIAL MEDIA PLATFOEM HELPING YOUNG ENTREPRENEUR IN THEIR BUSINESS

S.NO	Particulars	No. of Respondents	Percentage
1	Capacity of accessing information	17	31%
2	Increase communication to customers	25	46%
3	Get more product demand	7	13%
4	Achieved target specifically	5	10%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=17/54 x 100 = 31%
2. Percentage=25/54 x 100 = 46%
3. Percentage=7/54 x 100 = 13%
4. Percentage=5/54 x 100 = 10%

SOURCE: Primary Data

INFERENCE:

The above table shows,

- 31% of young entrepreneurs use social media platform to access the information for business.
- 46% of young entrepreneurs use social media platform to increase communication to customers for business.
- 13% of young entrepreneurs use social media platform to get more product demand for business.

- 10% of young entrepreneurs use social media platform to achieve target specifically for business.

3.53 CHART SHOWING SOCIAL MEDIA PLATFORM HELPING YOUNG ENTREPRENEUR FOR BUSINESS

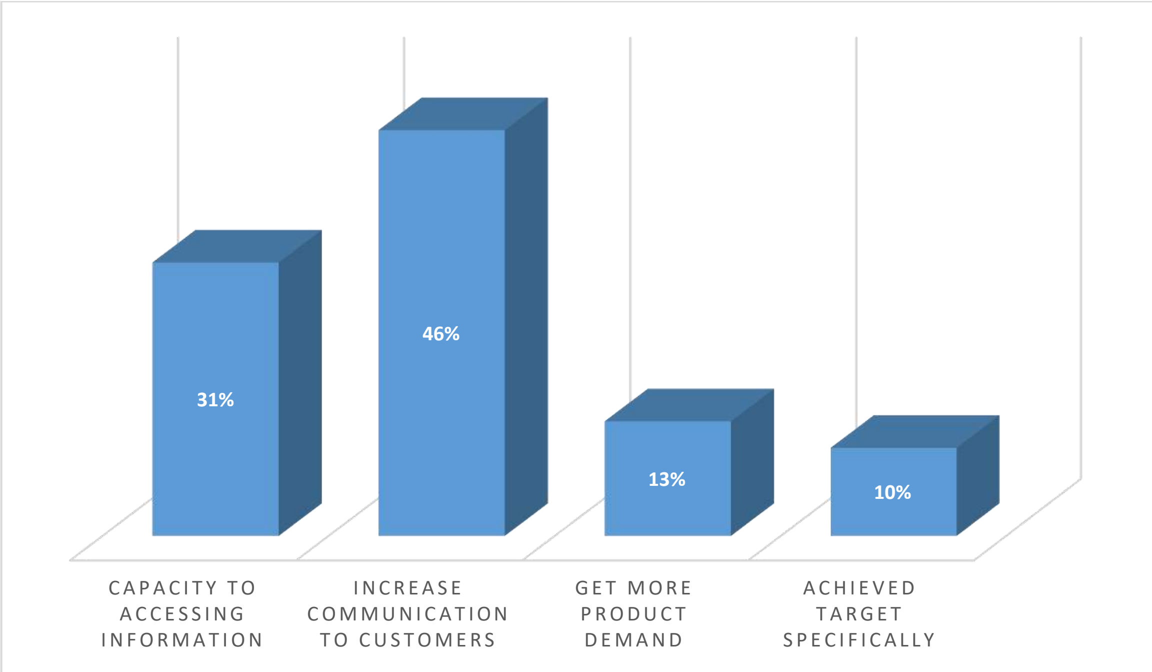


TABLE 3.54

TABLE SHOWING NEW IDEAS FOR YOUR BUSINESS FROM REFERENCE INTERNET

S.NO	Particulars	No. of Respondents	Percentage
1	Agree	32	59%
2	Strongly agree	17	31%
3	Disagree	2	4%
4	Strongly disagree	1	2%
5	Neither agree nor disagree	2	4%

FORMULA:

$$\text{Percentage (\%)} = \frac{\text{No. of Respondents}}{\text{Total number of Respondents}} \times 100$$

CALCULATIONS:

1. Percentage=32/54 x 100 = 59%
2. Percentage=17/54 x 100 = 31%
3. Percentage=2/54 x 100 = 4%
4. Percentage=1/54 x 100 = 2%
5. Percentage=2/54 x 100 = 4%

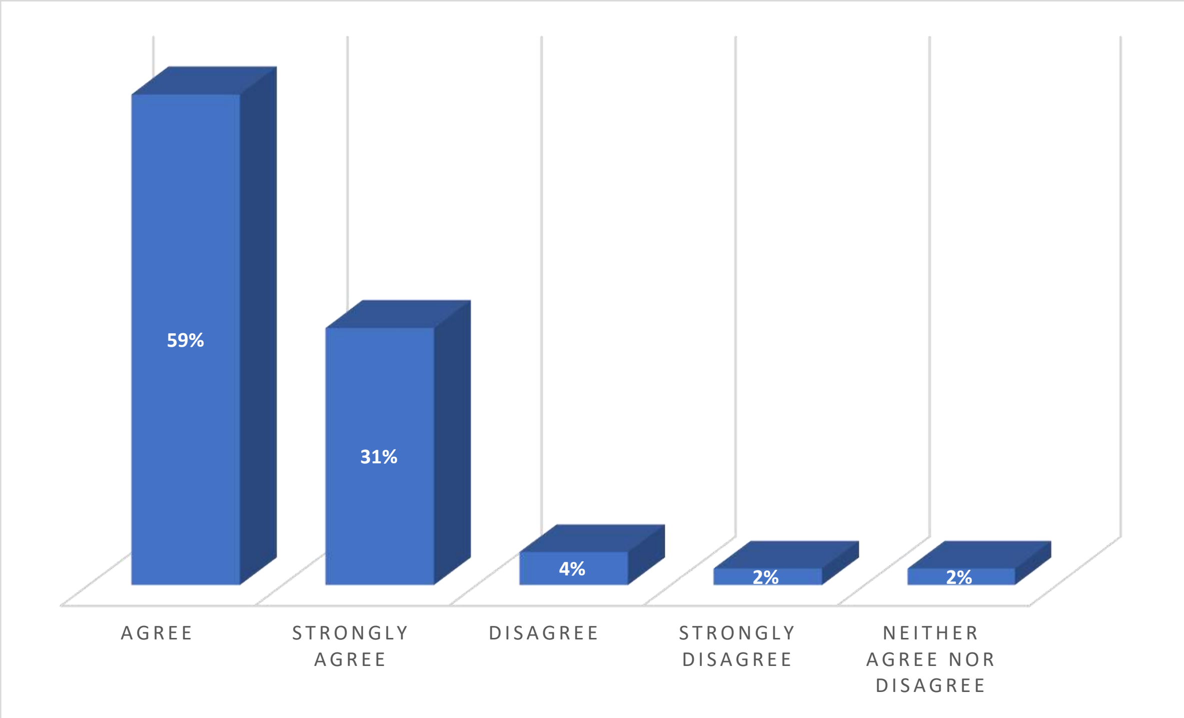
SOURCE: Primary Data

INFERENCE:

The above table shows,

- 59% of young entrepreneurs agree that new ideas are generated by referring the internet for business.
- 31% of young entrepreneurs strongly agree new ideas are generated by referring the internet for business.
- 4% of young entrepreneurs disagree for new ideas through internet for business.
- 2% of young entrepreneurs strongly disagree for new ideas through internet for business.
- 4% of young entrepreneurs cannot say it.

3.54 CHART SHOWINGNEW IDEAS FOR YOUR BUSINESS FROM REFERENCE INTERNET



FINDINGS

1. Majority of respondents (87%) responded that they are graduate.
2. Majority of respondents (63%) responded that they are female.
3. From the study (59%) of the respondent responded that they are married.
4. The study reveals that (33%) of respondents have no dependence in their family.
5. Majority of respondents (35%) responded are at the age of 26-30.
6. The study reveals that (49%) of respondents responded that they are running small enterprises.
7. From the study(48%) of the respondents responded that they have invested around one lakh.
8. Majority of respondent (94%) responded that they are balancing their family life and business life.
9. The study reveals that (37%) respondents had passion to become an entrepreneur.
10. From the study (59%) of the respondents responded that they have registered their business with DIC.
11. Majority of the respondents (83%) responded that they have successful entrepreneurs as their inspiration.
12. The study reveals that (52%) responded that they are generating financial support as their first step in starting a business.
13. From the study (41%) of respondents responded that family situation was the motivating factor to start the business.
14. Majority of the respondents (78%) responded that self-motivation was the factor helped them to be a successful entrepreneur.
15. From the study (35%) of respondents responded that lack of skilled employees and finance as a stress factors.
16. The study reveals that (70%) respondents responded that they face day to day issue in work place.
17. From the study (67%) respondents responded that access of capital as a barrier.
18. Majority of respondents (69%) responded that they are discriminated by their job in society.
19. The study reveals that (50%) of respondents responded that they are high risk takers.
20. Majority of respondents (54%) responded that there is a lack of training opportunities.
21. The study reveals that (67%) of respondents are having 1-5 employees.

22. From the study (52%) of the respondents responded that they are emotionally attached with business.
23. The study reveals that (91%) respondents responded that they have good team spirit in work group.
24. Majority of respondents (54%) responded that they face mental health of employees in work place.
25. From the study (88%) of respondents responded that they are facing tough competition in their business market.
26. The study reveals that (41%) of respondents responded that they give training as a motivating factor.
27. Majority of respondents (89%) responded that they are facing inadequate skills and training as a barrier.
28. The study reveals that (70%) of respondents responded that they use social media platform for their business promotion.
29. Majority of respondents (37%) respondedthat their working hours are 4-5 hours.
30. The study reveals that (96%) of respondents responded that they have good customer base.
31. From the study (59%) of respondents responded that they receive financial support from their family.
32. Majority of respondents (56%) responded that they are very high risk takers.
33. From the study (35%) of the respondents responded that creativity innovation as their essential quality.
34. The study reveals that (89%) of respondents maintain relationship with other successful firms.
35. Majority of respondents (59%) responded that they use social media for marketing strategy.
36. From the study (94%) of the respondents responded that they generate new ideas according to the needs of customers.
37. The study reveals that (98%) of respondents are being comfortable as sole proprietor.
38. Majority of respondents (59%) responded that they mould themselves towards new technology.
39. From the study (87%) of respondents responded that their customers are aware of their brand.

40. The study reveals that (57%) of respondents are making innovations according to the time period.
41. Majority of respondents (94%) responded that innovations are based on customers review.
42. Majority of respondents (37%) responded that they are facing health issues.
43. From the study (65%) of respondents responded that they invested their own fund.
44. The study reveals that (59%) of respondents responded that hard work is the important factor for successful entrepreneur.
45. From the study (91%) of respondents are using social media platform to promote their business.
46. Majority of respondents(32%) responded that they increase their demand by service and customer satisfaction.
47. The study reveals that (57%) of respondents have borrowed loans from other financial institution.
48. From the study (41%) of respondents responded that they drive to become an entrepreneur by money making aspiration.
49. Majority of respondents (81%) responded that experience is an essential factor to start the business.
50. The study reveals that (59%) of respondents responded that local vocabulary is enough to start a business.
51. From the study (42%) of respondents responded that competitors are corporate company.
52. Majority of respondents (94%) responded that conceptual knowledge is necessary to start the business.
53. The study reveals that (46%) of respondents use social media platform to increase communication to customers.
54. From the study (59%) of respondents responded that ideas are generated from reference internet.

SUGGESTIONS

Based on the findings of the study the following suggestions are made by the researchers. The last objective of the study is to given relevant suggestions and conclusion which are listed below.

1. Every young entrepreneur must do SWOT analysis for the welfare of their business.
2. Young entrepreneurs should have patience and positive mind to run their business successfully.
3. As a young entrepreneur they should have personal initiative to motive themselves to become successful and also create impact on the society.
4. Attending training programmes, seminars, workshops and conference by successful young entrepreneurs is very important, it helps them to face the barriers and tackle barriers in their business.
5. Young entrepreneurs should get their business registered with DIC which will help them expand their business in future and help them gain goodwill among customers.
6. Being mentor to the employees helps them face employee related issue.
7. Initiating their business via online will help them to wide their business and also increase their customs.
8. Young entrepreneurs should join hands together support one another, innovate the society in a different way and increase youth power.
9. Collaboration with other entrepreneur can be made to build their business platform.
10. Young entrepreneurs should conduct awareness program about their entrepreneurial business for their own benefit and also too benefiting others by giving an idea.

CONCLUSION

From the overall study young entrepreneur in the Tuticorin Corporation are positive and open minded in their field of business. They are continuously updating their regular activities and building up new innovation ideas in their business.

As said earlier young entrepreneurs are the wheels on which a country can drive its economy.Though entrepreneur face various problems while starting their enterprise they face them enthusiastically.Specifically, the entrepreneurial traits are networked, they are open risk taker observant, visionary open to cultureand outcome oriented, team oriented and proactive.Therefore I conclude by saying that young entrepreneur, talents which where unrecognized and unexplored are now identified for their excellence and enthusiasm in facing their problems.

"EVERY ONE CAN TELL YOU THE RISK,
AN ENTERPRENUER CAN SEE THE REWARD"

A STUDY ON PROBLEMS AND CHALLENGES FACED BY YOUNG ENTREPRENEURS

(With special reference to Young Entrepreneurs in Thoothukudi)

QUESTIONNAIRE

Respected Respondent,

We the Department of Business Administration students of St. Mary's College (Autonomous), Tuticorin undergoing a project on the topic-**"A STUDY ON THE PROBLEMS AND CHALLENGES FACED BY YOUNG ENTREPRENEURS"with special reference to Young Entrepreneurs inThoothukudi,** as a part of academic requirement. Kindly request you to fill the following questions and we assume that information given by you will be used only for academic purpose and will be kept confidential.

I. PERSONAL PROFILE

Name:

Address:

Contact no:

Email-Id:

Personal Income:

Name of the Enterprise: ________________________________.

Year of Establishment: ____________.

Location of your Enterprise: __________________________.

GENERAL INFORMATION

1. Education Qualification:

a) SSLC b) HSC c) Graduate

d) Unemployede) others

2. Gender:

a) Male b) Female c) Transgender

3. Marital Status:

a) Married b) Unmarried c) Widow/Separated

4. How many dependents do you have in your family?

a) None b) One

c) Two d) Three and above

5. Age Group:

a) 16-20b) 21-25

c) 26-30d) 31-35

6. What is the medium of your business:

a) Small Enterprise b) Large Enterprise

c) Medium Enterprise d) Micro Enterprise

7. Mention the Amount invested in the business:

a) Up to 1 lakh b) 1-5 lakhs

c) 10-15 lakhs d) 15&above

8. Is your family life & business life balanced?

a) Yes b) No

9.What made you to become an entrepreneur at the young age?

a) My passion b) Family issues

c) To overcome struggles d) To achieve in young age

If other (Specify) ________________________________

10. Is your business registered with DIC?

a) Yes b) No

11. Is successful entrepreneurs your inspiration?

a) Yes b) No

12. What was your first step in starting an entrepreneurial business?

a) Generated financial support b) Finalized the nature of business

c) Selected the location d) Defined the product

13. What are the factors that motivated you to be an entrepreneur?

a) Family situation b) Childhood passion

c) To generate money d) Success of other entrepreneurs

14. What factors helped you to become successful in your business.

a) Self- motivation b) Employee co-operation c) Inspirational stories

If others mention, __________________________

15. Stress factors at work place

a) Lack of skilled employees b) Finance

c) Tough competition d) Location

16. Is managing of team members a day to day issue in work place?

a) Yes b) No

17. Access of capital is a barrier faced by young entrepreneur?

a) Yes b) No c) Can’t say

18. Do you feel discriminated against your job by the society?

a) Yes b) No

19. Entrepreneurs are generally ________ in your point of view.

a) High risk takers b) Moderate risk takers

c) Problem solver d) Innovative

20. Lack of training opportunities to employees

a) Agree b) Strongly agree c) Disagree

d) Strongly disagree e) Neither agree nor disagree

21. How many employees are being employed in your business activity?

a) 1-5 b) 5-10

c) 11-15 d) More than 15

22. Employees are emotionally attached to your business.

a) Agree b) Strongly agree c) Disagree

d) Strongly disagree e) Neither agree nor disagree

23. Does your work group have good team spirit?

a) Yes b) No

24. Issues regarding mental health of employees are been faced in work place?

a) Agree b) Strongly agree c) Disagree

d) Strongly disagree e) Neither agree nor disagree

25. Are you facing tough competition in your business market?

a) Yes b) No

26. What are the motivating factors given to encourage your employees?

a) Training b) Flexible working hours

c) Bonus d) Awards or Rewards

27. Inadequate skills and training a barrier faced by young entrepreneur?

a) Yes b) No

28. In what ways your business is been promoted?

a) Social media platform b) Newspaper

c) TV advertisements d) Pamphlet

29. Working hours in a day.

a) 4-5 hrs. b) 5-8 hrs.

c) More than 8 hrs. d) Anytime

30. Good customer base is been built for your business?

a) Yes b) No

31. Please choose the following nature of role of family members in helping your business.

a) Financial support b) Moral support c) Care children

d) Management of business e) Work in business

32. What is your opinion about the entrepreneurs risk taking ability in your society?

a) Very high b) High

c) Low d) No risk

33. From your point of view what are the essential qualities of an entrepreneur.

Qualities	**Agree**	**Strongly Agree**	**Disagree**	**Strongly disagree**	**Neither agree nor disagree**
Creativity innovation					
Flexibility					
Leadership quality					

Strong with power					

34. Does your firms maintain relationship with other successful firms in your field?

a) Yes b) No

35. What are the marketing strategy used in your business?

a) Use social media b) Create video tutorials

c) Create own blog d) Join local business networks

e) If others (Specify) ______________________________

36. By knowing the needs of customer whether new ideas for your business is been generated?

a) Yes b) No

37. Do you feel comfortable being a sole proprietor of your business?

a) Yes b) No

38. Young entrepreneurs are moulding themselves towards new technology.

a) Agree b) Strongly agree c) Disagree

d) Strongly disagree e) Neither agree nor disagree

39. Are your customers aware of your brand image?

a) Yes b) No

40. Innovation ideas are to be changed according to the time period?

a) Agree b) Strongly agree c) Disagree

d) Strongly disagree e) Neither agree nor disagree

41. Is your innovation is based on the customer review?

a) Yes b) No

42. What are the psychological/personal problems that affect your business?

S.N	Statements	Rank
1	Health issues	
2	Lack of self confidence	
3	Feeling depressed	
4	Thoughtful as a women can do nothing along	
5	Feeling of superstitious	
6	If others(Specify) ______________________________	

43. How did you raise your funding for your venture?

a) Invest by own fund b) Avail crowd funding

c) Generate funds from friends and relatives d) Loan from bank

e) If other (Specify) __________________________

44. From your point of view what is the important factor to be a successful entrepreneur?

a) Hard work b) Innovation

c) Market situation d) Location

45. Do you have any social media platform?

a) Yes b) No

If yes mention,

☐ What's app

☐ Instagram

☐ Facebook

☐ Others

46. What can increase the demand for your business?

a) Quality b) Service

c) Customer satisfaction d) Good review

47. Have you borrowed any loans from any other financial institution?

a) Yes b) No

48. Mention your drive to becoming an entrepreneur?

a) Money making aspiration b) To achieve self-identity

c) Social recognition d) to pursue innate passion

49. Is experience an essential factor to start a business.

a) Yes b) No

50. Local vocabulary is enough to grow your business.

a) Agree b) Strongly agree c) Disagree

d) Strongly disagree e) Neither agree nor disagree

51. Who are the competitors in your business?

a) Corporate company b) Other entrepreneur of same line

c) Direct enterprise d) None

52. Do you think an entrepreneur should have conceptual knowledge to start an entrepreneurial business?

a) Yes b) No

53. How is social media platform helping young entrepreneurs in their business?

a) Capacity of accessing information b) Increase communication to customers

c) Get more product demand d) Achieved target specifically

54. New ideas for your business is been generated from referring internet.

a) Agree b) Strongly agree c) Disagree

d) Strongly disagree e) Neither agree nor disagree

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- Be a Young Entrepreneur – Adam Sutherland
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A STUDY ON EMPLOYEES SATISFACTION

(WITH SPECIAL REFERENCE TO DIAMOND SEA FOOD EXPORTS, THOOTHUKUDI)

A Project submitted to

St. Mary's College (Autonomous), Thoothukudi.

affiliated to

MANONMANIAM SUNDARANAR UNIVERSITY

in partial fulfilment of the requirements

for the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted

By

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Thoothukudi-628001

March - 2021

DECLARATION:

We hereby declare that the project entitled, **"A STUDY ON EMPLOYEES SATISFACTION (WITH SPECIAL REFERENCE TO DIAMOND SEA FOOD EXPORTS, THOOTHUKUDI)"** submitted for the B.B.A degree is our original work and the project has not formed the basis for the award of any degree, diploma, fellowship or any other similar titles.

Place: Thoothukudi

Date: 08/04/2021

Signature of the candidate

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M. Yogalakshmi

CERTIFICATE

This is to certify that this project work entitled. **"A Study on Employees satisfaction (With Special Reference to Diamond Sea Food Exports, Thoothukudi)"** is submitted to **St. Mary's College (Autonomous), Thoothukudi** affiliated to **MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI** in partial fulfilment for the award of degree of **Bachelor of Business Administration** and is a work done during the year 2020 - 2021 by the following students.

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DIAMOND SEAFOOD EXPORTS

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TO WHOM SO EVER IT MAY CONCERN

This is to certify that below listed students from **ST.MARY'S COLLEGE (AUTONOMOUS) TUTICORIN** were attended the **"TRAINING STUDY ON EMPLOYEE SATISFACTION"** from 01.03.2021 to 06.03.2021 with special reference to **DIAMOND SEA FOOD GROUP OF COMPANIES**.

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FOR DIAMOND SEAFOOD EXPORTS

E. JEHAN
PRODUCTION MANAGER

CHAPTERIZATION

CHAPTER NUMBER	TITLE	PAGE NUMBER
I	Introduction	1
II	Company's profile	17
III	Analysis and Interpretation	24
IV	Findings	87
V	Conclusion	91
Annexure-I	Questionnaire	92
Annexure-II	Bibliography	97

LIST OF TABLES

TABLE NUMBER	TITLE	PAGE NUMBER
3.1	Gender of the Employees	26
3.2	Age of the Employees	28
3.3	Marital Status of the Employees	30
3.4	Education of the Employees	32
3.5	Working Experience of the Employees	34
3.6	Working Hours of the Employees Per Day	36
3.7	Wages of the Employees	38
3.8	Overall Satisfaction of the Employees	40
3.9	Factors deciding the Promotion for the Employees based on their job	42
3.10	Various types of Bonus Schemes	44
3.11	Provision of Medical Check-up at the Work place	46
3.12	Technology Facilities in the company	48
3.13	Expression of the Employees Grievance at the Work place	50
3.14	Retirement Benefits of the Employees	52

LIST OF TABLES

TABLE NUMBER	TITLE	PAGE NUMBER
3.15	Training at the Organization	54
3.16	Working Environment of the Organization	56
3.17	Proper Training Arrangement	58
3.18	Job Security of the Employees	60
3.19	Performance Evaluation of the Employees	62
3.20	Personal Growth of the Employees	64
3.21	Job Anxiety at the Work place	66
3.22	Good Accommodation Facilities of the Employees	68
3.23	Proper Communication Flow at the Work place	70
3.24	Retirement Policies of the company	72
3.25	Good Promotion Policy for the Employees	74
3.26	Safety Measures provided by the company	76
3.27	Fringe Benefits of the company	78
3.28	Consideration of Suggestions of the Employees	80
3.29	Acknowledge Responsibility of the Employees	82
3.30	Importance in balancing Work-Life of the Employees	84
3.31	Factors that Motivate the Employees to Work	86

LIST OF CHARTS

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3.1	Gender of the Employees	27
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3.7	Wages of the Employees	39
3.8	Overall Satisfaction of the Employees	41
3.9	Factors deciding the Promotion for the Employees based on their job	43
3.10	Various types of Bonus Schemes	45
3.11	Provision of Medical Check-up at the Work place	47
3.12	Technology Facilities in the company	49
3.13	Expression of the Employees Grievance at the Work place	51
3.14	Retirement Benefits of the Employees	53

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3.20	Personal Growth of the Employees	65
3.21	Job Anxiety at the Work place	67
3.22	Good Accommodation Facilities of the Employees	69
3.23	Proper Communication Flow at the Work place	71
3.24	Retirement Policies of the company	73
3.25	Good Promotion Policy for the Employees	75
3.26	Safety Measures provided by the company	77
3.27	Fringe Benefits of the company	79
3.28	Consideration of Suggestions of the Employees	81
3.29	Acknowledge Responsibility of the Employees	83
3.30	Importance in balancing Work-Life of the Employees	85
3.31	Factors that Motivate the Employees to Work	87


Introduction

1.1.2 HUMAN RESOURCE MANAGEMENT

1.1.2.1 Meaning:

Human Resource management (HRM) is essential for businesses of all sizes. If you are looking for basic information about Human resource management, you've come to the basics of Human Resource we will go over the basics of human resource management.

A Human resource is one person within a company's overall workforce, with each person lending their skills and talents to the organization to help it succeed. Any person willing to trade their labour, knowledge, or time for compensation in an effort to improve the organization is a human resource. It doesn't matter if they're part-time, full-time, freelance, or contract employees.

Human resources is the set of people who make up the workforce of an organization, business sector, industry, or economy. A narrower concept is human capital, the knowledge and skills which the individuals command. Similar terms include manpower, labour, personnel, associates or simply.

1.1.2.2 Definition:

Human resources (HR) is the division of a business that is charged with finding, screening, recruiting, and training job applicants, as well as administering employee-benefit programs. HR plays a key role in helping companies deal with a fast-changing business environment and a greater demand for quality employees in the 21st century.

John R. Commons, an American institutional economist, first coined the term "human resource" in his book "The Distribution of Wealth," published in 1893. However, it was not until the 19th century that HR departments were formerly developed and tasked with addressing misunderstandings between employees and their employers.

1.1.2.3 Human Resource on the basis of Employee Satisfaction:

Employee satisfaction is a broad term used by the HR industry to describe how satisfied or content employees are with elements like their jobs, their employee experience, and the organizations they work for.

Employee satisfaction is one key metric that can help determine the overall health of an organization, which is why many organizations employ regular surveys to measure employee satisfaction and track satisfaction trends over time. A high satisfaction level indicates that employees are happy with how their employer treats them.

Often, employee satisfaction is used interchangeably with employee engagement. While, satisfaction is important for retention, is not necessarily a predictor of performance. Ideally, satisfaction occurs as a result of both material factors like compensation and benefits as well as less-tangible elements like engagement, recognition, and strong leadership.

1.2 Employee Satisfaction:

Employee satisfaction is that the nomenclature accustomed describe whether or non-worker's area unit happy; contended and fulfilling their wishes and wishes at work. Several lives support that worker satisfaction may be a think about worker satisfaction may be a measure of however happy works area unit with their job and dealing atmosphere. during this paper varied variables chargeable for worker satisfaction has been mentioned like Organization development factors, Job security factors, work task factors, policies of compensation and profit issue and opportunities that provide satisfaction to worker like promotion and career development conjointly has been delineated.

1.2.1 Meaning:

Employee satisfaction is the term used to describe whether employee is happy and fulfilling their desires and needs at work. Many measures purport that employee satisfaction is a factor in employee motivation, employee goal achievement, coast saving, customer satisfaction, employee productivity, positive employee morale and more in the work place.

This has resulted in the formulation of multiple definitions for the concept 'employee satisfaction'. In essence they all mean the same thing, namely the feeling of well-being that a person experiences through his work. This wellbeing is a positive emotional state that the employee experiences as a result of his feelings about his work and/or the organisation. How an employee evaluates his well-being is dependent on the frame of reference he consciously or unconsciously applies. In order to be satisfied about the work it is important the employee can work well.

An employee can experience different levels of satisfaction in relation to the different dimensions. The dimensions of satisfaction can be represented as a tree structure. Judging a certain dimension negatively does not mean that everything will be negatively judged. In satisfaction studies the following organisational dimensions are standard. Of course, within these dimensions' further elaboration is possible.

An employee can be dissatisfied with his salary but satisfied with his working conditions and colleagues. If this employee, consciously or unconsciously, attaches more value to working conditions and colleagues than to salary, then in general he will be satisfied.

1.2.2 Definition:

According to Moyes Shao & Newsome (2008) the employee satisfaction may be described as how pleased an employee is with his or her position of employment. employee satisfaction is a comprehensive term that comprise job satisfaction of employees and their satisfaction overall with company's policies, company environment etc.

According to Bhatti & Qureshi (2007) "Employee satisfaction is a measure of how happy worker are with their job and working environment." It is sure the there may be many factors affecting the organisational effectiveness and one of them is the employee satisfaction.

1.2.3 Signification of Employee Satisfaction:

- **To create conditions:**

Main basic Objective of motivation in which people to create conditions in which people are willing to work with zeal, initiative, interest and enthusiasm with a high moral satisfaction personal as well as group. Motivation, as well create feeling or responsibility and loyalty

- **To stimulate Employee Growth:**

Motivational techniques are utilized to stimulate employee growth. Clarence Francis rightly said that "You can buy a man's time, you can buy a man's physical presence at a measured number of skilled muscular motions per hour to day, but you cannot buy enthusiasm, you cannot buy initiative, you can't buy loyalty, you cannot buy devotion of hearts, minds and soul. You have to earn these things". Motivation helps management in winning those that cannot be bought. Managers believe that motivation is one the most important factor in managing human resources today.

- **To Achieve Organization Goals:**

Predetermined objectives and goals of any organization can be achieved by will full as well as efficient work by the workforce. Motivation only, expected standard and efficiency. It therefore is a basic duty of every manager to motivate his subordinates for the attainment of predetermined organizational goals and objectives.

- **For Job Satisfaction:**

Higher motivation leads to job satisfaction of worker which can reduce absenteeism, turnover, and labour unrest.

- **For Better Industrial Relation:**

If managements successful in understanding the movies or needs of the workers and provides an environment in which appropriate incentives are available for their need satisfaction, it leads to better industrial relations between management and workers. It also will increase efficiency and effectiveness of the organization.
Motivation will also foster team spirit among the workers and increase their loyalty to the organization.

1.2.4 Scope of Employee Satisfaction:

- Employee satisfaction is the level of contentment a person feels regarding his or her job. This feeling is mainly based on an individual's perception of satisfaction. Employee satisfaction can be influenced by a person's ability to complete required tasks, the level of communication in an organization, and the way management treats employees.
- Many organizations face challenges in accurately measuring employee satisfaction in work place, as the definition of satisfaction can differ among various people within an organization. However, most organizations realize that workers' level of employee satisfaction can impact their job performance, and thus determining metrics is crucial to creating stronger efficiency.
- Despite widespread belief to the contrary, studies have shown that high-performing employees do not feel satisfied with their job simply as a result of to high-level titles or increased pay. This lack of correlation is a significant concern for organizations, since studies also reveal that the implementation of positive HR practices results in financial gain for the organizations.
- The cost of employees is quite high, and creating satisfaction relevant to the return on this investment is paramount. Positive work environments and increased shareholder value are directly related.
- The study is helpful to the organization for identifying the area of dissatisfaction of the employee. It is helpful to identify the employee level of satisfaction towards motivation.
- Some factors of employee satisfaction may rank as more important than others, depending on each worker's needs and personal and professional goals.
- To create a benchmark for measuring and ultimately creating employee satisfaction, managers in an organization can employ proven test methods such as the Job Descriptive Index (JDI) or the Minnesota Satisfaction Questionnaire (MSQ). These assessments help management define employees' satisfaction objectively.

1.2.5 Importance of Employee Satisfaction:

- Employee satisfaction is of utmost importance for workers to stay happy and conjointly deliver their bounds.
- Employees got to be aroused towards their work and keenness comes only staff are glad with their job and organization on the total.

- Employee satisfaction results in a positive atmosphere at the geographical point. individuals rarely crib or complain and concentrate additional on their work.
- The 1st good thing about employee satisfaction is that people hardly think about feat their current jobs.
- Employee attrition is one among the main issues baby-faced by organizations. holding gifted staff positively offers organization a grip over competitors because the staff contribute additional effectively than new joiners. Moreover, no new individual likes to affix a corporation that encompasses a high worker rate. staff United Nations agency don't seem to be glad with their jobs usually sully their organization and conjointly warn friends and acquaintances to affix an equivalent.
- Employees' satisfaction is important to confirm higher revenues for the organization. No quantity of trainings or motivation would facilitate, unless and till people develop a sense of attachment and loyalty towards their organization.
- Satisfied staff tend to regulate additional and handle pressure with ease as compared to annoyed ones.

1.2.6 Factors affecting Employees Satisfaction

- **Appreciation for your work:**

Appreciation usually means that "recognition and pleasure of the great qualities of somebody or one thing. within the geographical point, appreciation is as easy as spoken communication "thank you" for employment well done, for finishing a project quickly, or for coming back to a gathering ready and previous time.

- **Good relationship with colleagues:**

According to Herzberg's theory (1966) the opposite of employees' satisfaction is not employees' dissatisfaction but no employees' satisfaction at all. Relationship with colleagues could be a terribly broad conception and also the following analysis focuses on relationship with peers. Relationship with peers on its own cannot result in employee satisfaction.

- **Good work life balance:**

Psychologists outline life balance as a division of energy between the various aspects of somebody's life, particularly family, friends and work. Job satisfaction generally will increase with improved life balance, that successively will increase worker loyalty, ability and productivity.

- **Good relationship with superiors:**

The superior and worker relationship is vital to company productivity. A relationship that's designed on trust and understanding will create the worker and manager additional economical. A poor relationship that lacks cohesiveness can dampen productivity and may result in high rates of turnover

- **Company's monetary stability:**

During a shell, monetary stability is basically concerning having the ability to hide all of your business' necessary expenses without concern concerning wherever the money to try and do therefore can return from. In alternative words, it is a feeling of security in your monetary scenario.

- **Learning and career development:**

Career development is that the method of selecting a career, up your skills, and advancing on a career path. it is a long method of learning and decision-making that brings you nearer to your ideal job, skillset, and style.

- **Job security:**

Job security, typically measured exploitation the perceived risk of job loss within the close to future, could be an important determinant of job satisfaction. It posits that the impact job security has on job satisfaction isn't solely an operate of however doubtless it's that an employee loses employment.

- **Attractive mounted salary:**

A hard and fast remuneration implies that each worker is paid the precise same remuneration and equity as others that make up their pay tier. Tiers are determined by years of expertise and title. for instance, all analysts are paid precisely the same, all administrators are paid identical, all executives are paid identical, and so on.

- **In essence, your Company values:**

Company values are the beliefs, philosophies, and principles that drive your business. They impact the worker expertise you deliver similarly because the relationship you develop along with your customers, partners, and shareholders.

- **Interesting job content:**

Employees satisfaction refers to a person's feeling of satisfaction on the duty, that acts as a motivation to figure. it's not the complacence, happiness or self-contentment however the satisfaction on the duty. Employees satisfaction relates to the full relationship between a private and also the leader that he's paid. Satisfaction means that the straightforward feeling of attainment of any goal or objective. Worker's discontentedness brings associate absence of motivation at work.

1.2.7 Factors responsible for the growing importance of Employees satisfaction:

- **Union pressures:**

  Trade unions these days, are much more aggressive in safeguarding the interests of the employee. They strive hard to get fair remuneration and better conditions of service for the working class.

- **Increase in education level:**

  The level of education of the employee, these days, is quite high. As a result, they expect better pay and service conditions. If they find the working environment not conducive, they don't hesitate to leave their jobs as they are confident of finding better jobs.

- **Increase in job aspirations of employee:**

  The present-day employee is also assertive in the matter of choosing their career path. They don't accept stagnation in their career path. They look for career advancement at every stage and aspire to move to higher positions.

- **Increase in legislative measures:**

  A number of laws have been enacted to safeguard the interests of the working class. The Minimum Wages Act, The Equal Remuneration act, The Employee Provident Fund Act, The Trade Unions Act, the payment of Gratuity Act are a few examples.

- **Growing importance of the concept of human resource development:**

  The concept of HRD gets greater focus these days. The very fact that the Government of India has created a separate Ministry called the Ministry if Human

Resource Development to work for the progress of the human resource of the country proves this point.

- **Greater awareness among employee:**

In the view reasons mentioned above the awareness among the employee has considerably increased. The employee is now sure of what they want and do not give any scope for anyone to exploit them.

1.3 Objectives of the study:

Primary objectives:

- To study about the employees' satisfaction in DSF company, Thoothukudi.

Secondary Objectives:

- To measure the job satisfaction level of the employees.
- To study the employee's working environment.
- To know the importance of work life balance in employee satisfaction.
- To identify the factors which motivates the employees.
- To study the organization culture and its policies.

1.4 Need of the study:

The purpose of the study is to get an idea about the Employees Satisfaction among employees in DSF company, Thoothukudi. This study helps to understand the importance of employees work life balance, working environment, features that encourages the employees to work and the retirement benefits of the employees. The research will be helpful in considering how the organization culture and its policies help the employees to attain the job satisfaction in their work life.

1.5 Scope of the study

The study was done at Diamond Sea Food Exports, Thoothukudi. The company is associated with sea food manufacturing. The study aims to understand the employees' satisfaction in diamond Sea Food Exports, Thoothukudi. It follows job satisfaction of the employees, working environment of the organization, features which initiate the employees to work, characterizing how the employees balancing their work life, to know about the company's fringe benefits like promotion, compensation, safety measures of the employees, retirement benefits, performance evaluation of the employees. This study aims at examine Employee Satisfaction of employees at work and fringe benefit provided by the organization.

1.6 Study on Limitation of Employees Satisfaction:

- During the study on survey there is a lack of time to collect information about the worker.
- Due to the unpleasant odour and room temperature the study on survey takes much time to gather data from a single employee.
- According to the organization norms the employees are not allowed to discuss during their work hours, it makes delay in completing the survey earlier.
- At survey, some employees are not well responded and interactive.

1.7 Research Methodology:

1.7.1 Meaning:

Research Methodology is the systematic way to solve the research problem. It gives an idea about various steps adopted by the researcher in a systematic manner. The research method of the study explains the systematic way of finding to the predominant objective. This provides the clear path to accomplish and achieve clear solution for the problem stated.

Research in common parlance refers to a search for knowledge. Once can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. The Advanced Learner's Dictionary of

Current English lays down the meaning of research as "a careful investigation or inquiry specially through search for new facts in any branch of knowledge."

Research is, thus, an original contribution to the existing stock of knowledge making for its advancement. It is the persuit of truth with the help of study, observation, comparison and experiment. In short, the search for knowledge through objective and systematic method of finding solution to a problem is research.

The systematic approach concerning generalisation and the formulation of a theory is also research. As such the term 'research' refers to the systematic method consisting of enunciating the problem, formulating a hypothesis, collecting the facts or data, analysing the facts and reaching certain conclusions either in the form of solutions(s) towards the concerned problem or in certain generalisations for some theoretical formulation.

1.7.2 Definition:

D. Slesinger and M. Stephenson in the Encyclopaedia of Social Sciences define research as "the manipulation of things, concepts or symbols for the purpose of generalising to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art."

According to Clifford Woody research comprises defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organising and evaluating data; making deductions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

Redman and Mory define research as a "systematized effort to gain new knowledge." Some people consider research as a movement, a movement from the known to the unknown. It is actually a voyage of discovery.

1.7.3 Research design:

A research design is considered as the frame work or plan for a study that guides as well as helps the data collection and analysis of data. The research design in this project is descriptive in nature. The formidable problem that follows the task of defining the research problem is the preparation of the design of the research project, popularly known as the "research design".

Decisions regarding what, where, when, how much, by what means concerning an inquiry or a research study constitute a research design. "A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure."

In fact, the research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. As such the design includes an outline of what the researcher will do from writing the hypothesis and its operational implications to the final analysis of data.

1.7.4 Sampling design:

- **Population:**

  The total population of Diamond Sea Food Exports company has 120 employees.

- **Sample Size:**

  From the total number of population in the company, the study of sample size was collected from 100 employees.

- **Sample area:**

  The research was conducted at Diamond Sea Food Exports company, Thoothukudi.

- **Sampling procedure:**

  The research was made by the survey in accordance to the convenience of the employees. The sampling technique used was convenience sampling.

1.7.5 Method of Data collection

- Primary data
- Secondary data

Primary Data:

The primary data are the data are collected fresh and for the first time and thus happen to be original. The Primary Data is collected by questionnaire was handed over to the company employees and the purpose of the study was explained to them and details were collected.

Secondary Data:

The secondary data are collected from the company records, journals, internet and books.

1.8 Tools for Analysis

After the data have been collected it has to be analysed; the data obtained from the questionnaire is consolidated. Tabulation obtained should be analysed with the statistical techniques and tools so that interpretation would be precise. After interpreting the results, suitable suggestions are given.

The statistical tools used for analysing the data collected are,

- Simple percentage analysis
- Rank analysis
- Bar diagram
- Pie-charts

Simple Percentage Analysis:

It refers to a special kind of rates; percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

i. Percentage Analysis = $\dfrac{\textbf{No. of respondents}}{\textbf{Total no of respondents}} \times 100$

Rank Analysis:

It is the one-way analysis of variance by ranks. It is a non-parametric method for testing whether samples originate from the same distribution. It is used for comparing more than two samples that are independent, or not related.

Bar Diagram:

A bar graph (diagram) is a pictorial representation of the data by a series of bars or rectangles of uniform width standing on the same horizontal (or vertical) base line with equal spacing between the bars. Each rectangle or bar represents only one numerical value of the data.

Pie-Chart:

A Pie Chart is a type of graph that displays data in a circular graph. The pieces of the graph are proportional to the fraction of the whole in each category. In other words, each slice of the pie is relative to the size of that category in the group as a whole. The entire "pie" represents 100 percent of a whole, while the pie "slices" represent portions of the whole.

1.9 Literature Review:

1. According to Nancy C Morse (1997)"satisfaction refers to the level of fulfilment of one's needs, wants and desire. Satisfaction depends basically upon what an individual want. from the world and what he gets."

2. According to Kurt Matzner, Birgit Renzl employee satisfaction is considered to be one of the most important diverse of quality customer satisfaction and productivity. We argue that interpersonal trust (trust in management and trust in peers) strongly influences employee's satisfaction and as a consequence, employee's loyalty. The results of the statistical analysis using structural equation modelling with partial least squares (PLS) confirm a strong link between trust employee satisfaction and employee loyalty.

3. According to James K Harter Based on 7,939 business units in 36 companies this study used meta-analysis to examine the relationship at the business- unit level between employee's satisfaction- engagement and business unit outcome of customer satisfaction productivity, profit, employee turnover and accidents. Generalizable relationships large enough to have

substantial practical value were found between unit - level employee's satisfaction - engagement and these business - unit outcomes. One implication is that changes in management practices that increase employee satisfaction may increase business- unit outcomes including profit.

4. According to Alam Sagar Employee satisfaction is the terminology used to describe whether employees are happy contended and fulfilling their desires and need at work. Many measures support that employee satisfaction is a factor in employee motivation, employee morale in the work place. Basically employee satisfaction is a measure of how happy workers are with their job and working environment

5. Parsoon and Chaturuedi (2016) have demonstrated employee's satisfaction. As per the research it is defined as the acknowledgment of doing the job with full dedication and hard work. It has been found that the level of employee's satisfaction leads to determine the overall performance of an organization.

6. Alotaibi (2016) suggested that employees need to be provided prospective services as they have the power to mobilize the employers. To deal effectively with the upcoming situation. It has been defined as useful to demonstrate the pre-reform snapshot. The level of employee's satisfaction depends on the type of employment provided to the employees of various sectors.

7. Mar chard and Perham (2017) have evaluated that the overall level of employee satisfaction redefined among the workers and employees. Furthermore, there is evidence that the relative wages help in defining a higher level. It has been also defined that the overall level of employee satisfaction of workers depends upon the sector to which an organization belongs.

8. Yu and Wright (2016) have analysed that the workers belonging to a lower level of works are more likely to be un satisfied with the work. In this about 20%of machinery operators, drivers, sales workers and labourers have a low level of employee satisfaction. Along with the employee satisfaction level in an individual industry has been evaluated.

9. Sinclair (2017) defined that occupation based over personal care service workers and community have a higher level of employee satisfaction. These sectors include worker's or employees from aged care sectors childcare sector's. Emergency services travel worker and other sectors. If has seen evaluated that 35% of these employees are highly satisfied with their works and 32% of employees belonging to administrative and clerical sectors are satisfied with their works.

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CHAPTER – 2

COMPANY'S PROFILE

2.1 History of DSF:

Founded in 1976 by Mr. Devanesam, the Diamond seafood (DSF) Group based in Tuticorin is primarily engaged in the processing and exports of marine products, comprising shrimps, crab, squid, cuttlefish and other fish. Aquaculture shrimp export contribute to bulk of the group's seafood exports business. The group also has a smaller presence in other segments of the marine products value chain- seed development at hatcheries and aquaculture. The group is presently managed by the four sons of Mr. D. Sathiyanathan, Mr. D. Durai raj, and Mr. D. Anbazhaagan. The group also has a shopping mall-cum- hotel in Tuticorin under the name DSF Grand plazas private limited.

2.2 Motto:

To seek, to strive, to strike and not to yield is the motto of company. The company marches and aspires to capture the principal position in the export of sea foods in India.

2.3 Vision:

"To be globally respected corporation that deliver best- in- class of quality seafood brand to the people and to be recognized leaders and industry source for seafood business."

2.4 Mission:

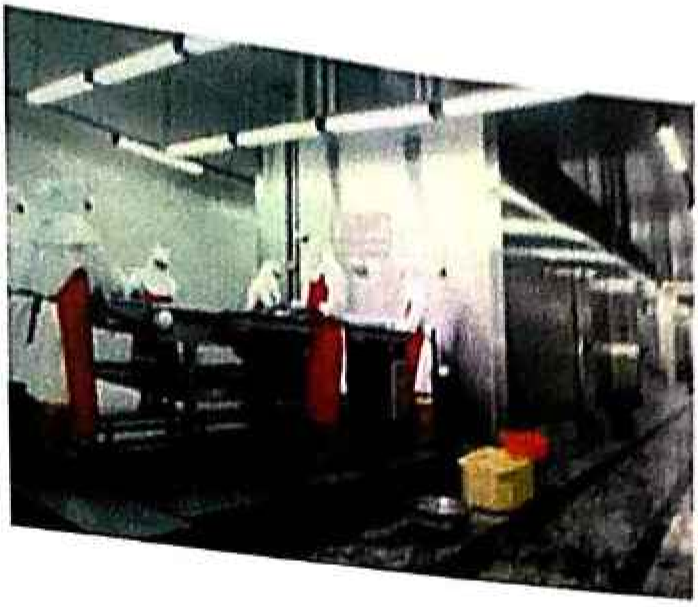
"To serve our customer by providing quality seafood service in worldwide vendor and society at large."

2.5 Products of DSF:

Devanesam the DSF group based in Tuticorin is primary engaged in the processing and exports of marine products, comprising of shrimp, crab, squid, cuttlefish and other fish. Since inception, the group has expanded its operations.

2.6 Quality of product:

- DSF are" fanatics for freshness" and quality so much so, that DSF built our own state-of- the art fish processing plant and food safety laboratory. But most fish don't even make the cut into the quality control centre, a BRC- certified grade AA facility. Our search for the best begins every morning on the docks.
- DSF look for cold- water fish that is either "top of catch" or caught from day boat operators.



- After finding only the freshest fish, DSF then test it to make sure it's up to our quality standards. Our industry – leading laboratory runs a boatload of scientific tests, but a few are particularly noteworthy.
- All managers are certified internal auditors, beyond standard manufacturing requirements.
- Most of our fish cutters have over 20 years of experience, so each filet is handled with great care.
- DSF perform allergen testing on equipment to ensure there's no cross- contact.
- DSF make our own ice and they independently test both our water supply and the ice itself for purity.
- DSF track the temperature of the product all along the route to ensure safety.

2.7 Company's Objectives:

Supply chain oversight- people, product and process. By oversight DSF mean the action of overseeing something that includes supervision, surveillance, inspection, charge, care, government direction and control.

- Provide standard of conduct for all person involved in the fisheries sector.
- Promote research on fisheries as well as on associated ecosystems and relevant environmental factor.
- Establish the principle and criteria for the elaboration and implementation notional policies for responsible conservation of fisheries resources management and development.
- Promote production of living aquatic resources and their environment and control areas.

2.8 Strategy of DSF:

Focus on illegal, unreported and unregulated Fishing because DSF believe that social and environmental issue are closely linked to IUU.

2.9 Scope of DSF:

The nearly Rs 6,000 crore marine export sector has passed through a bad patch and things have slowly stared looking up. One advantage was the growth of exports to the US where the market was for value-added products. Exports to Japan which mainly comprised of bulk raw material dropped.

The last fiscal saw a 11.5 per cent drop in exports in dollar terms. While the previous fiscal ended March 31 saw export earning only worth $1,253 million. In rupee terms, the fall from Rs: 6,444 core to Rs:5957 crore accentuated for a drop of 7.6 per cent.

2.10 Number of the employee:

The study was conducted on the following division of Employees segmented in Diamond Sea Food Export for the undergoing process

Total No of employees =120

JOB POSITION	NO.OF EMPLOYEES
Peeling Section	25
Grade Section	25
Storing Section	25
Uploading Section	25
Export Section	20

2.11 Quality control:

The water used for processing the marine products are treated with Ultra Violet disinfection system. Pressure activated carbon filter ensures clear filtered and odourless water. The raw material and finished products are subjected to stringent quality control measure for which the company has an in- house laboratory. To achieve this goal, the group implements HACCPA system. It is performed and recorded effectively. The Group follows National/ International Hygienic practices to give the guarantee for the quality of their products.

The group has 60 insulated vehicles for transporting the marine products from various landing centre to the processing plants.

The Effluent Treatment plant teats the processed waste water efficiently and disposes the recycled water to the factory's garden which provides lush Green surroundings.

2.12 Exports:

DSF group of companies has every growing global market share in the Export of Sea Foods Raw, Block Frozen as IQF in consumer in bulk Packs of Tropical Marine Products.

2.13 Achievements:

2.13.1 National Productivity Award:

NPC productivity Award received by Mr.D.Paulpandi, M.D., Group companies from Hon'ble president of India, Shri. K.R.Narayanan, Hon'ble Union Minister for Industries, Shri, Murasoli Maran Govt. of India for the year 1995 – 96 for its best Productivity performance in Marine & Seafood processing.

NPC Productivity Award received by Mr. D. Durairaj, M.D., Group companies from Hon'ble Vice President of India, Shri. Krishna Kanth, Hon'ble Union Minister for industries, Shri, Murasoli Maran Govt. of India for the year 1997 – 98 for its best productivity performance in Marine & Seafood processing.

NPC Productivity Award received by Mr. D. Anbalagan, Director, Group companies from Hon'ble Vice President of India, Shri. Krishna Kanth, Hon'ble Union Minister for industries, Shri, Murasoli Maran Govt. of India for the year 1998-99 for its best productivity performance in Marine & Seafood Processing.

NPC Productivity Award received by Mr.D.Paulpandi, M.D., Group Companies from Mr.Subod Khan Sahay, the Minister for Food Processing, Government of India for the year 2003-04 for its best productivity performance in Marine & Seafood processing.

2.13.2 Best Exporter Award:

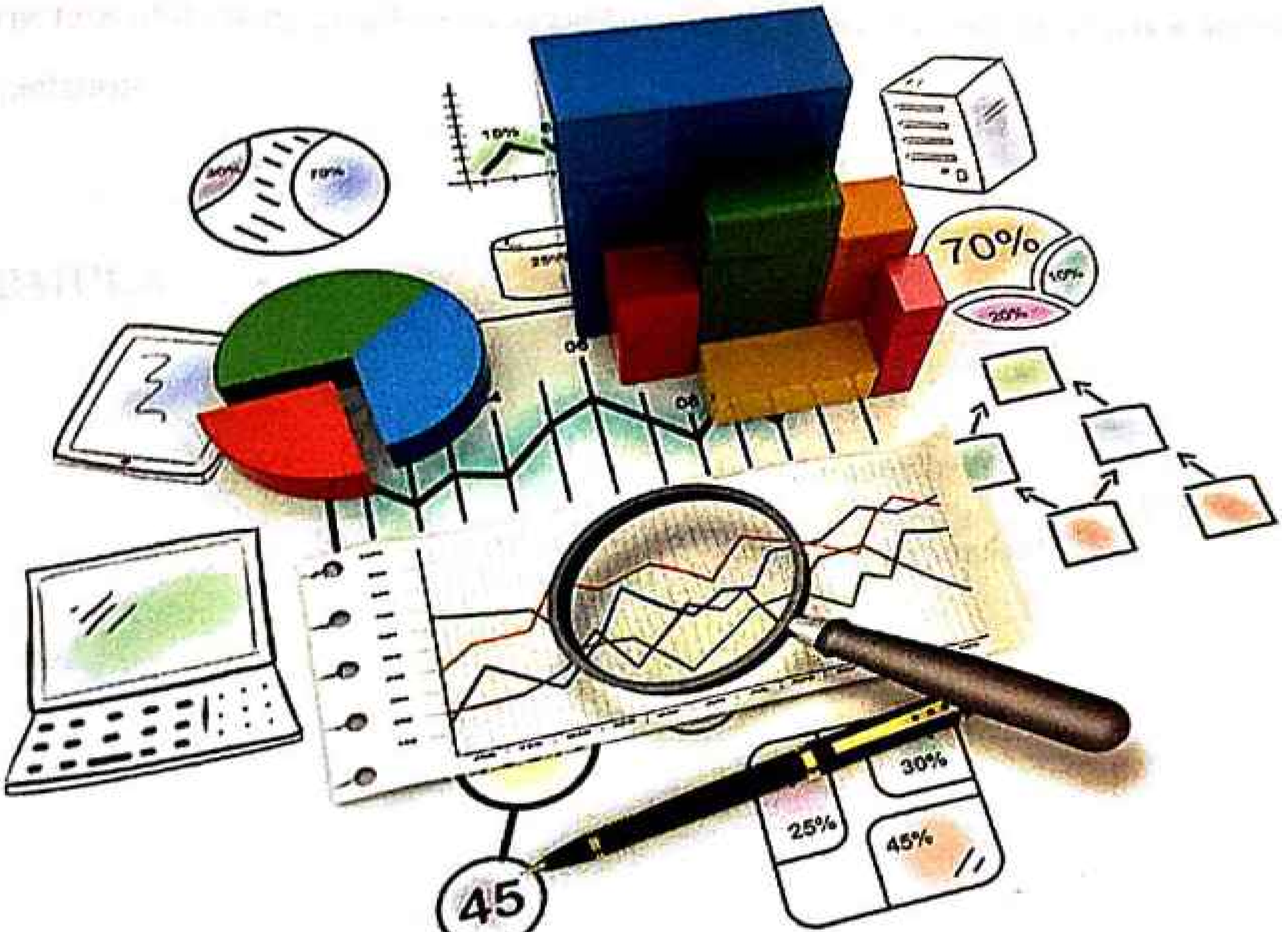
Mr.D. Paulpandi, Managing M/s. Diamond Seafood Exports receiving best Exporter Award presented by Honourable Chief Minister of Tamil Nadu Dr. Kalaignar M. Karunanidhi for the Excellence Performance for the year 1999-2000 by Indian Chamber of commerce Industry, Tuticorin for Diamond Jubilee year 2000.

Best Export Award presented by Mr. E.V.K.S Ilangovan, Minister of state for Industry and commerce, Govt. of India for the excellence performance for the year 2003-04 by Indian Chamber of Commerce and Industry.

Mr. D. Durairaj, managing partner M/s Diamond Seafood Exports receiving memento and certificate of Merit from Rotary Club of pearl city, Tuticorin for Excellence in his service for the community in the field of Marine Seafood Exports Award 2000.

CHAPTER -3

ANALYSIS AND INTERPRETATION



CHAPTER – 3
ANALYSIS AND INTERPRETATION

Analysis of data means, studying the tabulated material in order to determine inherent facts or meanings. Larger division material should be broken down into smaller units and rearranged in new combination to discover new factors, interrelationship and cause effect relationships.

Analysis of data is the most skilled task of all the stages of research, calling for the researcher's own judgment and skill. It throws light on various problems areas, enabling the researcher to identify ways and means of arriving at a solution. A researcher besides the collection and analysis of the data has to draw inference and explain their significance.

The task of drawing conclusions and inferences from a careful analysis of data is known as interpretation.

FORMULA:

i. Percentage Analysis = $\dfrac{\textbf{No. of respondents}}{\textbf{Total no of respondents}} \times 100$

TABLE – 3.1

The following table 3.1 represents Gender of DSF Employees

S.NO.	PARTICULARS	NO. OF EMPLOYEES	PERCENTAGE (%)
1.	Male	51	51%
2.	Female	49	49%
	Total	100	100%

FORMULA:

$$\text{Percentage Analysis} = \frac{\text{No. of respondents}}{\text{Total no of respondents}} \times 100$$

CALCULATIONS:

1. Percentage of male = 51/100 x100 = 51%

2. Percentage of male = 49/100 x100 = 49%

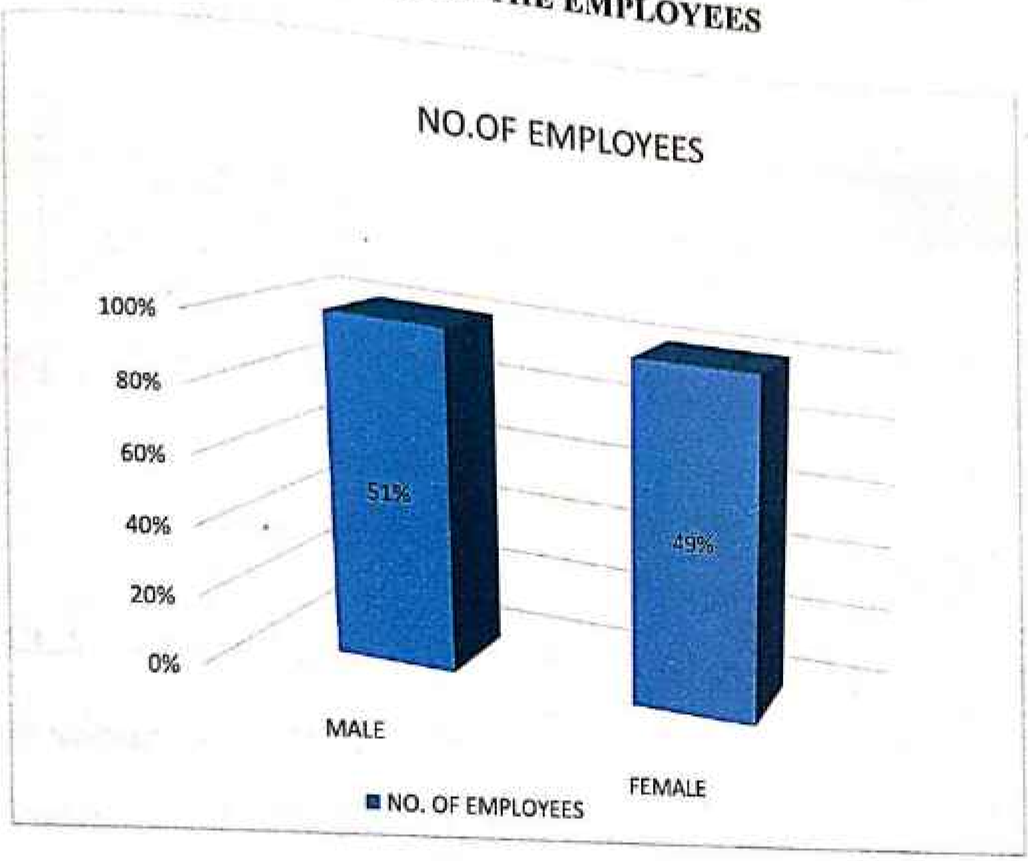
SOURCE: Primary data

INFERENCE:

Table-3.1 indicates that 51% of employees are males and 49% of employees are females have been working in the company.

CHART -3.1

GENDER OF THE EMPLOYEES



SOURCE: Primary data

TABLE – 3.2

The following table 3.2 represents the Age of DSF Employees

S.NO.	PARTICULARS	NO. OF EMPLOYEES	PERCENTAGE (%)
1.	15 – 25	15	15%
2.	25 -35	47	47%
3.	35 - 45	35	35%
4.	45 and above	3	3%
	Total	100	100%

FORMULA:

$$\text{Percentage Analysis} = \frac{\text{No. of respondents}}{\text{Total no of respondents}} \times 100$$

CALCULATIONS: (Age)

1. Percentage = 15/100 x100 = 15%
2. Percentage = 47/100 x100 = 47%
3. Percentage = 15/100 x100 = 15%
4. Percentage = 3/100 x100 = 3%

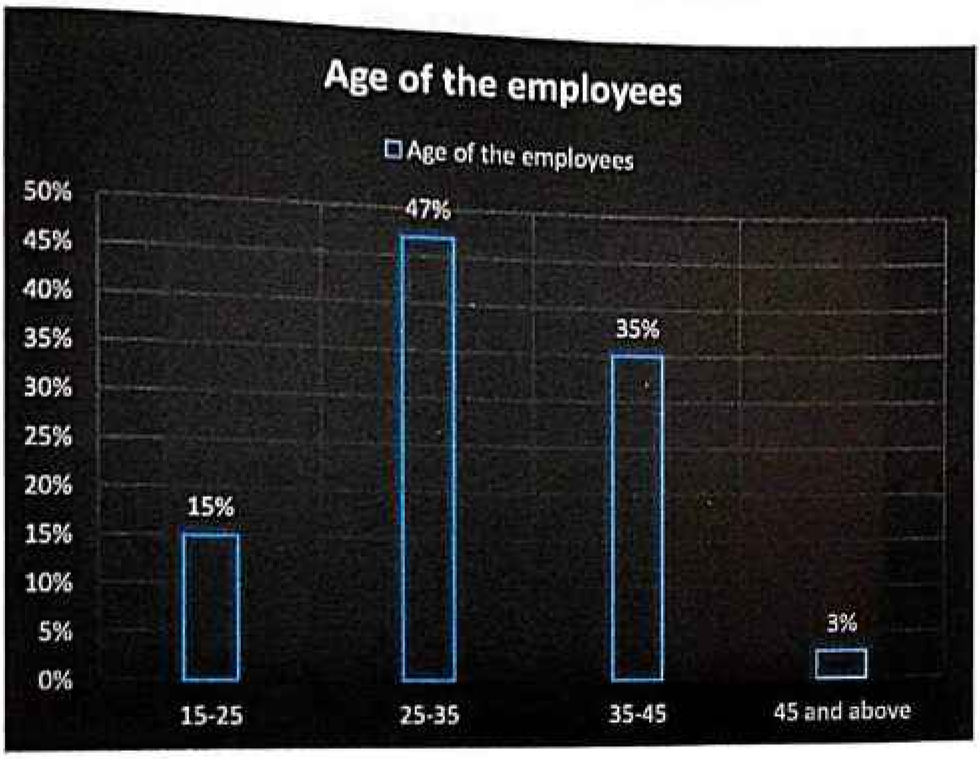
SOURCE: Primary data

INFERENCE:

Table-3.2 indicates that 47% of the employees are comes under the age group of 25-35, 35% of the employees are comes under the age group of 35-45, 15% of the employees are comes under the age group of 15-25 and 3% of employees are comes under the age of 45 and above have been working in the company.

CHART -3.2

AGE OF THE DSF EMPLOYEES



SOURCE: Primary data

TABLE – 3.3

The following table 3.3 represents the Marital Status of the DSF Employees

S.NO.	PARTICULARS	NO. OF EMPLOYEES	PERCENTAGE (%)
1.	Married	69	69%
2.	Unmarried	30	30%
3.	Single	1	1%
	Total	100	100%

FORMULA:

$$\text{Percentage Analysis} = \frac{\text{No. of respondents}}{\text{Total no of respondents}} \times 100$$

CALCULATIONS:

1. Percentage = 69/100 x100 = 69%
2. Percentage = 30/100 x100 = 30%
3. Percentage = 1/100 x100 = 1%

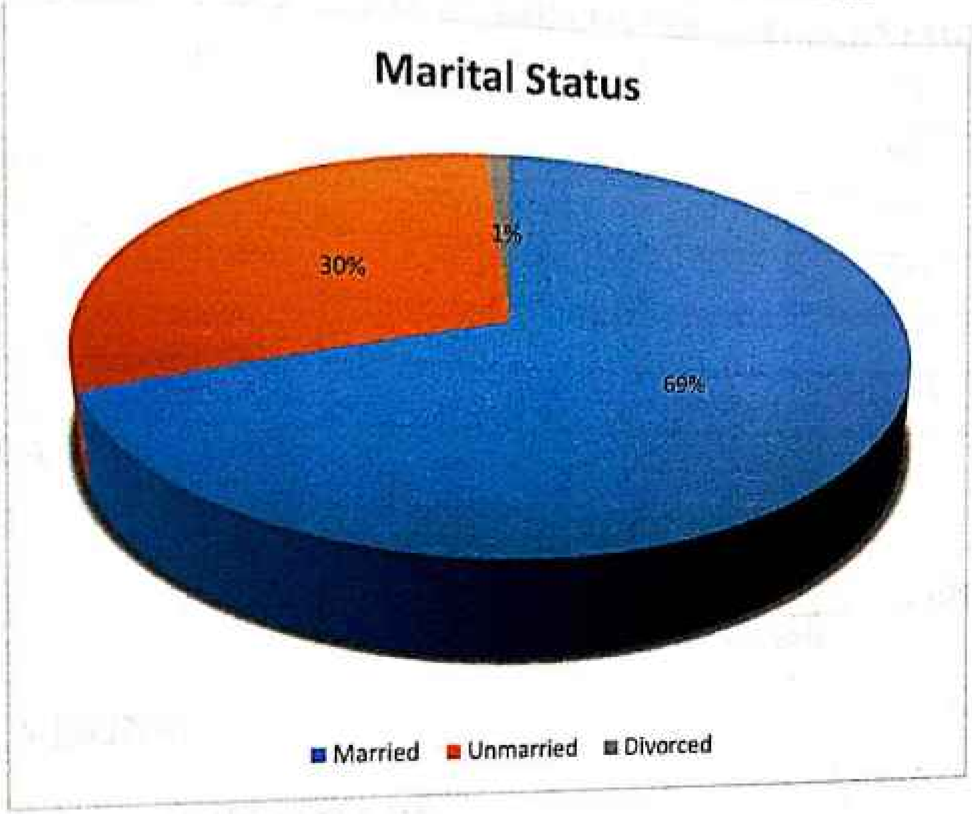
SOURCE: Primary data

INFERENCE:

The table-3.3 indicates that 69% of employees are married, 30% of the employees are unmarried and 1% of the employees is single have been working in the company.

CHART -3.3

MARITAL STATUS OF THE DSF EMPLOYEES



SOURCE: Primary data

TABLE – 3.4

The following table 3.4 represents Education of the DSF Employees

S.NO.	PARTICULARS	NO. OF EMPLOYEES	PERCENTAGE (%)
1.	Illiterate	3	3%
2.	SSLC	6	6%
3.	HSLC	55	55%
4.	Under Graduate	36	36%
5.	Post Graduate	0	0%
	Total	100	100%

FORMULA:

$$\text{Percentage Analysis} = \frac{\text{No. of respondents}}{\text{Total no of respondents}} \times 100$$

CALCULATIONS:

1. Percentage = 55/100 x100 = 55%
2. Percentage = 36/100 x100 = 36%
3. Percentage = 6/100 x100 = 6%
4. Percentage = 3/100 x100 = 3%
5. Percentage = 0/100 x100 = 0%

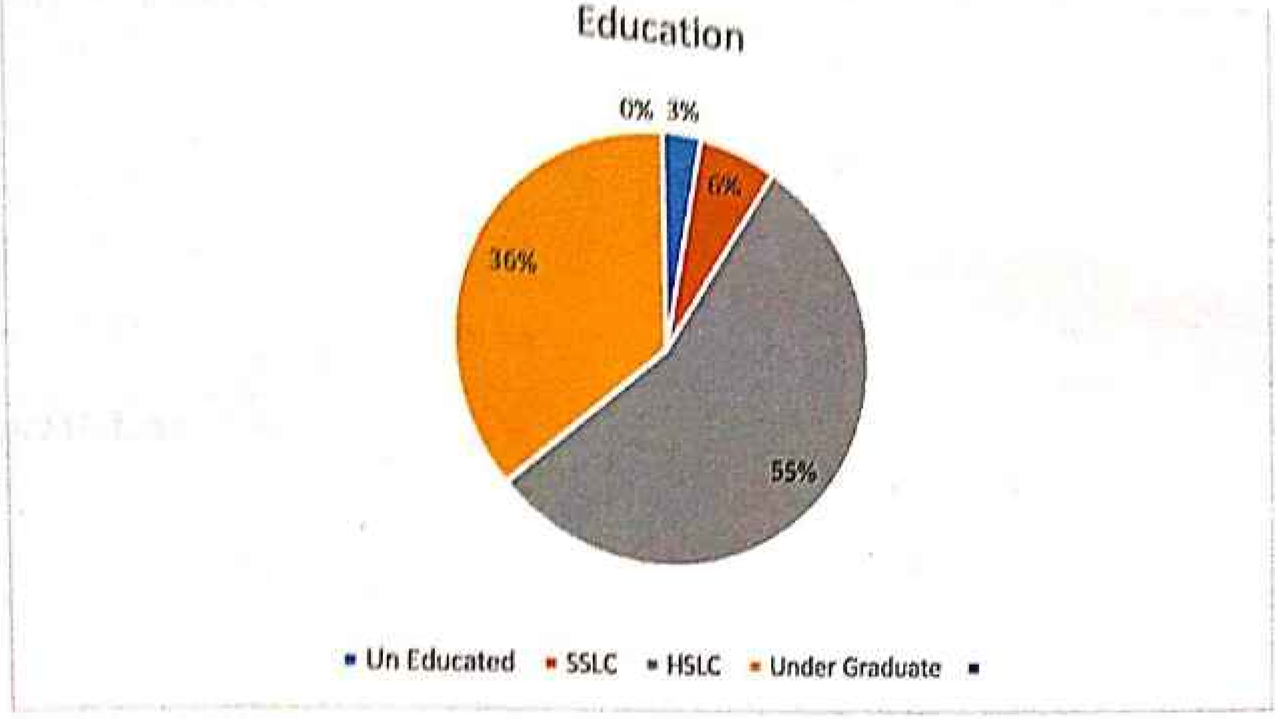
SOURCE: Primary data

INFERENCE:

Table-3.4 indicates that 55% of employees had studied HSLC, 36% of the employees had studied SSLC, 3% of the employees had studied Under Graduate, 6% of the employees had studied Post Graduate have been employees are Illiterate and 0% of the respondents had studied Post Graduate have been working in this company.

CHART - 3.4

EDUCATION OF THE DSF EMPLOYEES



SOURCE: Primary data

TABLE – 3.5

The following table 3.5 represents the Working Experience of the DSF Employees

S.NO.	PARTICULARS	NO. OF EMPLOYEES	PERCENTAGE (%)
1.	6-10 Years	53	53%
2.	Below 5 Years	35	35%
3.	11-15 Years	12	12%
4.	Above 15 Years	0	0%
	Total	100	100%

FORMULA:

$$\text{Percentage Analysis} = \frac{\text{No. of respondents}}{\text{Total no of respondents}} \times 100$$

CALCULATIONS:

1. Percentage = 53/100 x100 = 47%
2. Percentage = 35/100 x100 = 35%
3. Percentage = 12/100 x100 = 12%
4. Percentage = 0/100 x100 = 0%

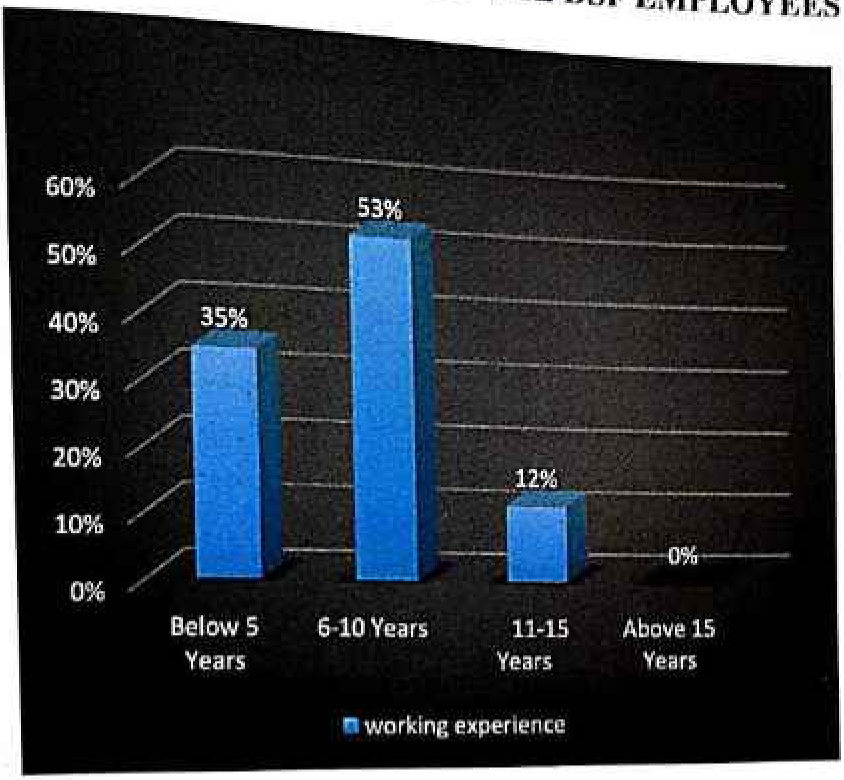
SOURCE: Primary data

INFERENCE:

Table-3.5 indicates that 53% of employees having work experience for below 5 years, 53% of employees having work experience for 6-10 years, 12% of employees having work experience for 11-15 years and 0% of employees having work experience for above 15 years in this company.

CHART - 3.5

WORKING EXPERIENCE OF THE DSF EMPLOYEES



SOURCE: Primary data

TABLE – 3.6

The following table 3.6 shows Working Hours of the DSF Employees Per Day

S.NO.	PARTICULARS	NO. OF EMPLOYEES	PERCENTAGE (%)
1.	7-8 Hours	61	61%
2.	8-9 Hours	34	34%
3.	9-10 Hours	5	5%
4.	More than 10 Hours	0	0%
	Total	100	100%

FORMULA:

$$\text{Percentage Analysis} = \frac{\text{No. of respondents}}{\text{Total no of respondents}} \times 100$$

CALCULATIONS:

1. Percentage = 61/100 x100 = 61%
2. Percentage = 34/100 x100 = 34%
3. Percentage = 5/100 x100 = 5%
4. Percentage = 0/100 x100 = 0%

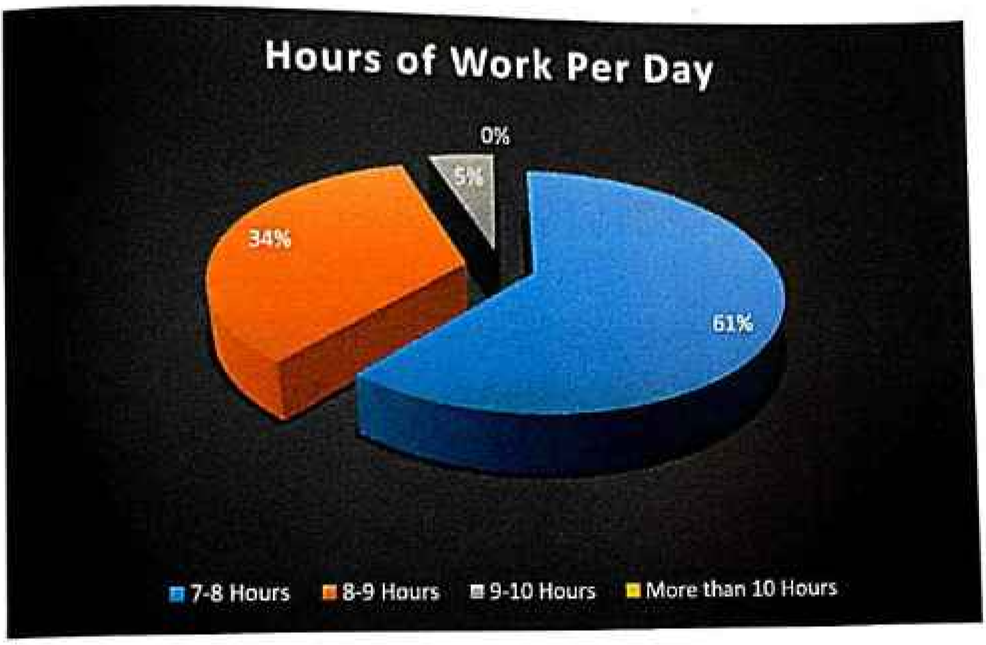
SOURCE: Primary data

INFERENCE:

Table-3.6 indicates that 61% of employees working for 7-8 hours per day, 34% of employees working for 8-9 hours per day, 5% of the employees are worked for 9-10 hours per day and 0% of the employees are worked for more than 10 hours per day in the company.

CHART - 3.6

WORKING HOURS OF THE DSF EMPLOYEES PER DAY



SOURCE: Primary data

TABLE – 3.7

The following table 3.7 Shows the Wages of the DSF Employees

S.NO.	PARTICULARS	NO. OF EMPLOYEES	PERCENTAGE (%)
1.	Rs.15000-20000	25	25%
2.	Rs.20000-30000	48	48%
3.	Rs.30000-40000	25	25%
4.	Rs.40000-50000	0	0%
5.	Rs.50000 & above	2	2%
	Total	100	100%

FORMULA:

$$\text{Percentage Analysis} = \frac{\text{No. of respondents}}{\text{Total no of respondents}} \times 100$$

CALCULATIONS:

1. Percentage = 25/100 x100 = 25%
2. Percentage = 48/100 x100 = 48%
3. Percentage = 25/100 x100 = 25%
4. Percentage = 0/100 x100 = 0%
5. Percentage = 2/100 x100 = 2%

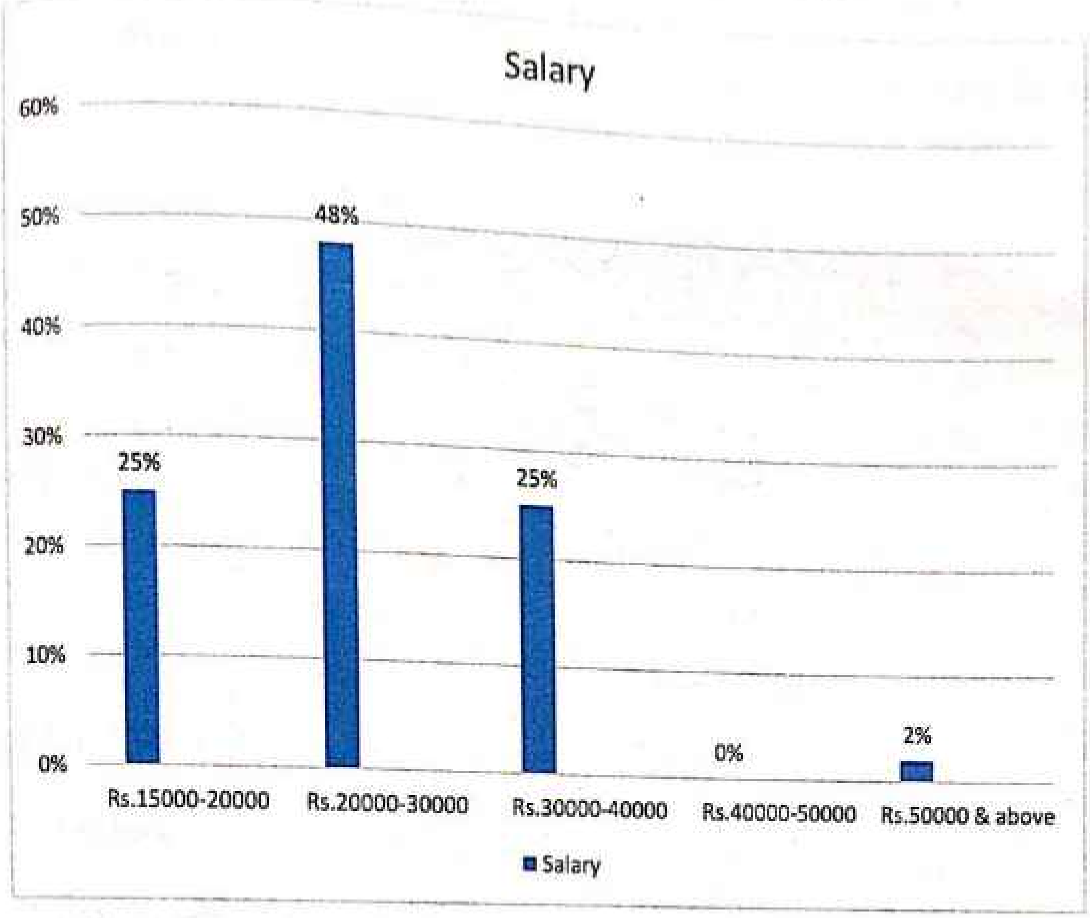
SOURCE: Primary data

INFERENCE:

Table-3.7 indicates that 48% of the employees were received Rs.20000-30000 wages per month, 25% of the employees were received Rs.15000-20000, 25% of the employees were received Rs.30000-40000 wages per month, 2% of the employees were received Rs.50000 & above wages per month and 0% of the respondents were received Rs.40000-50000 wages for per month.

CHART - 3.7

WAGES OF THE DSF EMPLOYEES



SOURCE: Primary data

TABLE – 3.8

The following table 3.8 represents the Overall Satisfaction of the Employees to work with Diamond Sea Food Exports

S.NO.	PARTICULARS	NO. OF EMPLOYEES	PERCENTAGE (%)
1.	Very Satisfied	100	100%
2.	Satisfied	0	0%
3.	Neutral	0	0%
4.	Dissatisfied	0	0%
5.	Very Dissatisfied	0	0%
	Total	100	100%

FORMULA:

$$\text{Percentage Analysis} = \frac{\text{No. of respondents}}{\text{Total no of respondents}} \times 100$$

CALCULATIONS:

1. Percentage = 100/100 x100 = 100%

2. Percentage = 0/100 x100 = 0%

3. Percentage = 0/100 x100 = 0%

4. Percentage = 0/100 x100 = 0%

5. Percentage = 0/100 x100 = 0%

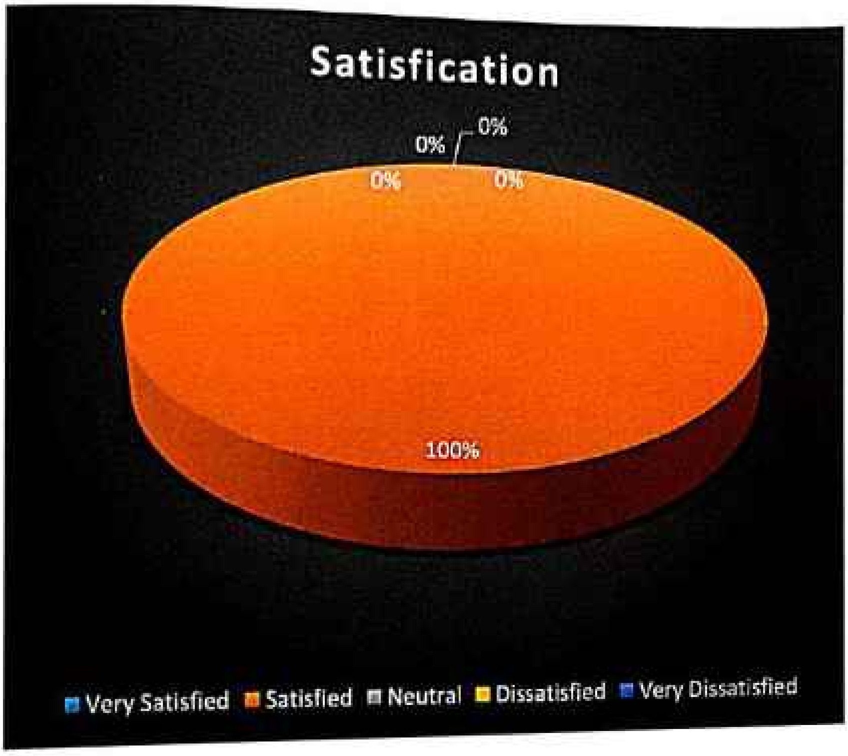
SOURCE: Primary data

INFERENCE:

Table-3.8 indicates that 100% of employees are satisfied to work with DSF Exports, 0% of the employees are very satisfied to work with this company, 0% of the employees are neutral to work with this company, 0% of the employees are dissatisfied to work with this company and 0% of the employees are very dissatisfied to work with this company.

CHART - 3.8

OVERALL SATISFICATION OF THE EMPLOYEES TO WORK WITH DIAMOND SEA FOOD EXPORTS



SOURCE: Primary data

TABLE – 3.9

The following table 3.9 represents the factors deciding the DSF Employee's Promotion

S.NO.	PARTICULARS	NO. OF EMPLOYEES	PERCENTAGE (%)
1.	Experience	40	40%
2.	Qualification	0	0%
3.	Performance	60	60%
4.	Skill	0	0%
	Total	100	100%

FORMULA:

$$\text{Percentage Analysis} = \frac{\text{No. of respondents}}{\text{Total no of respondents}} \times 100$$

CALCULATIONS:

1. Percentage = 40/100 x100 = 40%
2. Percentage = 0/100 x100 = 0%
3. Percentage = 60/100 x100 = 60%
4. Percentage = 0/100 x100 = 0%

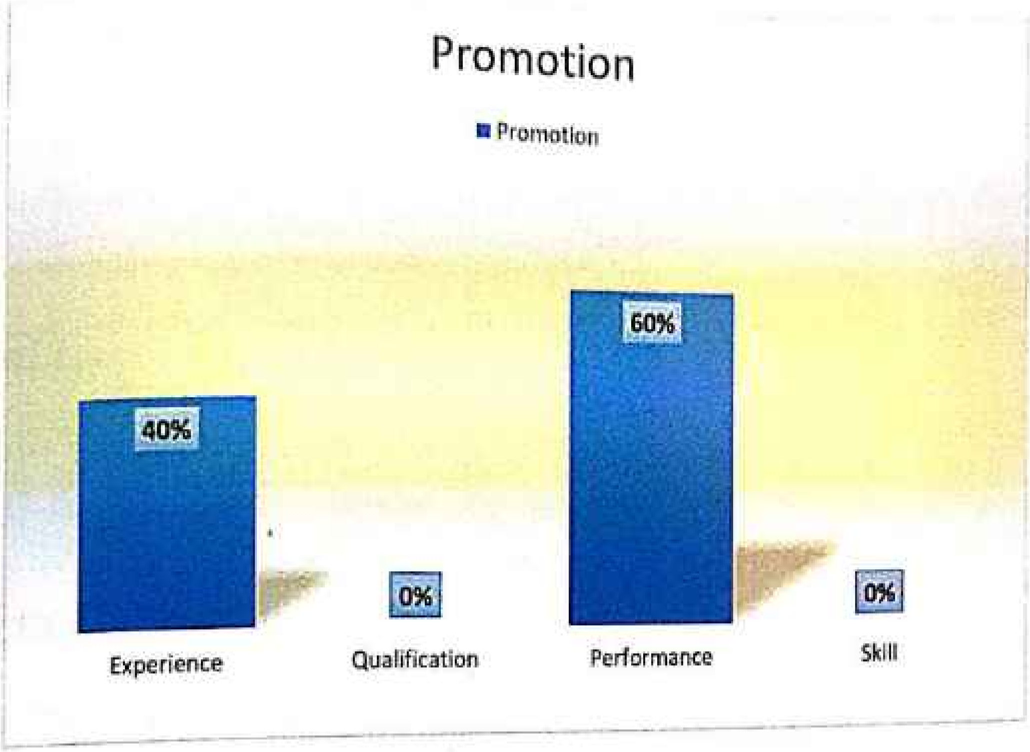
SOURCE: Primary data

INFERENCE:

Table-3.9 indicates that 60% of employees getting promotions based on their job performance, 40% of the employees getting promotions based on their experience, 0% of the employees getting promotions based on their qualification and 0% of the employees getting promotions based on their skills.

CHART - 3.9

FACTORS DECIDING THE DSF EMPLOYEES PROMOTION



SOURCE: Primary data

TABLE – 3.10

The following table 3.10 shows the Various types of Bonus Schemes

S.NO.	PARTICULARS	NO. OF EMPLOYEES	PERCENTAGE (%)
1.	Annual/Year and Bonus	0	0%
2.	Incentives	0	0%
3.	Refereed Bonus	0	0%
4.	Festival Bonus	100	100%
	Total	100	100%

FORMULA:

$$\text{Percentage Analysis} = \frac{\text{No. of respondents}}{\text{Total no of respondents}} \times 100$$

CALCULATIONS:

1. Percentage = 0/100 x100 = 0%

2. Percentage = 0/100 x100 = 0%

3. Percentage = 0/100 x100 = 0%

4. Percentage = 100/100 x100 =100%

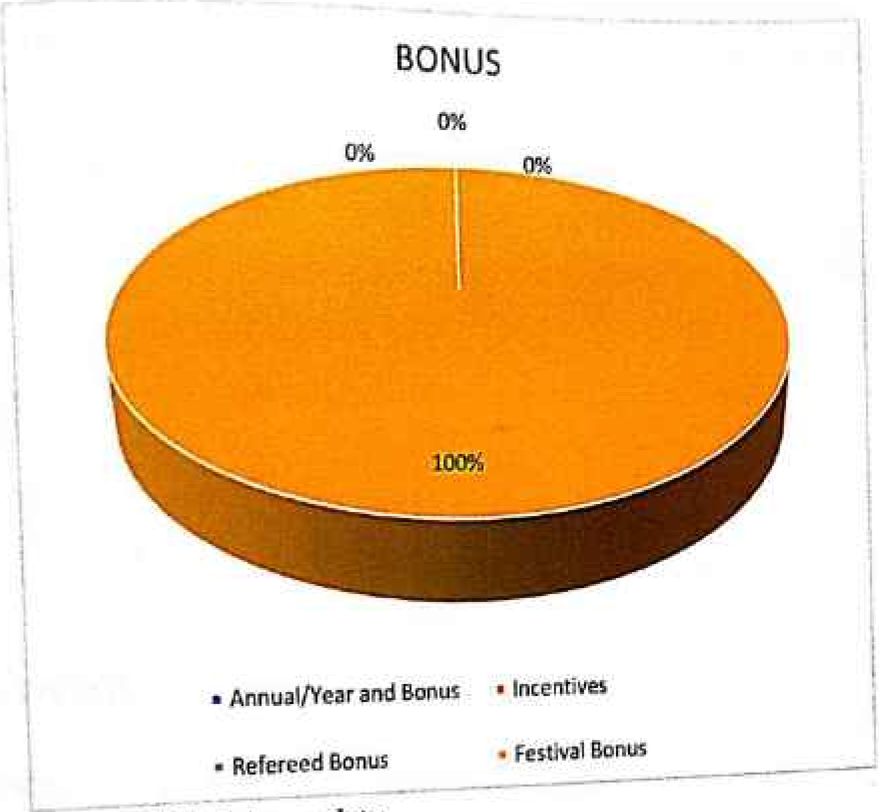
SOURCE: Primary data

INFERENCE:

Table-3.10 indicates that 100% of employees mentioned that they are receiving only Festival Bonus, 0% of employees mentioned that they are receiving only Annual/Year and Bonus, 0% of the employees mentioned that they are receiving only Incentives, 0% of the employees mentioned that they are receiving only Refereed Bonus.

CHART - 3.10

VARIOUS TYPES OF BONUS SCHEMES



SOURCE: Primary data

TABLE – 3.28

The following table 3.28 represents the Fringe Benefits of the Company

S.NO.	PARTICULARS	NO. OF EMPLOYEES	PERCENTAGE (%)
1.	Strongly Disagree	0	0%
2.	Disagree	0	0%
3.	Neutral	0	0%
4.	Agree	42	42%
5.	Strongly Agree	58	58%
	Total	100	100%

FORMULA:

$$\text{Percentage Analysis} = \frac{\text{No. of respondents}}{\text{Total no of respondents}} \times 100$$

CALCULATIONS:

1. Percentage = 0/100 x100 = 0%
2. Percentage = 0/100 x100 = 0%
3. Percentage = 0/100 x100 = 0%
4. Percentage = 44/100 x100 = 44%
5. Percentage = 56/100x100 = 56%

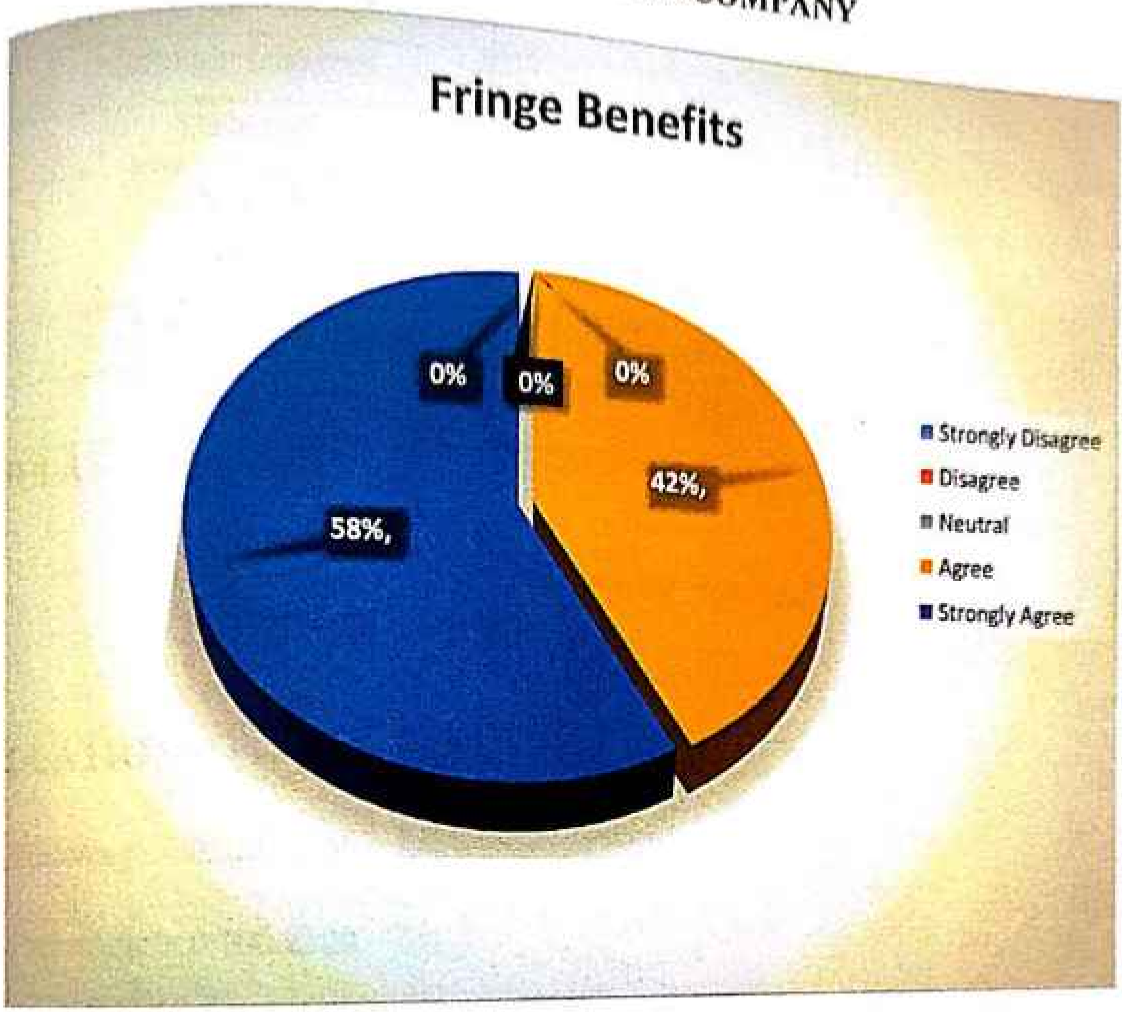
SOURCE: Primary data

INFERENCE:

Table 3.38 indicates that 56% of employees strongly agree with fringe benefits like retirement planning service, employees' compensation and health insurance was provided by the company, 44% of employees agree with fringe benefits like retirement planning service, employees' compensation and health insurance was provided by the company, 0% of employees neutral with fringe benefits which are provided by the company, 0% of employees disagree with fringe benefits offered by the company and 0% of employees strongly disagree with fringe benefits afforded by the company.

CHART – 3.28

FRINGE BENEFITS OF THE COMPANY



SOURCE: Primary data

TABLE – 3.29

The following table 3.29 shows the Consideration of the Employees

S.NO.	PARTICULARS	NO. OF EMPLOYEES	PERCENTAGE (%)
1.	Strongly Disagree	0	0%
2.	Disagree	0	0%
3.	Neutral	0	0%
4.	Agree	100	100%
5.	Strongly Agree	0	0%
	Total	100	100%

FORMULA:

$$\text{Percentage Analysis} = \frac{\text{No. of respondents}}{\text{Total no of respondents}} \times 100$$

CALCULATIONS:

1. Percentage = 0/100 x100 = 0%
2. Percentage = 0/100 x100 = 0%
3. Percentage = 0/100 x100 = 0%
4. Percentage = 100/100 x100 = 100%
5. Percentage = 0/100x100 = 0%

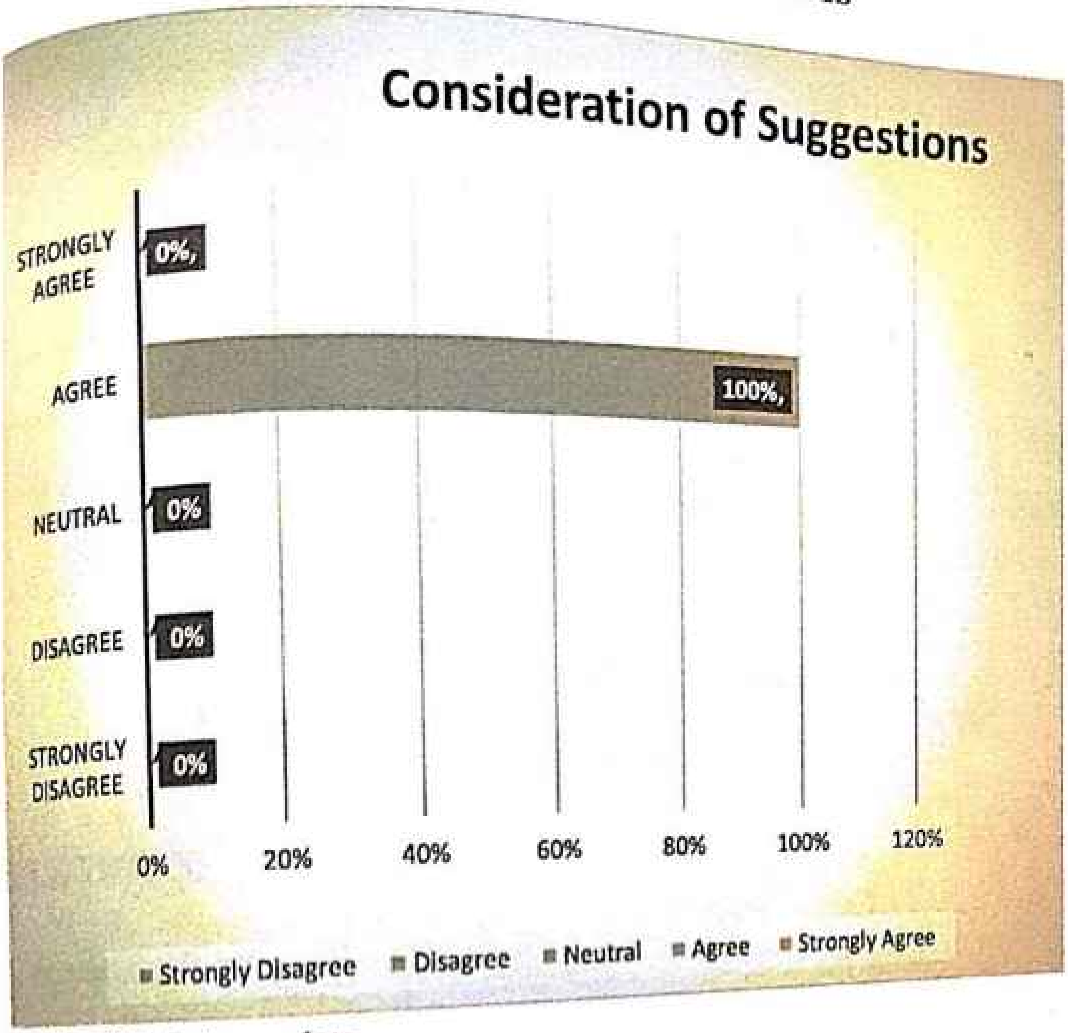
SOURCE: Primary data

INFERENCE:

Table 3.29 indicates that 100% of employees are agree that the employees suggestions are in account by the company, 0% of employee strongly agree that the employees proposal is considered by the company, 0% of employee are neutral with the employees suggestions which are taken care by the company, 0% of employee disagree with the company's consideration towards employees ideas and 0% of employee strongly disagree with the concern of the employees in the company.

CHART – 3.29

CONSIDERATION OF THE EMPLOYEES



SOURCE: Primary data

TABLE - 3.30

The following table 3.31 represents that the Employees can able to acknowledge their responsibility

S.NO.	PARTICULARS	NO. OF EMPLOYEES	PERCENTAGE (%)
1.	Strongly Disagree	0	0%
2.	Disagree	0	0%
3.	Neutral	0	0%
4.	Agree	100	100%
5.	Strongly Agree	0	0%
	Total	100	100%

FORMULA:

$$\text{Percentage Analysis} = \frac{\text{No. of respondents}}{\text{Total no of respondents}} \times 100$$

CALCULATIONS:

1. Percentage = 0/100 x100 = 0%
2. Percentage = 0/100 x100 = 0%
3. Percentage = 0/100 x100 = 0%
4. Percentage = 100/100 x100 = 100%
5. Percentage = 0/100x100 = 0%

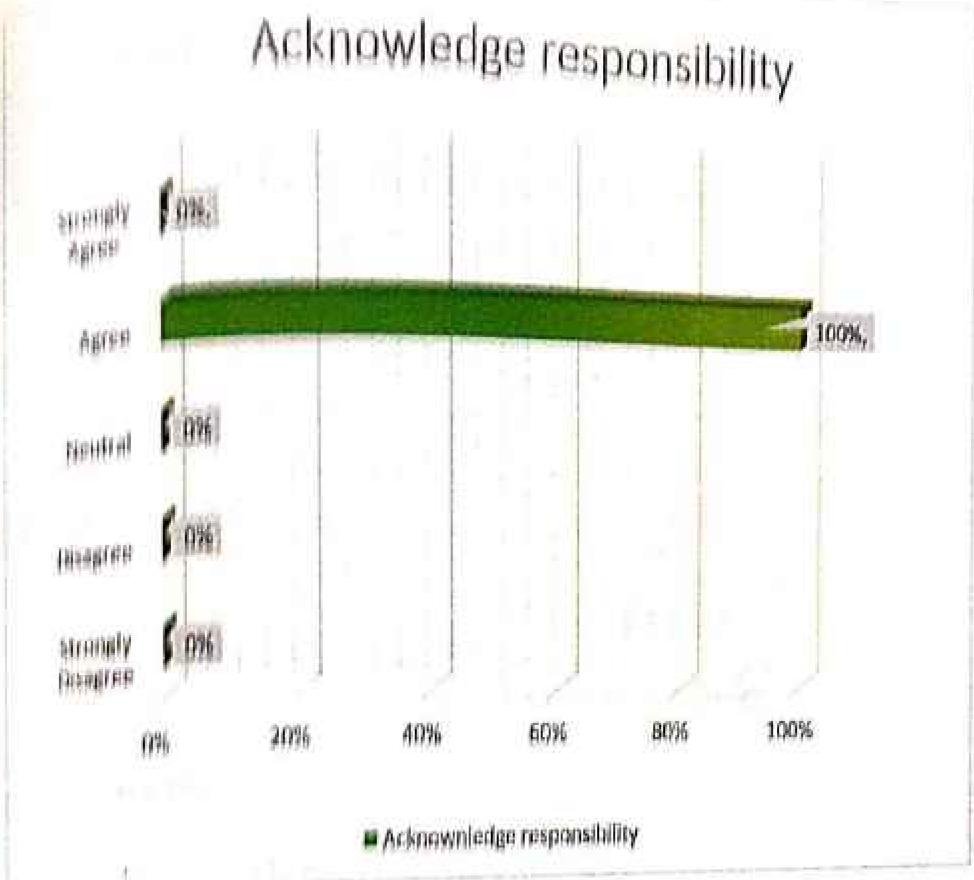
SOURCE: Primary data

INFERENCE:

Table 3.30 indicates that 100% of employees were agree that they can able to know about their responsibility of the company, 0% of employees were strongly agree that they are able identify their responsibility of the company, 0% of employees were neutral that they can recognize their responsibility of the company, 0% of employees were disagree with the acknowledge responsibility of the employee in the company and 0% of employees strongly disagree with acknowledge responsibility of the employees in the company.

CHART – 3.30

ACKNOWLEDGE RESPONSIBILITY OF THE EMPLOYEES



SOURCE: Primary data

TABLE – 3.31

The following table 3.31 shows the Importance factors in Balancing Work Life of the Employees

S.NO.	PARTICULARS	RANK
1.	More flexible hours	1
2.	Time off during emergencies & events	2
3.	Support from family members	3
4.	Support from supervisor/colleagues	4
5.	Work from home	5
	Total	

FORMULA:

$$\text{Percentage Analysis} = \frac{\text{No. of respondents}}{\text{Total no of respondents}} \times 100$$

CALCULATIONS:

1. Percentage of flexible hours = 45/100 x100 = 45%
2. Percentage of time off during emergencies & events = 35/100 x100 = 35%
3. Percentage of support from family members = 15/100 x100 = 15%
4. Percentage of support from supervisor/ colleagues = 5/100 x100 = 5%
5. Percentage of work from home = 0/100x100 = 0%

SOURCE: Primary data

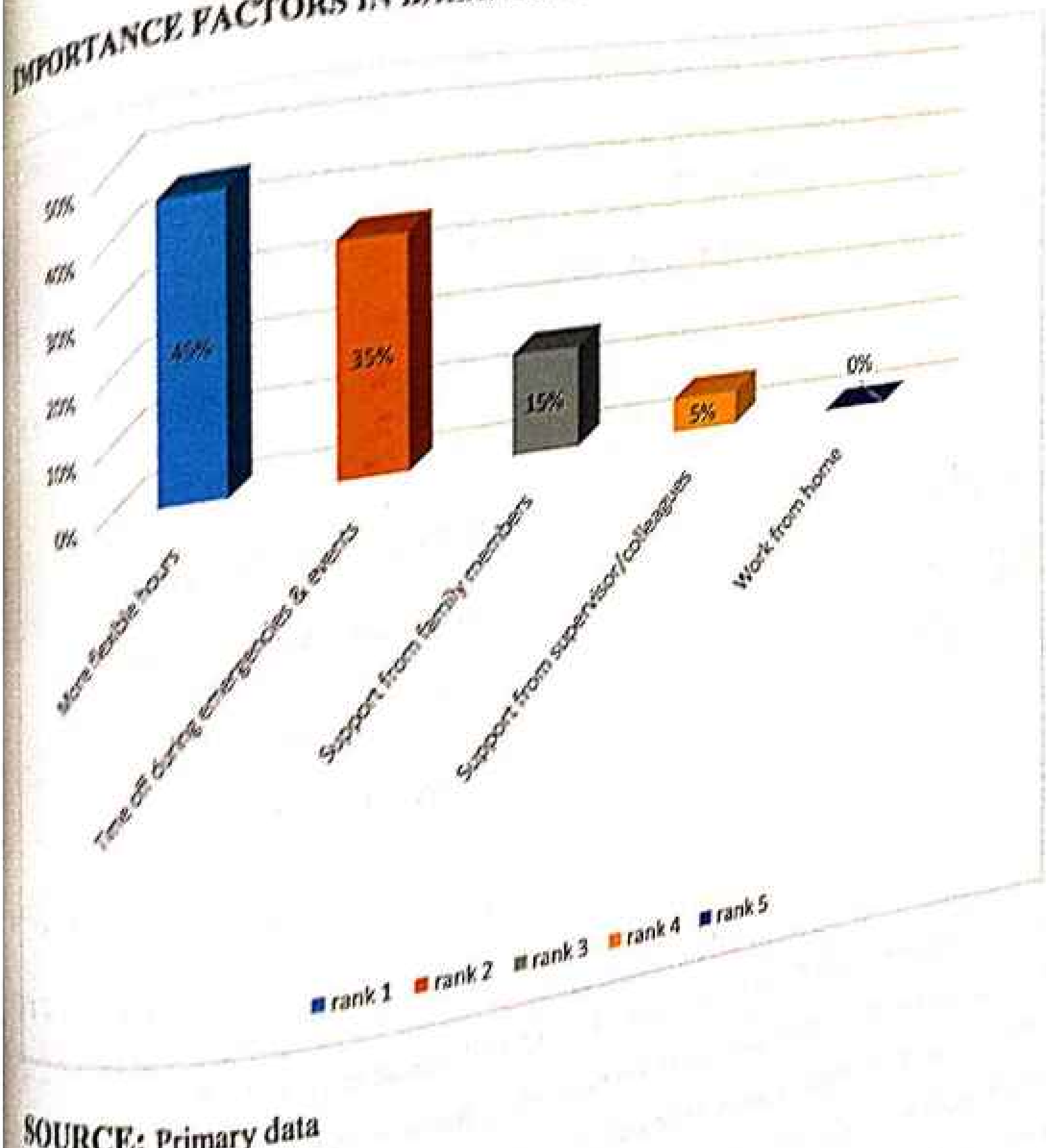
INFERENCE:

Table 3.31 indicates that 45% of employees have giving importance for the factor flexible working hours in balancing work life, so that as per calculation, flexible working hours will be at the first rank, 35% of employees have giving importance for the factor time off during emergencies & events in balancing work life, so that as per calculation time off during emergencies & events will be at the second rank, 15% of employees have giving importance for the factor support from family members in balancing work life, so that as per the calculation

...from family members will be at the third rank, 5% of employees have giving ...ance for the factor support from supervisor in balancing work life, so that as per ...lation, support from supervisor will be at the fourth rank and 0% of employees have giving ...ance for the factor work from home in balancing work life, so that as per calculation, ...k from home will be at the fifth rank.

CHART – 3.31

IMPORTANCE FACTORS IN BALANCING WORK LIFE OF THE EMPLOYEES



SOURCE: Primary data

TABLE – 3.32

The following table 3.32 shows the Factors that Motivate the Employees to Work

S.NO.	PARTICULARS	RANK
1.	Personal Satisfaction	1
2.	Support from family	2
3.	Financial Independence	3
4.	Constructive Utilization of Time	4
5.	Any other specify	5
	Total	

FORMULA:

$$\text{Percentage Analysis} = \frac{\text{No. of respondents}}{\text{Total no of respondents}} \times 100$$

CALCULATIONS:

1. Percentage = 53/100 x100 = 53%

2. Percentage = 37/100 x100 = 37%

3. Percentage = 10/100 x100 = 10%

4. Percentage = 0/100 x100 = 0%

5. Percentage = 0/100x100 = 0%

SOURCE: Primary data

INFERENCE:

Table 3.32 indicates that 53% of employees have giving importance for the factor personal satisfaction in motivation of the employees, so that as per calculation, personal satisfaction will be at the first rank, 37% of employees have giving importance for the factor support from the family in motivation of the employees, so that as per calculation support from the family will be at the second rank, 15% of employees have giving importance for the factor financial independence in motivation of the employees, so that as per the calculation financial independence will be at the third rank, 5% of employees have giving importance for the factor, constructive utilization of time so that as per calculation, constructive utilization of time will be at the fourth rank and 0% of employees have giving importance for the factor of any other specify in motivation, so that as per calculation, other specify will be at the fifth rank.

CHART – 3.32

FACTORS THAT MOTIVATE THE EMPLOYEES TO WORK

SOURCE: Primary data

CHAPTER - IV

FINDINGS

FINDINGS: -

- **GENDER ANALYSIS:**

  It was found from the study that 51% of employees are males and 49% of employees are females.

- **AGE OF THE EMPLOYEES:**

  It was found that 47% of employees are come under the age group of 25-35, 35% of the employees comes under 35-45,15% of the employees comes under the age group of 15-25 and 3% of the employees comes under the age of 45 and above have been working in the company.

- **MATRIAL STATUS:**

  It was found that 69% of employees are Married, 30% of the employees are Unmarried and 1% of the employees are single have been working in the company.

- **EDUCATION:**

  It was found that 55% of the employees are HSLC, 36% of the employees are under graduates, 6% of the employees are SSLC, 3% of employees are uneducated working in the company.

- **WORKING EXPERIENCE:**

  It was found that 53% of the employees are 6-10 years, 35% of employees are experienced below 5 years,12% of the respondents are 11-15 years and 0% of the respondents are above 15 years have been working in the company.

- **HOURS OF WORK PER DAY:**

  It was found that 61% of the employees are work for 7-8 hours, 34% of the employees work for 8-9 hours, 5% of the employees work for 9-10 hours and 0% of the employees are work for more than 10 hours in the company.

- **INCOME:**

  It was found that 48% of the employeess received Rs.20000-30000, 25% of the employees received Rs.30000-40000, 25% of employees received Rs.15000-20000, 0% of the employees received Rs.40000-50000 and 2% of the employees received Rs.50000 & above.

- **OVERALL SATISFIACTION OF THE EMPLOYEES:**

  It was found that 100% of the employees are overall Satisfied with their work.

COMPANY'S CULTURE AND ITS POLICIES: -

- **PROMOTION:**

It was found that 60% of the employees are promoted by performance, 40% of employees are promoted by experience.

- **PERFORMANCE EVALUATION:**

The study clearly shows that 79% of employees say that they are very satisfied with performance evaluation, 21% of employees say that they are satisfied with performance evaluation.

- **TRAINING IN THE ORGANIZATION:**

It was found that 100% of the employees says that the company provides them training period.

- **PROPER TRAINING ARRANGEMENT:**

It was found that 86% of employees say that they are very satisfied with the proper training arrangement in the company and 14% of employees say that they are satisfied with the proper training arrangement in the company.

- **PROPER COMMUNICATION FLOW:**

It was found that, 73% of employees strongly agree with proper communication flow and 27% of employees agree with proper communication flow of the organization.

- **ACKNOWLEDGE RESPONSIBILITY:**

It was found that 100% of employees agree with acknowledge responsibility in the organization.

- **EXPRESSING GRIEVANCE:**

The study found that 85% of employees say that they express their grievance by friendly communication, 15% of employees say that they express their grievance by feedback.

- **MEDICAL CHECKUP:**

The study shows that 100% of employees say that medical check-up is conducted 6 months once.

- **CONSIDERATION OF SUGGESTIONS:**

It was found that 100% of employees agree with the consideration of their suggestions in the organization.

COMPENSATION: -

- **GOOD PROMOTION POLICY:**

From the study it was found that 68% of employees strongly agree good promotion policy and 32% of employees agree with good promotion policy of the organization.

- **FRINGE BENEFITS:**

From the study, it was found that 58% of employees strongly agree with fringe benefits and 42% of employees agree with fringe benefits of the organization.

- **VARIOUS TYPES OF BONUS SCHEME:**

It was found that 100% of the employees received Festival Bonus

- **RETIREMENT BENEFITS:**

The study explains that 100% employees says that the company provides them retirement policies.

- **RETIREMENTN POLICIES:**

The study shows that, 72% of employees agree with retirement policies and 28% of employees strongly agree retirement policies with of the organization.

WORKING ENVIRONMENT: -

- **WORKING ENVIRONMENT:**

It was found that 90% of employees are satisfied with working environment of the company and 10% of employees say that they are very satisfied with working environment of the company.

- **GOOD ACCOMODATION FACILITIES:**

From the study it was found that 75% of employees strongly agree with accommodation facilities and 25% of employees agree with accommodation facilities of the organization.

- **TECHNOLOGY FACILITIES:**

According to the study, that 100% of the employees say that company has both automated and semi-automated facilities.

JOB SATISFACTION: -

- **JOB ANXIETY:**

From the study that 70% of employees agree with job anxiety and 30% of employees strongly agree with job anxiety of the organization.

- **JOB SECURITY:**

The study shows that 66% of employees say that they are satisfied with job security, 34% of employees say that they are very satisfied with job security.

WORK IN BALANCE: -

- **WORK LIFE BALANCE:**

It was found that, 100% of the employees are able to balance their work-life.

- **PERSONAL GROWTH:**

It was found that 64% of employees say that they are satisfied with personal growth, 36% of employees say that they are very satisfied with personal growth.

- **SAFETY MEASURES:**

It was found that 56% of employees strongly agree with good promotion policy, 44% of employees agree with good promotion policy of the organization.

- **IMPORTANCE IN BALANCING WORK LIFE:**

From the study, it was found that 45% of employees ranked more flexible hours in the highest position, 35% of employees ranked time off during emergencies & events in the second position, 15% of employees ranked support from family members in the third position, 5% of employees ranked support from supervisor in the fourth position.

MOTIVATION: -

- **FACTORS THAT MOTIVATE TO WORK:**

From the study, it was found that 53% of employees ranked Personal Satisfaction in the highest position, 37% of employees ranked support from family in the second position, 10% of employees ranked financial independence in the third position of the organisation.

CHAPTER - V

CONCLUSION

CHAPTER - V

CONCLUSION

Findings are based on the survey conducted on these points are looked into the steps to be taken in this regard for the employee satisfaction of the Diamond Sea Food Export, company.

From the analysis we conclude that the company provides the good working environment and accommodation facilities. Employees accepted that they can balance their work life and the company has a decent work culture and policies. This motivated the employees to work with satisfaction in this company.

In Diamond Sea Food Export, they follow the friendly relationship between the superiors and the employees and the company evaluate their performance to encourage them.

Finally, we would like to conclude that the employees of Diamond Sea Food Exports, are satisfied to work with the company.

CHAPTER - V

CONCLUSION

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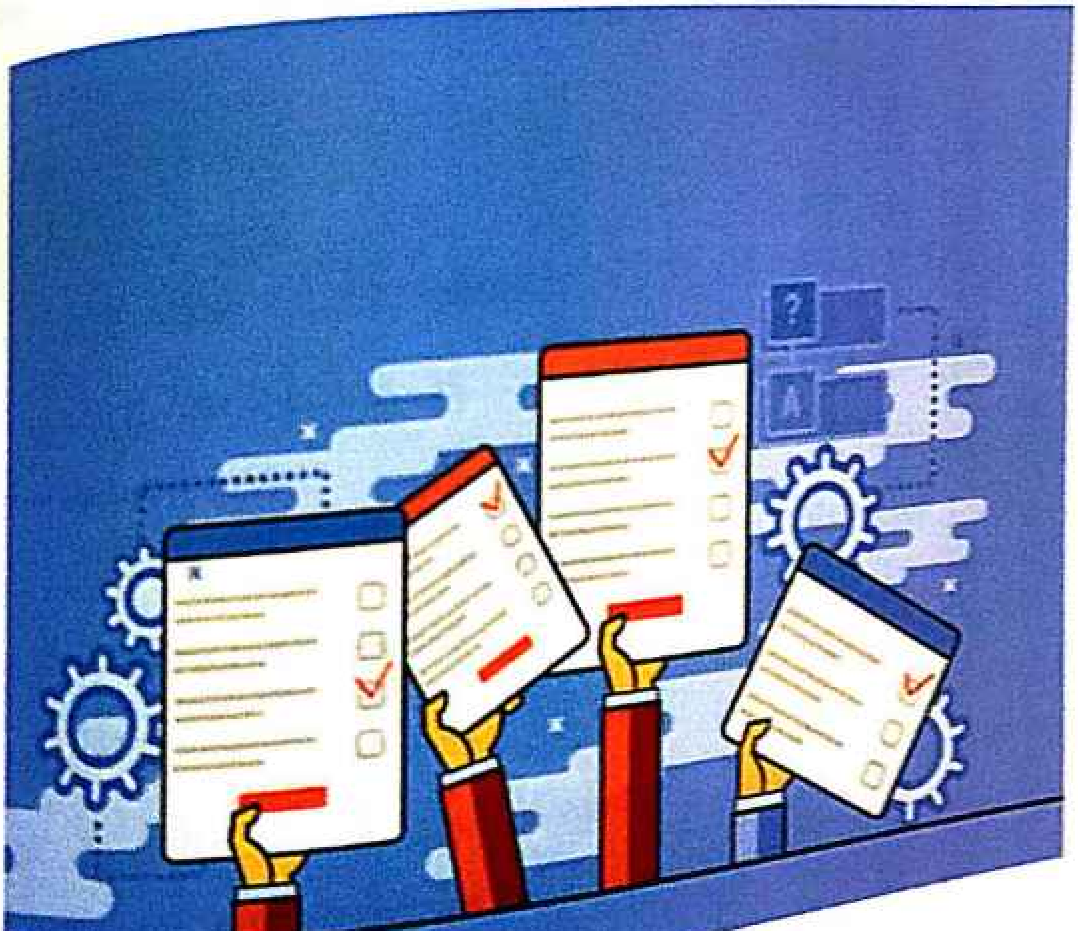
Finally, we would like to conclude that the employees of Diamond Sea Food Exports, are satisfied to work with the company.

ANNEXURE - I

Questionnaire



Annexure – I

Questionnaire

A STUDY ON EMPLOYEES SATISFACTION IN DIAMOND SEA FOOD, THOOTHUKUDI.

Respected Respondent,

I am a student belonging to Department of Business Administration of St. Mary's College (Autonomous), Thoothukudi undergoing a project on the topic "**A study on employee satisfaction in DIAMOND SEA FOOD**" as a part of academic requirement. Kindly answer the following questions accurately as possible which help us to evaluate the study. Your answers will be kept confidential and will not affect your status employee at your organisation.

1. Name: ____________

2. Native: ____________

3. Designation: ____________

4. Gender: ☐ Male ☐ Female

5. Age: ☐ 15 - 25 ☐ 25 - 35 ☐ 35 – 45 ☐ 45 and above

6. What is your Marital status?

☐ Married ☐ Unmarried ☐ Single

7. What is your highest level of education?

☐ Illiterated ☐ SSLC ☐ Post Graduate
☐ HSC ☐ Under Graduate

8. How long you are working in this company?

☐ Below 5 Years ☐ 6-10 Years
☐ 11-15 Years ☐ Above 15 Years

9. How many hours in a day do you normally work?

☐ 7-8 hours ☐ 8-9 hours
☐ 9-10 hours ☐ More than 10 hours

10. What is your monthly salary?

- ☐ Rs.1500-2000
- ☐ Rs.2000-3000
- ☐ Rs.3000-4000
- ☐ Rs.4000-5000
- ☐ Rs.5000 & above

11. Are you satisfied to work on this company? Choose one answer:

Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied

12. Promotion is given on the basic of________.

(a) Experience (b) Qualification

(c) Performance (d) Silk

13. What type of bonus do the employee receive?

(a) Annual/Year and bonus (b)Incentive

(c) Refereed bonus (d) Festival

14. What are the factors affecting you in balancing your work life and family commitments?

(a) Work hours (b)Overtime

(c)Supervisory (d) Locality (e) Nil

15. Which factory bring stress at your work place?

(a)Low salary (b) work load

(c) long hours of works (d) Nil

16. Does the company provide regular medical check-up for the workers?

(a)Monthly once (b)6 monthly once

(c) Yearly once (d) None

17. What are the factors that affects the employee due to working Environment?

(a)Room Temperature (b) Stuffy air

(c) Unpleasant odours (d) Dim light or glam (e) Nil

18. Does your company have good technology facilities to operate

(a)Automated (b) Semi-automated

(c) Manual (d) both A&B

9. What are recreational activity given to the employee?

(a) Fun trip (b) Tracking

(c) Amusement park (d) Other Specify________

10. How does employee relationship with superior Grievance?

(a) Strike (b) Feedback

(c)Friendly communication (d)Others

11. What are the factors affecting employee behaviour?

(a) Work culture (b) Effective communication

(c)Job responsibilities (d) Family and preference (e) Nil

12. Do you feel that you are able to balance your work life?

(a) Yes (b) No

13. Is your retirement saving plan tied to Social Security Benefits?

(a) Yes (b) No

14. Does your organisation provide proper training period?

(a) Yes (b) No

15. Rank any three according to your Importance in balancing work life:

FACTORS	RANK
More flexible hours	
Work from home	
Time off during emergencies & events	
Support from family members	
Support from supervisor/colleagues	

16. Rank any three the factor that motivate you to work:

FACTORS	RANK
Personal Satisfaction	
Financial Independence	
Support from family	
Constructive Utilization of Time	
Any other specify	

17. The following factors indicate the level of satisfaction which makes me to work in this company:

Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
...K IN BALANCE:					
Flexible work timings					
Job anxiety					
...NISATION CULTURE & VALUE:					
Good Accommodation facilities					
Proper Communication flow					
...PENSATION:					
Retirement Policies					
Good promotion policy					
...KING ENVIRONMENT:					
Safety measures					
Fringe Benefits					
...SATISFACTION:					
My suggestions are considered					
Acknowledge responsibility					

28.The following factors indicate the level of satisfaction which makes me to work in this company:

No.	Factors	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
1.	Working Environment					
2.	Proper Training Arrangement					
3.	Job Security					
4.	Performance Evaluation					
5.	Personal Growth					

Employee Morale:

1.Any suggestions to improve the Employee Morale:

...the following ... rate the level of satisfaction which makes me to work in this company:

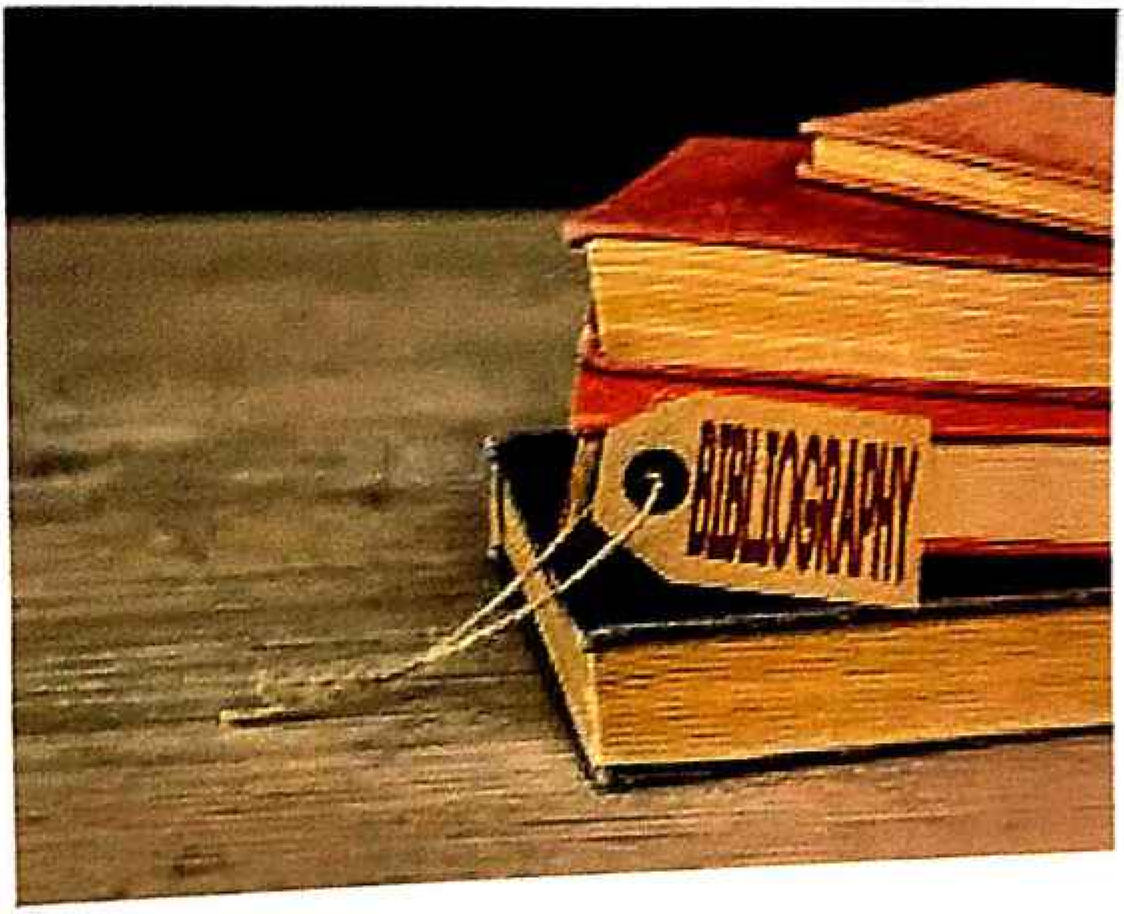
Factors	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Working Environment					
Proper Training Arrangement					
Job Security					
Performance Evaluation					
Personal Growth					

Employee Morale:

2.Any suggestions to improve the Employee Morale:

ANNEXURE – II

Bibliography



Annexure – II

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THE CONCEPTUAL STUDY ON INSTAGRAM MARKETING

(with special reference to India)

A Project Submitted to Department of BBA

St. Mary's College (Autonomous) Thoothukudi.

Affiliated to

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

In partial fulfilment of the requirement for the degree of

BACHELOR OF BUSINESS ADMINISTRATION

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DECLARATION

We hereby declare that the project entitled, **"THE CONCEPTUAL STUDY ON INSTAGRAM MARKETING (with special reference to India)"** submitted for the B.B.A degree is our original work and the project has not formed the basis for the award of any degree, diploma, fellowship or any other similar titles.

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CERTIFICATE

This is to certify that the project work entitled, **"THE CONCEPTUAL STUDY ON INSTAGRAM MARKETING is submitted to St. Mary's college (Autonomous), Thoothukudi affiliated to MANONMANIAM SUNDARANAR UNIVERSITY, THIRUNELVELI.** In partial fulfilment of the requirements for the award of degree of Bachelor of Business Administration, and is a work done during the year 2020-2021 by the following students.

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CHAPTERISATION

CHAPTER NO.	TITLE	PAGENO.
I.	Introduction	1-21
II.	Profile of the Study	22-37
III.	Analysis and Interpretation	38-84
IV.	Findings and Suggestions	85-91
V.	Conclusion	92
ANNEXURE-I	Questionnaire	93-99
ANNEXURE-II	Bibliography	100

LIST OF TABLES

Table No	Titles	Page No
3.1	Age	39
3.2	Gender	40
3.3	Education level	41
3.4	Occupation	42
3.5	Level of income	43
3.6	Time period of promoting in Instagram	44
3.7	Utilization of Instagram	45
3.8	Post on Instagram	46
3.9	Brand are followed on Instagram	47
3.10	Best thing following a brand on Instagram	48
3.11	Expectations from brand of Instagram	49
3.12	Most effective site other than Instagram	50
3.13	Instagram marketing is the success of firm	51
3.14	Instagram in your business application	52
3.15	Dedicated department for Instagram marketing	53
3.16	Metrics want to achieve	54
3.17	Purpose of Instagram marketing	55
3.18	Specifications for Instagram marketing	56

3.19	Communication method	57
3.20	Improve communication in internal organization	58
3.21	Tool for targeting audience	59
3.22	Intention	60
3.23	Benefits	61
3.24	Role of HR in Instagram marketing	62
3.25	Interaction	63
3.26	Other social media is better than Instagram	64
3.27	Promotional activities	65
3.28	Sales promotional activities	66
3.29	Respond towards audience	67
3.30	Reason in choosing Instagram	68
3.31	Major challenges	69
3.32	New trends	70
3.33	Satisfaction of Instagram strategies	71
3.34	Growth plan	72
3.35	Hope to achieve	73
3.36	Obstacle	74
3.37	Tag of brand	75
3.38	Types of original content	76
3.39	Ideal customers	77
3.40	Problems faced by ideal customers	78

3.41	Overcome measures	79
3.42	Usage of Instagram tools	80
3.43	Incorporate compelling content	81
3.44	Best platform for promotion	82
3.45	Online presence compared to competitors	83
3.46	Satisfaction Instagram features	84

LIST OF CHARTS

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3.1	Age	39
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3.11	Expectations from brand of Instagram	49
3.12	Most effective site other than Instagram	50
3.13	Instagram marketing is the success of firm	51
3.14	Instagram in your business application	52
3.15	Dedicated department for Instagram marketing	53
3.16	Metrics want to achieve	54
3.17	Purpose of Instagram marketing	55
3.18	Specification for Instagram marketing	56
3.19	Communication method	57

3.20	Improve communication in internal organisation	58
3.21	Tool to targeting audience	59
3.22	Intention	60
3.23	Benefits	61
3.24	Role for HR in Instagram marketing	62
3.25	Interaction	63
3.26	Other social media is better than Instagram	64
3.27	Promotional activities	65
3.28	Sales promotional activities	66
3.29	Respond towards audience	67
3.30	Reason in chosing Instagram	68
3.31	Major challenges	69
3.32	New trends	70
3.33	Satisfaction of Instagram strategy	71
3.34	Growth plan	72
3.35	Hope to achieve	73
3.36	Obstacles	74
3.37	Tag of brand	75
3.38	Types of original content	76
3.39	Ideal customers	77
3.40	Problems faced by ideal customers	78

3.41	Overcome measures	79
3.42	Usage of Instagram tools	80
3.43	Incorporate compelling content	81
3.44	Best platform for promotion	82
3.45	Online presence compared to competitors	83
3.46	Satisfaction Instagram features	84

1.1 THE CONCEPTUAL STUDY ON INSTAGRAM

1.1.1 INTRODUCTION

Instagram is nothing like most other social networks. A whopping 70% of its 300 million monthly users reside outside of the United States, and most of them fall between the ages of 16 and 24. If this is your target demographic, grab a cup of Joe and get comfortable because you are about to learn everything you need to get started on this mobile-intensive social network. If you are targeting a mobile audience of international guys and gals in their late teens to early thirties, you are in the right place. Instagram is about as popular with men as it is with women (although it was previously more female focused), and users are very likely to access the network from a mobile app. Things move quickly, and the social audience can be somewhat unforgiving, so your mission (should you choose to accept it) is to learn everything you possibly can about smart Instagram marketing before you create an account and post your first image.

1.1.2 Instagram history timeline

- October 6, 2010: Instagram launches
- December 12, 2010: Instagram has 1 million users.
- March 21, 2011: first worldwide InstaMeet
- August 3, 2011: 150 millionth photo upload
- September 20, 2011: introducing version 2.0 with four new filters.
- September 26, 2011: 10 million users!
- November 21, 2011: the launch of weekend hashtag project #VHP
- April 3, 2012: Instagram launches on android too.
- April 9, 2012: Facebook buys Instagram.
- June 28, 2012: Instagram designs photo pages for the web.
- July 26, 2012: Instagram has 80 million users!
- December 11, 2012: Version 3.2 with a new filter.
- December 21, 2012: version 3.4.1 brings 25 languages in.
- May 2, 2013: tag photos on Instagram.

- June 20, 2013: introducing videos o Instagram.
- December 12, 2013: introducing Instagram direct.
- December 1 2014 Instagram reaches 300 million
- October 22, 2015 launch of boomerang
- December 15, 2016: Instagram reaches 600 million
- February 22, 2017: multiple photos per post
- Now: Instagram has more than 1 billion monthly active users, up from 800 million in September 2017. Instagram is now one of the most popular social networks worldwide.

1.1.3 Who created Instagram first?

This is the real story of how Instagram started working. It began as a part-time project by Kevin Systrom when he was learning to code. And after he met Mike Krieger, they created Instagram! But first, let’s know more about them.

- **Kevin Systrom is Instagram** co-founders, and here is his biography. Kevin was born on 30th December 1983. His mother worked as a marketing executive at a zip car, and his father was the vice president of TJX company. He studied science and engineering management at Stanford University, and he did his intern at Odeo (the twitter company).After graduation, he found a job as a marketing associate product manager at Google. He quit his job in 2009 (after three years) and joined a startup called the next stop as a product manager. So he became closer to social media.

- **Mike Krieger co-founder of Instagram**

  Mike was born on 4th March 1986 in Sao Paulo. He studied symbolic systems at Stanford University (where he met Kevin). In university, he worked on a photo sharing project for a class. It was an app for treating seasonal affective disorders named "Send me some sunshine." The idea was that a user would send a photo of sunshine to another user on another side of the world (with a wintery climate and fewer hours of daylight) just to cheer them up.

1.1.4 MEANING:

Instagram (commonly abbreviated to IG or Insta) is an American photo and video sharing social networking service owned by Facebook, created by Kevin Systrom and Mike Krieger and originally launched on iOS in October 2010. The Android version was released in April 2012, followed by a feature-limited desktop interface in November 2012, a Fire OS app in June 2014, and an app for Windows 10 in October 2016. The app allows users to upload media that can be edited with filters and organized by hashtags and geographical tagging. Posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations and view trending content. Users can like photos and follow other users to add their content to a feed, a function that seems to be discontinued as of September 2020. Instagram began development in San Francisco as Burbn, a mobile check-in app created by Kevin Systrom and Mike Krieger.

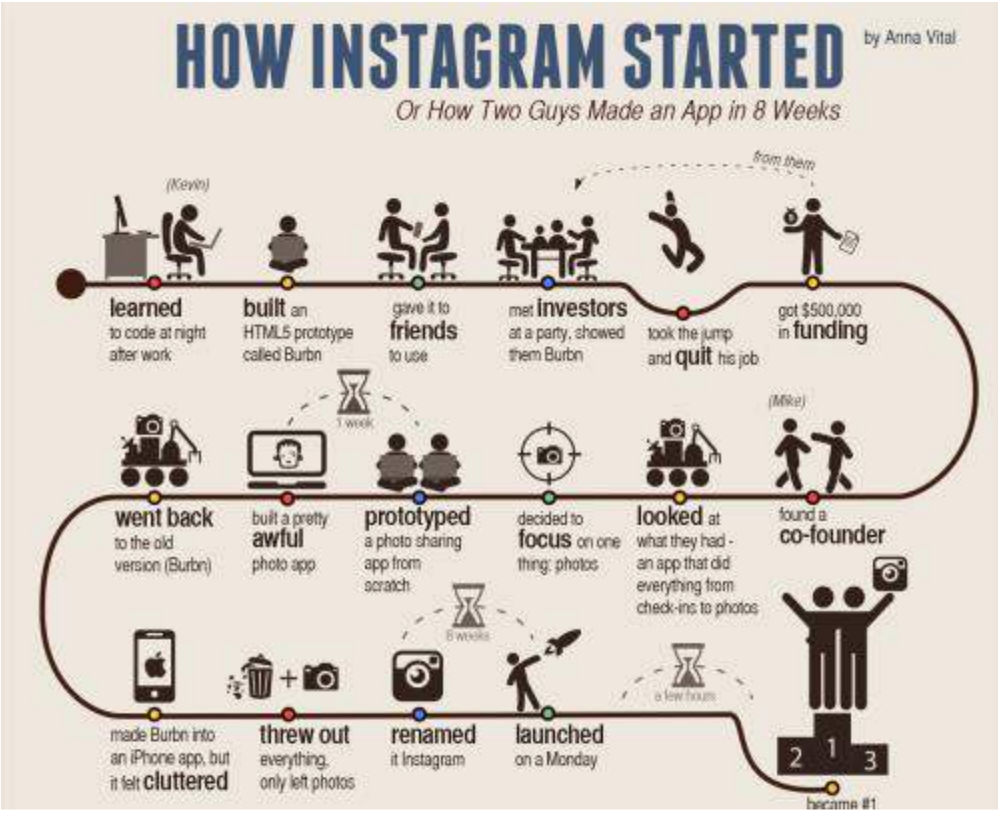
1.1.5 Factors that Influence the Instagram Algorithm:

Phone showing the Instagram app on it.

If you have questions about how relevant Instagram is for your overall digital marketing strategy, here's a big incentive for you to invest in this particular platform: Instagram has 1 BILLION accounts active every month. Many of these users overlap with your target audience.

By the way, 64 percent of the users currently on Instagram are between 18 and 34 years of age. So if you're seeking to build Millennial interest for your products and services, Instagram is where you should advertise your business. But is simply posting enough?

Because of the volume of content posted every day on the platform, Instagram implemented a ranking hierarchy to optimize feeds. Posts haven't displayed chronologically in a long time. And for those who still think solely of investing in getting more and more followers, think again. There are many more prominent metrics to take into consideration. As well as the already established Facebook Edge Rank, the Instagram Algorithm has some particularities. Here's a quick list of its main requirements:



1.1.6 Features of Instagram Cookies

- **Engagement:** At the top of the list is tried and true engagement, the metric that describes how users interact with your profile on Instagram. The IG Algorithm uses engagement to determine if content will appear on followers' timelines, and, if so, how often. It's a simple question of math. Divide the number of interactions in a given period by the number of impressions earned in your posts in the same period and multiply by 100 to determine the percentage. And yes, I said "impressions." The denominator on this equation used to be "number of followers," but that's allegedly been replaced. The more interactions, the better—but some interactions matter more than others. I'll explain farther down.
- **Consistency:** Being a frequent user is essential, but posting consistently is even better. If you have a frequency of three posts per week, try to maintain that

frequency with consistency. In that way, you earn more engagement, and the algorithm starts recognizing the account as higher quality.

- **Time Spent**: This one is easy. If a person spends a long time looking at your posts, it's likely for them to get more and more of your content on their timeline, so posting and engaging with attractive content is critical. Along those lines, video content is a more engaging media at the moment, because of the massive investment Facebook is providing for their video platforms, like IGTV.
- **Timeliness**: Although your IG feed is not chronological, you probably noted that it does display fresher content as much as possible. The algorithm tries to show recent posts, influenced by other factors listed here. However, if someone is not an avid user, they will likely also see some posts from a couple of days before, which makes the half-life of your posts slightly longer for some users.
- **Search**: Just like Google, if you searched something before, it is more likely that you'll see that link or that topic again somewhere else (in this case, IG's content on your feed).
- **Genre:** This one has to do with your audience's interests. The "type" of content and the genre users interact with the most are a sign of what else those users are going to find interesting, so the algorithm refines a user's feed according to that user's interests. If you are using Instagram as a marketing tool, keep in mind that your industry segment probably has several subcategories to explore. For instance: Plastic and cosmetic surgery are industries related to the medical field, but users tend to associate them with "beauty" more than with "medicine." You can easily explore and push further into related segments by studying related hashtags and their relevance. When someone posts with the tag #BOTOX, it's likely that will be followed by #instabeauty or #skincare, but likely not #dermatology.
- **Type of Interactions**: It is not clearly advertised, but people who work in the social media industry know that on Facebook and Instagram, some interactions are more relevant than others, depending on the degree of commitment from the user to a specific post. Liking things is easy, so it's lighter in relevance. Commenting takes more motivation and effort, especially when your name is

readily visible on someone's profile. Saving and sharing represent even more commitment, because they convey your contribution and that you want to go back to that post later or you want to endorse it by making it reach more people from your circle. The high-level takeaway is that successful social media publishers invest in content that people would want to save, share, and comment on—not just like. While Instagram is currently the most popular social media platform, and it's vital for businesses to have a significant presence there, the seven lessons here represent foundational, enduring concepts of overall social interaction that undoubtedly translate to other platforms and will play a part in future social platforms that are certain to come along.

1.1.7 Scope on Instagram for advertising

Acquired by Facebook in August 2012, Instagram is one of the most popular social networks in the world. Last June, it exceeded the billion-user mark. At first, a simple platform for sharing photos and videos with loved ones or people with similar interests, it has become a valuable marketing tool for businesses. They are investing more and more on Instagram to promote their products. Here are some tips for using the app to highlight your business. Instagram has more than 1B monthly active Instagram users, according to Statista, 33% of Instagram users will make a mobile purchase.

- **Create a Business Account**

  In the beginning, Instagram offered the same type of account and the same features for the profiles of individuals and companies. Since the end of 2016, the platform has evolved by offering a business account for companies. With this new profile, the entrepreneur can access four elements: contact information, analysis tools, the Promote option of a publication and the addition of links in the stories. The first element allows customers to reach the company via an email address, a phone number or a postal address, visible through the profile biography. The second gives the professional access to statistics such as the number of visits to his account, the hours at which users are present, the most popular publications as well as the age, sex or city of its subscribers. The entrepreneur can then understand the scope and commitment of your publications and how he can improve your reach and performance. With the “Promote” option, a brand has the opportunity to carry out an advertising campaign: it must just choose the desired objective as more visits or views of publications, the target audience from ten criteria such as age or location and define the duration of advertising and the budget it wishes to devote to it. Stories, ephemeral videos visible on the platform for 24 hours can intervene with companies to promote their product. A link “Learn more” is added to drive the user directly to their website.

1.1.8 What Opportunities Instagram Give Businesses

The Instagram social network offers many opportunities for image communication, such as balancing a communication considered too rigid in certain sectors or even allowing the sharing of the internal life of his company. In this case, we will pass on community management carefully thought out to disseminate specific content.

As long as it meets objectives, it can be interesting for a company to create an Instagram account and entrust the animation and management to a community manager.

Creating an Instagram account on mobile involves a recurring sharing of photos to grow your community. As an aside, it’s about knowing how to create an Instagram community to get interaction and therefore engagement.

The photos on Instagram can be improved or retouched by adding filters available within the social network. Some small adjustments like cropping can also be applied.

The publications are generally accompanied by a short explicit text around the shared photo, as well as a set of Instagram hashtags (#) that index all the photos that are broadcast on the social network.

The use of hashtags also allows many users of Instagram to identify the content by which they are interested and to subscribe back to the account that distributes them.

Some sectors are also very buoyant on the social network such as travel, fashion, and beauty, lifestyle, gastronomy.

1.1.9 Introduction on how to advertise on Instagram

Previously, to advertise on Instagram it was necessary to use sponsored messages. To do this, brands had to negotiate with Instagram influencers in private and ask them to promote their product or brand.

While this mechanism is very effective at attracting customers and increasing sales with Instagram ads, there are some limitations:

1. Influencers are often expensive paid
2. This process requires finding effective influencers and negotiating at length
3. Audience targeting is quite limited
4. There is no recourse if they decide not to keep their word

Promoted messages still have their place in Instagram advertising. Finding a person to promote your product has indeed several attractive benefits. This adds a huge cool factor to your box.

Influencers, in recommending your products, increase your chances of finding buyers since they are more confident about products that have already been tested by someone. They provide social proof of the quality of your product.

1.1.10 How advertising works on Instagram

From the end of 2015, brands and all users can learn how to create ads on Instagram via Facebook's self-service platform.

Thanks to this system, you get more control over your ads, including their view, but also who sees them. Your ads are directly viewed from your direct account, unlike sponsored ads and paid partnerships.

THIS METHOD HAS SEVERAL ADVANTAGES:

- Scalable pricing
- A free and instant service
- Stronger relationships where you keep control
- More accurate customer targeting

In addition, since Instagram has moved from a timeline to a scheduled stream, you will not know how many subscribers will have seen your posts.

The different types of ads on Instagram, You can choose between 5 types of ads on Instagram:

- Photo ads
- Video ads

- Carousel ads
- Slideshow ads
- Announcements stories

To summarize, the first step is to convert your personal profile into a business account, in which case you will not have access to Instagram advertising and analytics tools. Then you should work your bio to make it unique and memorable.

Your written bio, it's time to set your goals. Set a maximum of 2 goals so you do not scatter. After that, regularly post quality content. Remember to add a bit of storytelling to your descriptions to engage the conversation with your followers.Make Stories to announce an event, share your universe or announce exclusive promotions.

Remember to regularly analyze the results of your marketing efforts.

Is there any simple formula to successful Instagram marketing? There is not exactly one simple thing to do things well on Instagram but there is the presence of several principles.

It will again lead to a stronger following, a higher conversion rate or more leads if it is followed properly.

1.1.11 PRINCIPLE

1.Brand Awareness

Brand awareness is all about your brand becoming relevant to potential buyers. This means posting content regularly that answers the questions your customers are asking. That content includes links to blog posts, infographics, statistics, and relevant articles. But don't forget to show the world who your brand is by posting photos of employees, the office, and company events. You can also post humorous, relevant memes that support your brand. This will help build a connection with customers.

2. Enhance Public Relations

By following your company's mentions, you can find out what customers are saying about your brand, and respond to complaints in a timely manner. In fact, according to Social Media Today, when companies engage and respond to customer service requests over social media, those customers end up spending 20% – 40% more with the company. Responding quickly and solving problems allows you to stay ahead of large-scale complaints and create brand loyalty. This type of engagement is easier by using tools such as a Unified Social Inbox.

3. Build Community of Advocates

Brand loyalty has always been one of the most important factors in long term growth. In the past, companies relied on word of mouth. Now, social media provides an entirely new platform where brand loyalty can be shared with thousands of people in real time.For instance, as the amount of photos of food increases on social media, restaurants are offering promotions and discounts for those that post pictures of their food on social media. That provides the restaurant with exposure and the customer feels connected.

4. Research and Development

By constantly engaging with customers, your company can stay up to date on the problems they're facing and develop solutions. Just as importantly, follow your competitors on social media to see how they engage their customers, if they're facing any complaints, and if they're rolling out any promotions or new products. A great way to track competitors is using instazood, where you can create and save feeds based on specific keywords. Engage 10 customers a month on various social media channels about problems for three months.

5. Driving Sales and Leads

If you're not leveraging social media to acquire leads and generate sales, you're not using social media properly. This is what most companies strive for first, but fail to realize that without time spent on the first four goals, it's unlikely that sales will grow.

Social media provides the perfect opportunity to interact with potential customers, both on a personal level and an organizational level, to gauge their pain points, and to understand their basic corporate culture. This knowledge allows for a warm call when you first engage, as opposed to a cold call.

1.1.12 OBSTACLES

Nobody can deny Instagram is an effective marketing machine and that Instagram for Business is the turbocharged version. But business owners should be mindful about setting up an Instagram Business account and examine the pros and cons before taking the plunge. While many of Instagram's features for businesses are tempting – and it might seem obvious that businesses should have a "business" account – switching your account also comes with some disadvantages. In this article, we’ll examine those downsides (and summarize some of the benefits too). The goal is to help you make an informed choice about the best path for your business on Instagram (IG).

- **Less Visibility**

  Business posts and ads appear lower in users’ feeds than posts by their friends and family. By switching to a Business account, you’re automatically demoting yourself in the ranking algorithm. (Caveat: The algorithm is constantly changing so it’s challenging to state with certainty how it actually works – we’ll discuss this further later.) Many users complain about a significant drop in engagement after switching to a Business account, with some reporting a drop from hundreds of Likes to single digits.

- **Less organic reach**

  Never forget that Instagram, like most social media platforms, is geared toward profiting from advertising. When you switch to a Business account, you become a target customer for Instagram’s promoted posts, which is how they make much of their money. Your ability to grow and engage without “paying to play” will be limited. The reason Instagram makes it easier for users to see posts by family and friends is because it keeps them scrolling long enough to encounter the ads Instagram sells to Business accounts. A lot of organic discovery on Instagram happens on the Explore page, a feed which features hundreds of posts from accounts a user isn’t following that Instagram thinks he or she might like. For Business accounts, it’s difficult (if not impossible) to show up on the Explore page organically.

- **It’s Not a Business-Centric Platform**

  Instagram for Business offers helpful features for business owners, but that doesn’t change the fact commerce isn’t really native to IG’s platform. Being a Business account not only impacts how your content gets distributed and how people engage with it, it also signals to viewers that you don’t really fit in. The tone on Instagram tends to be more casual and the Business label can make you seem buttoned-up and serious. That can feel out of tune on the typically laid-back platform. Also, professional-looking content tends to be less popular with users. For example, taken-on-the-phone pics outperform professional studio shots for ecommerce brands. However, this phenomenon can work in your favor if you have good user-generated content and/or your posts have an approachable, home-made feeling to them.

1.1.13 CHALLENGES IN INSTAGRAM MARKETING

Focusing on growth rather than engagement

The common consensus among marketers is that more followers is equal to more customers. Sadly, that’s not the case. Unless you take active measures to convert the followers into customers, they won’t. Which means having more followers is pointless. What matters more than an increase in the number of followers is engaging the number of followers you already have. If you serve them well, they are bound to turn into loyal customers.

Purchasing Instagram likes

Well, not just likes, followers, comments, reframes. All of these are for sale on the web. Purchasing them might feel tempting to establish your brand as a popular voice in your niche. You know you can get likes, followers and reframes organically right? It’s not that difficult. In fact, there are many ways to do that. One of the simplest ways to get Instagram likes is to create engaging content. Content that inspires, entertains, informs or educates is bound to be a hit with your audience. You can also optimize the photos you put up to get more traction. Just ensure they are aesthetically pleasing with the right location tags and a catchy caption. Hosting giveaways or contests, putting up humorous posts and including CTAs in every post are some of the other ways you can try to get followers and likes naturally.

Not using the hashtags the right way

Hashtags are like the backbone of Instagram posts. You have to add them in each post. And luckily, now you can even add them to your bio and make them clickable as well as actionable. Too many hashtags can lead to too many problems. The easiest way to fix them is to avoid using hashtags in your bio altogether. If you must use hashtags though, ensure you only use single branded ones that are directly linked to your brand’s identity. As for hashtags you put up in your post, make sure you use relevant ones only. They should be specific and lead people to your posts instead of driving them away.

Co-marketing with the wrong influencers

Teaming up with influencers is a great way to get increase awareness for your brand. It's good publicity. However, working with the wrong influencers can have an adverse impact on the reputation of your brand as well as the followers you have. Not much effort goes into becoming an influencer these days. A person with even as little as a thousand followers can become an influencer, which means almost anybody. Teaming up with an influencer like that is not going to do your brand any good. All that will happen is that you'll lose a couple of hundred bucks in paying the influencer.

Putting up posts with no strategy

Saving the best for last, putting up Instagram posts without a direction is, well, problematic. Posting random content is not going to get you anywhere, even if it's funny or witty or engaging. All that random posts will do is drive your audience away.

1.1.14 REVIEW OF LITERATURE

Kim Walsh Phillips, "ultimate guide to instagram for business" published on 2017, this helps to learn about how to set up an instagram marketing funnel that converts followers into customers. Build content with a Quick -start lead magnet blueprint that will attract your ideal customer. Run effective, lead-generating campaigns with trending hashtags, exclusive contest and product launches.

Corey Walker, Eric Butow and Jenn Herman "Instagram for business for dummies" published on 2017 in their study, Instagram for business for dummies show you, how to use the app to connect with your audience in a meaningful way as you showcase your products and offer a unique insider's view of your brand. Perfect for instagram newbies or those who want to spruce up an existing account, this book clears our thought in start-ups and make us popular in short period of time.

Sook Huey Lim and Assc.prof.Dr.Rashad Yazdanifard published on 2010 a articles about, "How instagram can be used as a tool in social networking marketing" This articles explains, that in recent trend from 2010 instagram marketing becomes the best platform for promotion so in this paper the discussion on how the instagram can be used as a tool in social networking marketing will be done.

In the paper "Instagram level up like a boss" published on 2019 Author Sherry said, you don't need to have a team, pay a lot of money, for giveaways, post a million times a day, or use slimy makes to grow your instagram following best of all, "you can absolutely do it organically and without spending too much money" the book covers all the tricks that can be used to level up from basic posts and stories, and effective tools and resources.

Jeremy McGilvery - Instagram Secrets: 'The Underground Playbook For Growing Your Following Fast, Driving Massive Traffic and Generating Predictable Profits". Published on 2017, Anything in life that comes easy and fast will leave you the exact same way". There is tricks to convert followers into dollars and building their Instagram presence.

Gary Godin and Allan Kennedy, "Instagram Marketing Secrets" was published. This study published on 2020. The ultimate Beginners guide to grow your followers, leads to be a social media influencer with your personal brand, set a business plan and make money.

Jason Miles, " Instagram Power "this explains how to create the most effective image for your needs identify prospective customers with hashtags increase a marketing plan tailored for the site launch a new product create a mini social network of customer on instagram track and measure in analytics.

published, this book is the essential guide to building Branda, business and community. Social Media expert Jodie Cook breaks it down into 125 bite-sized rules making instagram as easy and efficient method for expanding your venture. Learn the dos and don'ts of post planning; developing a voice; identifying trends; driving a campaign; responding to engagement; and more. (2020)

Author Robert Grow, "Instagram Marketing Advertising”. This study helps to learn about promotional techniques on how to personal brand in the right way and coming a top influencer even if you have a small business. (2019)

In this paper, "Instagram Your Brand 2020" Pendle Amie explains how to dominate social media with a brand learn everything from how to take your own photos. The methods and tricks to promote your brand. The effectiveness of online marketing tool. (2020)

Robb Taroni, " The last instagram marketing book you will ever buy". Social media platforms are essential platform for digital marketers today. Instagram is a platform offering more opportunities than others. This gives you great ideas of social media marketing strategies for faster success in the book, there is many content ideas that can stop people, tips to increase your post viewers, how to turn them into leads, sales and maximize the profits. (2015)

Jeremy Barton " Instagram Influencer" helps to learn how to build their personal brand. This was published on 2017. According to Jeremy Barton, instagram is the best social media platform to build a brand. This book covers the ins and outs for building a strong brand for monetizing in several ways. The Barton will teach you how instagram is so unique to grow a brand, how to create and optimize a profile, how to unleash the power of hashtags for a one million followers mark, daily routine to increase the engagement rate, how to leverage the power of shout outs and influencers, powerful tips to build a brand easily, how to make the most of instagram stories and lives, how to grow a direct sale business, when to use paid ads and do it right, different research tools, how to monetize your Instagram following by becoming an influencer, and plus more.

Ronne brown, "From mopping Floors To Making Million On Instagram". This study published on 2007, This is a bit hold, but it is still good and relevant. It is worth to include in the top instagram books. This book can build your brand and business, engage your audience and boost sale, convert followers into customer, build long-term relationship, and gain new followers every day.

Brandon's, "Instagram marketing blue print”. Published on 2021. This study is on Thousands of followers in this book, you'll find techniques to promote a personal brand, profile optimizing techniques, A guide with the latest marketing ideas and technique.

David J Green published a article “Instagram marketing 2020”. This was published on 2020. This guide acts like an in-depth course on Instagram marketing where as other shorter guides only touch on the subject. The guidance is given practically steps to growing your following and you will learn about other services you can use for marketing alongside Instagram.

1.1.15 REFERENCE:

Bardon. (2021). Instagram marketing blue print.

Cook, Jodie. (2020). Instagram Power: Build Your Brand and Reach More Customers with the Power of Pictures.

Corey Walker, Jenn Herman, Eric Butow. (2017). Instagram for busniess for dummies (2nd ed.). for dummies.

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Miles, Jason. (2013). Instagram Power: Build Your Brand and Reach More Customers with the Power of Pictures (2nd ed.).

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Robert grow . (2019). Instagram marketing aadvertising.

Roone Brown. (2007). From Mopping floors to making million on Instagram.

Sherry. H. (2019). Instagram level up like a boss.

Sook huey lim , Dr. Rashad Yazdanifard. (2010). How instagram can be used as a tool in social networking marketing.

Taroni, R. (2015). The last instagram marketing book you will ever buy.

1.2.1 OBJECTIVES OF THE STUDY:

1. To study the demographic profile of the company who promote their products on Instagram.
2. To analyse the Inducing factor to promote a brand in Instagram.
3. To find the hurdles faced in promotional activities.
4. To study the success of Instagram Marketing.
5. To identify the winning strategies for promotion.
6. To identify the satisfaction of company in promoting their product on Instagram.
7. To provide suggestions based on the study.

1.2.2 SCOPE OF THE STUDY:

• This study based on the promotional activities done in Instagram Marketing.

• To analyses the Inducing factor to promote their brand and help them to increases the customers reach which leads to increase the revenue of the company.

1.2.3 RESEARCH AND METHODOLOGY:

Primary data was collected using the questionnaire, survey was done by the researchers by contacting the respondents in their Instagram pages. The respondents responded to the questions.

- **SELECTED AREA:** The area selected for the study is TAMILNADU.

- **NUMBER OF RESPONDENTS:** 49 respondents were selected for this research.

- **SAMPLE DESIGN:** The sample size of the study is 49 respondents. Simple random sampling is used to analyse the data.

- **COLLECTION OF DATA:** The study was based on primary and secondary data.
    - ❖ **Primary Data:** The primary data was collected from the respondents, with the help of a structured questionnaire.
    - ❖ **Secondary Data:** The secondary data were collected from books and internet.

- **CONSTRUCTION OF QUESTIONNAIRE:**

  The questionnaire in constructed by the researcher themselves. The variable to be

  included were identified by the guide and the researcher. The mistakes were identified

  and converted into appropriate questions in the questionnaire.

- **DATA COLLECTION:**

  The data collection from the study was done during the period from 2020 December

  to 2021 march.

1.2.4 TOOLS OF THE STUDY

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

$$\textbf{PERCENTAGE (\%)} = \frac{\textbf{NO. OF RESPONDENTS}}{\textbf{TOTAL.NO. OF RESPONDENTS}} \times 100$$

Multi Factor analysis is a casual method devoted to the study of tables in which the group of individuals is declared by a set of variables structured in group.

1.2.5 CHARTS

Charts used to make a graphical representation of any set of data. A chart is a visual representation of data, in which the data represented by template bar and pie. The chart are represented by the data are

- Pie chart
- Bar chart

2.1 PROFILE OF THE STUDY

The profile of the study contains the details about the marketers who build up their brand on Instagram. The profile is about demographic profile of the company who promote their products on Instagram. This profile provides the general information of the Instagram Marketers and their strategies. The profile consists of both verified badge and unverified badge.

2.1.1 Profile of Instagram Marketing

Name: Polago Clothing ®

Launched: 2017

Brand: Women's clothing brand

Website: www.polagoclothing.com

Polago clothing commenced on 2017, they started with love for fashion and it is a clothing brand for women. They are in presence in all over India. They have limited unique designs. They express themselves by unique designs and collaboration. They offer chic and luxury apparels focused on sharing a vision with a progressive approach to contemporary fashion. Polago clothing delivers in all type of features and ships worldwide with lovely packing. Their designs present an opportunity to express oneself. Through their instagram marketing strategy it became fast growing women's fashion label. Through number of tags, posts, they feeled easy to contact with public.

Name: boAt

Launched: 2016

Brand: Electronics

Website: www.boat-lifestyle.com

Tagline: Plug into Nirvana

A lifestyle brand started in 2016 that deals in fashionable consumer electronics. The product range has expanded to include an extensive catalog of headphones, earphones, speakers, travel chargers & premium cables. The brand has been gaining traction while riding the waves of Nirvana in the Audio Electronics sector. The average boAthead is prevalent across a number of categories. boAt's distinct sound has brought known faces into our midst, showing that the love for good music is a universal one. boAt had signed on eminent cricketing personalities as brand ambassadors ahead of the IPL campaign, namely Shikhar Dhawan, KL Rahul, Hardik Pandya, Jasprit Bumrah, Rishabh Pant and Prithvi Shaw. By personalities posts on instagram their market has increased on the time of IPL.

Name: Mamaearth

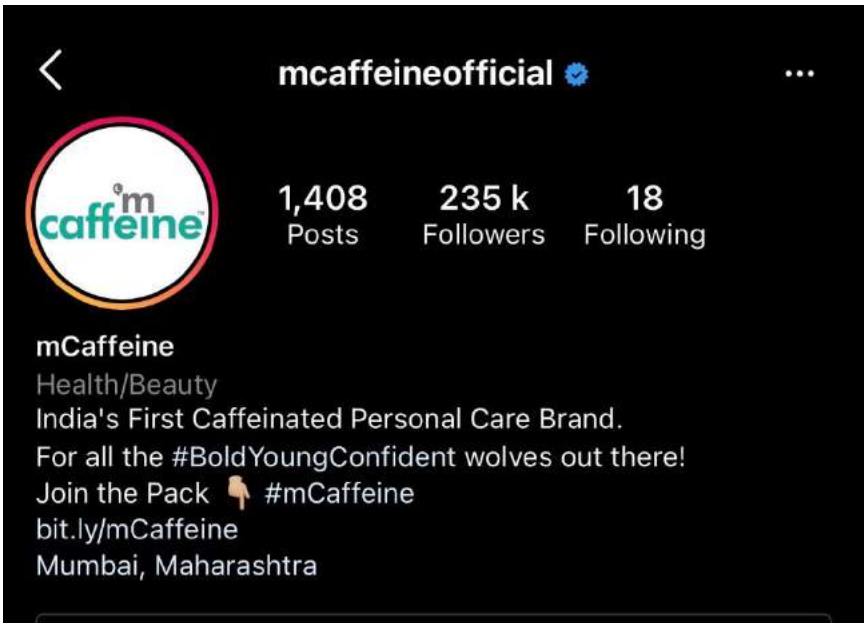
Launched: 2016

Brand: Health/beauty

Website: https://mamaearth.in/

MamaEarth is a non-toxic product very well established in India. By hashtags, posts, and by brand ambassadors they got popular in social media. Baby products was the starting key element that gave more attention to the brand Mamaearth on starting of 2017. Approach on instagram was pretty simple. Using real images connects to the audience and builds trust with those who are looking out for better care of their children each and every day in the market. Hashtags in the beginning #MamaKnowsBest #motherlylove

#toxinfree



Name: mCaffeine
Launched: 2016
Brand: Health/Beauty
Website: www.mcaffeine.com

mCaffeine is India's 1st caffeinated personal care brand with an range of caffeinated products for young. They are 100% vegan and cruelty free. mCaffeine is D2C (or Direct to Consumer) businesses and raising their brand awareness not just with their "consumers" but more widely with a large global user base. Among Indian cosmetics brands, we believe mCaffeine owns **Instagram.** We have benchmarked it to prominent international sites to show you how well they have adopted the rules of Insta engagement.

Name: Deyga®

Launched: 2017

Brand: Health/Beauty

Website: www.deyga.in/

Tagline: Everyday Deyga. Everyday beautiful.

Deyga is a natural and organic beauty product. They take on beauty, believe in organic care for the body. It is a fusion of nature and goodness. This type products have earned more customers in this lockdown period.

Demand of this product has been increased by satisfying many customers. The needs and wants are clearly asked through direct message and then the accurate product have been delivered.

Name: littlebee sha

Brand: clothing

Launched: 2017

Littlebee sha is a clothing store run by Monisha Sivaprakasam. They are more interested in clothes since childhood. That is what has made them a fashion designer.

All the clothes made by them are very popular among the people. They are releasing clothes designed by themself at a lot of fashion shows. They faced many obstacles while initial stage of business. But they overcame that challenge and now they are running successful boutique.

Name: Seven cakes

Launched: 2016

Brand: Baking/Food

Sevencakes company comes from a successful business family. They are already proving that the spirit of entrepreneurship is just as strong in them. In less than two years, they has managed to turn their pastry-making business 'Sevencakes' into a household name in Mahe, where they are based, and surrounding areas. But you won't find a 'Sevencakes' anywhere in town, as the business is purely Instagram-powered. They had been baking for a while, learning new methods through the internet, even before the decision to open a business was made. They took ₹12,000 out of their childhood savings to buy equipment, while their friends and family took on the task of promoting their page.

It has paid off handsomely. These days, they get anywhere between 30 and 90 orders per month for their beautifully turned-out cakes, cupcakes, brownies and glasspops. Their 'give-aways' (lucky draw contests) have seen a participation of more than 2,000 people. "Time just flies and I barely feel it. Sometimes the whole day passes in the kitchen.

Name: Saaki World

Launched:2020

Brand: Clothing

Actress Samantha Akkineni has built this business. They started various businesses. They have already started a preschool business called Ekkam in Jubilee Hills. In this order they are now preparing to step into the textile business. It was also named Saaki. The entire exercise seems to have been completed during the lockdown.

This was revealed on Twitter that is stepping into the textile business under the name Saaki World. Saaki world conveys a love for fashion.

It says that their dress brand is affordable. They have posted a short video of their team working hard to make Saki's dream come true.

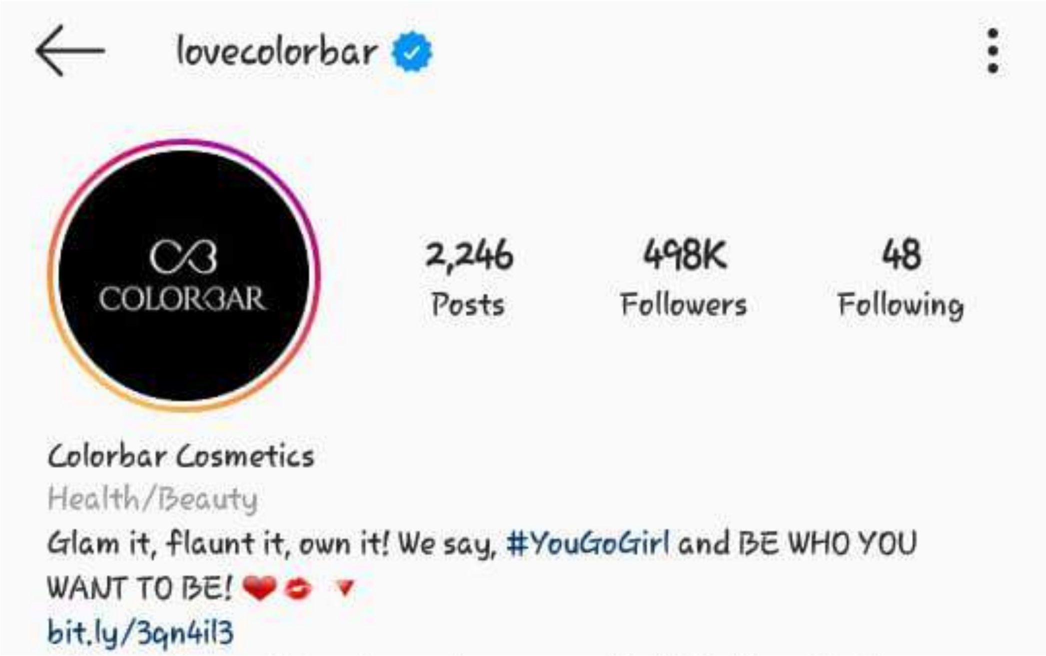
Name: My craft tales

Launched: 2020

Brand: Handicraft product/Home decor

Craft tales is a handcrafted product page. Their product was based on hand crafted items and customized things. They are started this business during lockdown. Now their service has increased in recent times where as they have many customers by satisfying the customers and promoting their products in instagram.

Craft tales is the most fabulous products. Each of these are produced in natural method. The customization is also available where they earn many customers for gifting to their loved ones. Craft tales has been increased due to the instagram promotion where the customers tag and mentioning in stories. Now the owner of this company feels proud to be a part of instagram marketing.



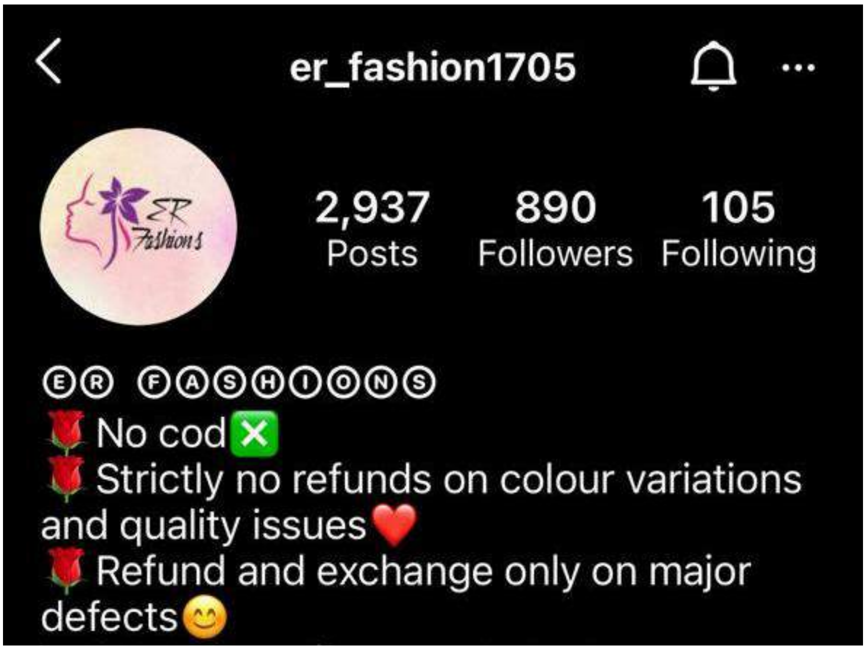
Name: Colourbar

Launched:2004

Brand: Cosmetics/beauty

Colorbar is one of India's leading beauty brands today. Positioned in the premium segment, we promise to make every woman feel beautiful with our best in class, innovative, international standard beauty products delivered in a uniquely Colorbar experience at our own stores as well as our partner outlets.

Launched in 2005, today Colorbar is the fastest growing beauty brand with a strong geographical footprint through 65 exclusive stores, 900+ multi brand outlets and through partner chains – Shoppers Stop, Lifestyle, New U, Pantaloons. In addition to our rapidly expanding footprint in India, Colorbar has also established itself in the Middle East with stores in Dubai.



Name: ER FASHIONS

Launched: 2019

Brand: Clothing

ER FASHIONS, our company shows clothing's fashionable dresses in good quality and more. They have limited unique designs. Er fashion have some instagram marketing strategy it gives fastest growing to our company. Er fashion selling kurta, Kurtis, jeans, top, sarees and more. No cash on delivery and no refunds. Exchange and refund only on major damages. Er fashions are instagram selling fashion products

Name: Plum goodness

Launched: 2013

Brand: skin care

Website: campsite.bio/plumgoodness

Plum goodness is a brand of skincare. This company restored your skin and maintain your skin at its natural best. It's not a treatment. It's a goodness of skin and confidence. Our products are 100% vegan .100% non-toxic beauty products "Being good" **-** to your skin, to your senses, to others and to the environment. Plums are formulated with love to protect, repair, nourish **-** and delight, using some of the richest sources of natural nutrients, in sync with "good science".

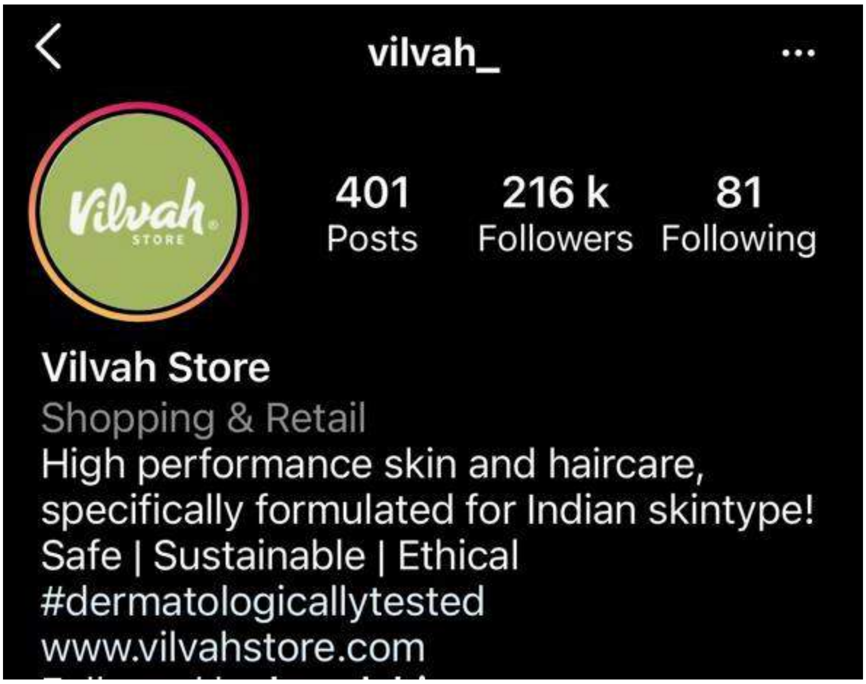
Name: Skin kraft

Launched: 2018

Brand: Beauty/cosmetic and personal care

Website: www.skinkraft.com

Our company is a world's largest beauty and wellness website. Skinkraft, India's first dermatologically-approved and scientific customised skin care regimen. Skinkraft recognised the problem of our skin and skin type then they gave a formulated solution .skinkraft is an unique, powerful and effective when it comes to meeting your skin's needs. A lot of people go with luxury and import brands in the search of quality skin care. To provide customized and world-class skin care suited for Indian skin. Skinkraft is an online store and also social media-based marketing like Instagram, Facebook etc



Name: Vilvah store

Launch: 2017

Brand: skin and haircare

Website: www.vilvahstore.com

Vilvah store is an all-natural skincare and cosmetics brand. Our company makes skincare and haircare goodies with safe and effective high-performance formulation. Our goal is to deliver world class products to Indian consumers. Vilvah store products are selling in social media like Instagram, Facebook and more. This company used 100% Natural and 100%Organic product to manufacture. Our products are shampoo, soaps , lip balm ,essential oil , cream, bath and body products etc . Our company is an eco-friendly and harmless organic product to enrich natural herbal product

Name: WOW skin science

Launched: 2013

Brand: beauty and wellness

Website: www.wowskincare.com

Wow skin science is an herbal product. It was established in India. WOW Skin Science India ropes in Bollywood actor Disha Patani as its brand ambassador for the company's entire range of hair care products. The start-up brand is available all across India and the USA.WOW skin science products are selling in online stores and instagram, Facebook like that social media also. This company known and trusted for our premium quality products. The company mammoth product portfolio includes supplements, herbal blends, creams, serums, lotions, shampoos, bath and body products, men's grooming products, essential oils, massagers and more. Our company products are unified by being pure, natural, health-friendly and easy use convenience in modern life.

ANALYSIS AND INTERPRETATION

The collected data from the respondents are turned into analysis of the data and interpretations for clarity vision of the project. The gathered data reflects the following tables and charts. The data is based on achieving the project objectives.

ANALYSIS AND TOOL:

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

$$\textbf{PERCENTAGE (\%)} = \frac{\textbf{NO. OF RESPONDENTS}}{\textbf{TOTAL.NO. OF RESPONDENTS}} \times 100$$

Multi Factor analysis is a casual method devoted to the study of tables in which the group of individuals is declared by a set of variables structured in group.

CHARTS

Charts used to make a graphical representation of any set of data. A chart is a visual representation of data, in which the data represented by template bar and pie. The chart is represented by the data are

- Pie chart
- Bar chart

❖ **PIE CHART**

It is constructed by dividing the circle into two or more sections or slices. The chart is used to show the proportion that each part is of whole. It is the statistical graphic, which is divided into slices to illustrate numerical portion.

❖ **BAR CHART**

A Bar Chart is a chart that represents categorical data with rectangular bar with heights or lengths proportional to the values that represent. The bar can be plotted vertically or horizontally. This chart represents the comparison among the categories. One axis of the chart determines categories that is compared, on other axis represents a measured value.

TABLE 3.1
AGE

OPTION	FREQUENCY	PERCEENT
18-20	7	14.0
20-25	24	49.0
25-30	8	16.0
30-35	10	21.0
Total	49	100

Source: Primary data

INFERENCE:

The above table shows, the age 14% of respondents are under the age of 18-20, 49% of respondents are under the age of 20-25, 16% of respondents are under the age of 25-30 and 21% of respondents are under the age of 30-35.

3.1 CHART

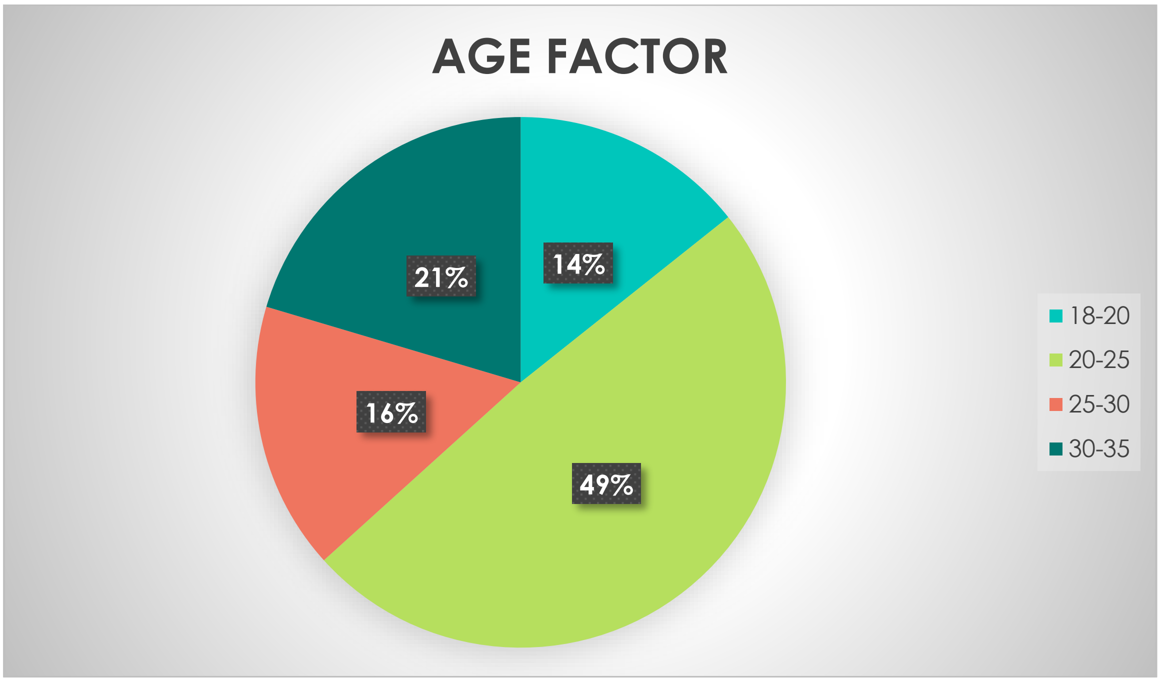


TABLE 3.2
GENDER

OPTIONS	FREQUENCY	PERCENTAGE
Male	9	18.0
Female	40	82.0
Transgender	-	-
Total	49	100

Source: Primary data
INFERENCE:

The above table shows, that 18% of respondents are male and 82% of respondents are female.

3.2 CHART

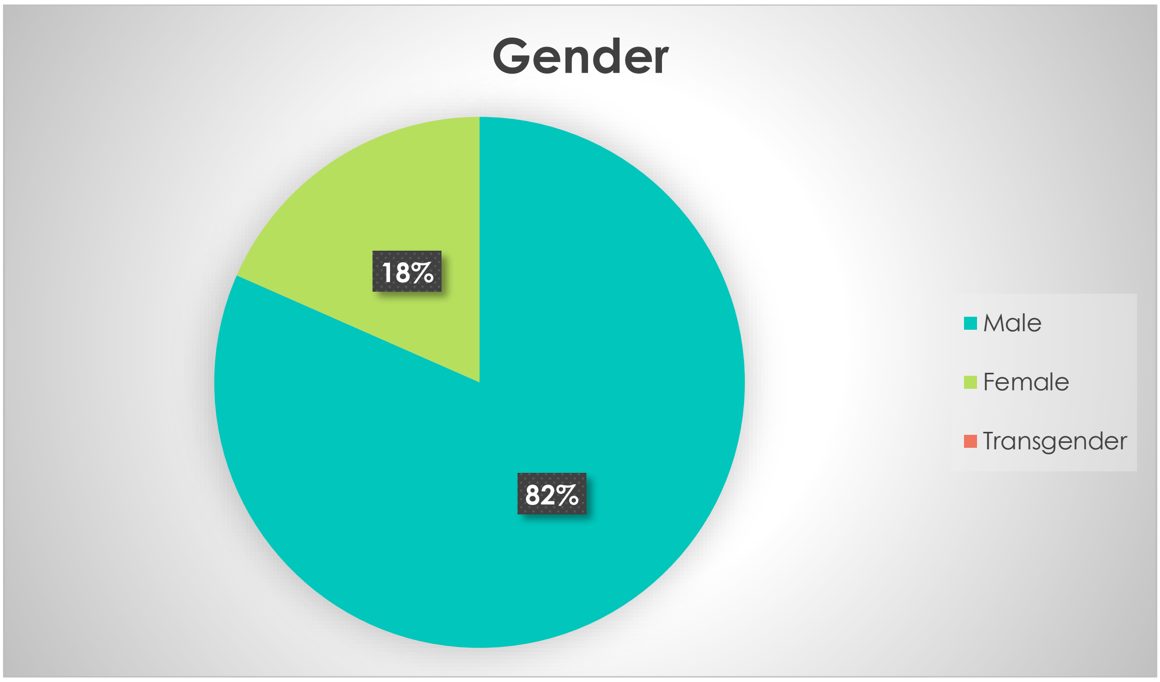


TABLE 3.3
EDUCATION LEVEL

Options	Frequency	Percent
Illiterate	-	-
Primary	-	-
HSLC	1	2.0
Under graduate	26	53.0
Post Graduate	22	44.0
Total	49	100

Source: Primary data
INFERENCE:
The above table shows, that there is no Illiterate and primary respondents, 2% of respondents have completed HSLC, 53% of respondents have completed UG. And 44% of respondents have completed PG.

CHART 3.3

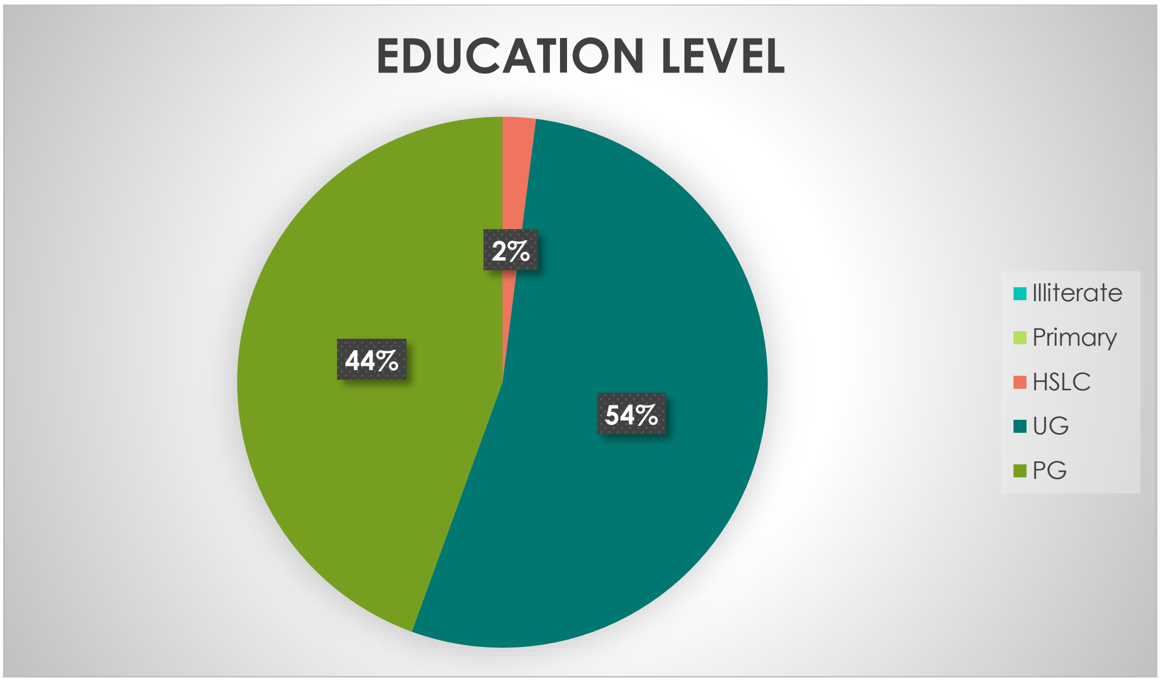


TABLE 3.4
OCCUPATION

OPTIONS	FREQUENCY	PERCENT
Self employed	32	65.0
Working	3	6.0
Student	13	26.0
Unemployed	1	2.0
Total	49	100

Source: Primary data
INFERENCE:
The above table shows, that there is 65% of respondents are self-employed, 6% of respondents are working, 26% of respondents are student they even study and manage their business and 2% of respondents are unemployed.

CHART 3.4

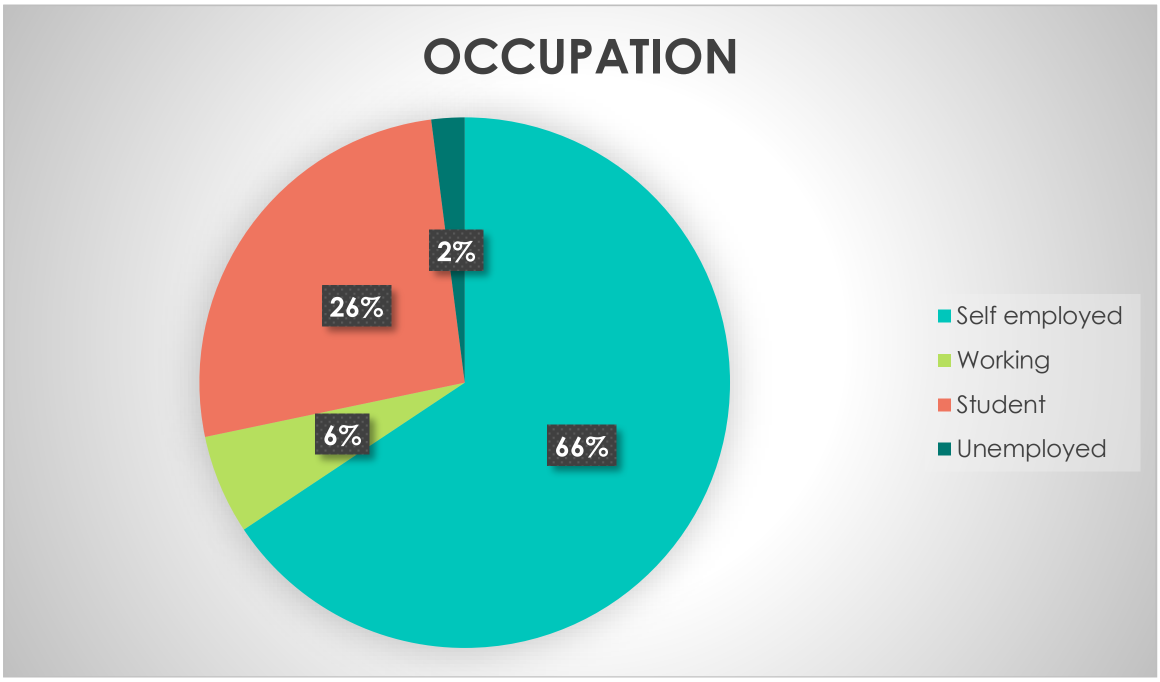


TABLE 3.5
LEVEL OF INCOME

OPTIONS	FREQUENCY	PERCENT
Less than 10,000	17	34.0
10,001-20,000	7	14.0
20,001-30,000	2	4.0
30,001-40,000	4	8.0
Above 40,000	19	38.0
Total	49	100

Source: Primary data
INFERENCE:
The above table shows, their level of income 34% of respondent's income is less than 10,000, 14% of respondents level of income is between 10,001-20,000, 4% of respondents level of income is between 20,001-30,000, 8% of respondents level of income is between 30,001-40,000 and 38% of respondents level of income is more than 40,000.

CHART 3.5

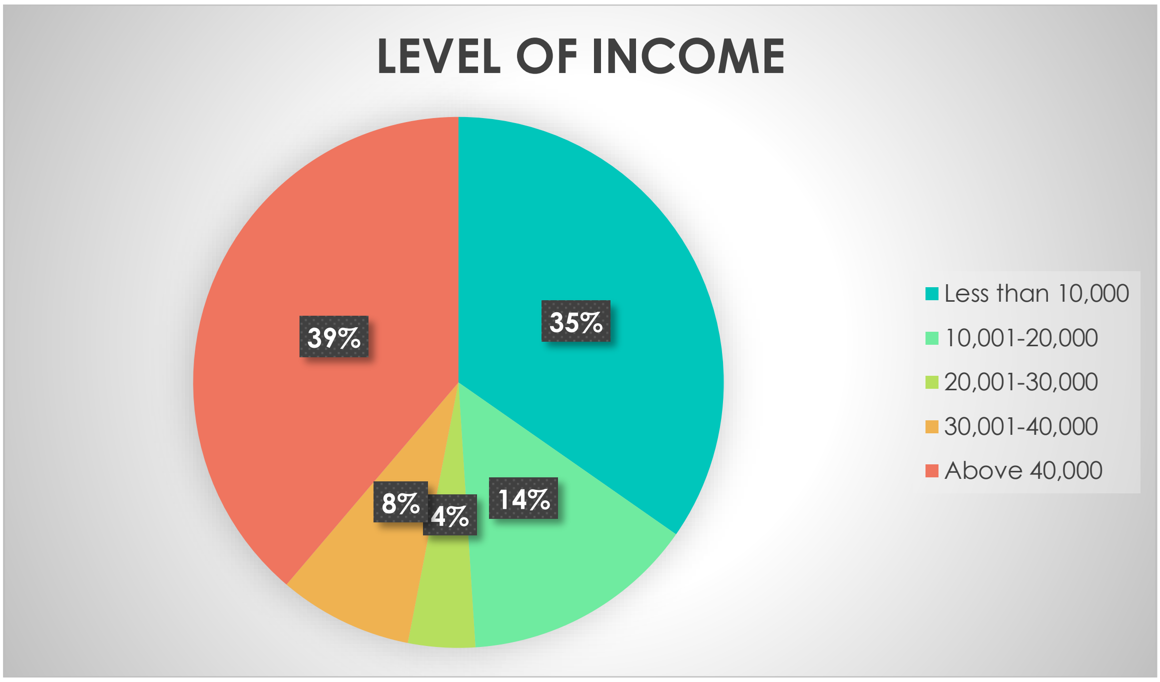


TABLE 3.6
TIME PERIOD OF PROMOTING IN INSTAGRAM

OPTIONS	FREQUENCY	PERCENT
Before 1 year	22	44.0
1-2 year	9	18.0
2-3 year	9	18.0
More than 3 years	9	18.0
TOTAL	49	100

Source: Primary data
INFERENCE:
The above table shows, that 44% of respondents are using before 1 year, 18% of respondents are using from 1-2 years, 18%of respondents are using 2-3 years and 18% of respondents are using more than 3 years.

CHART 3.6

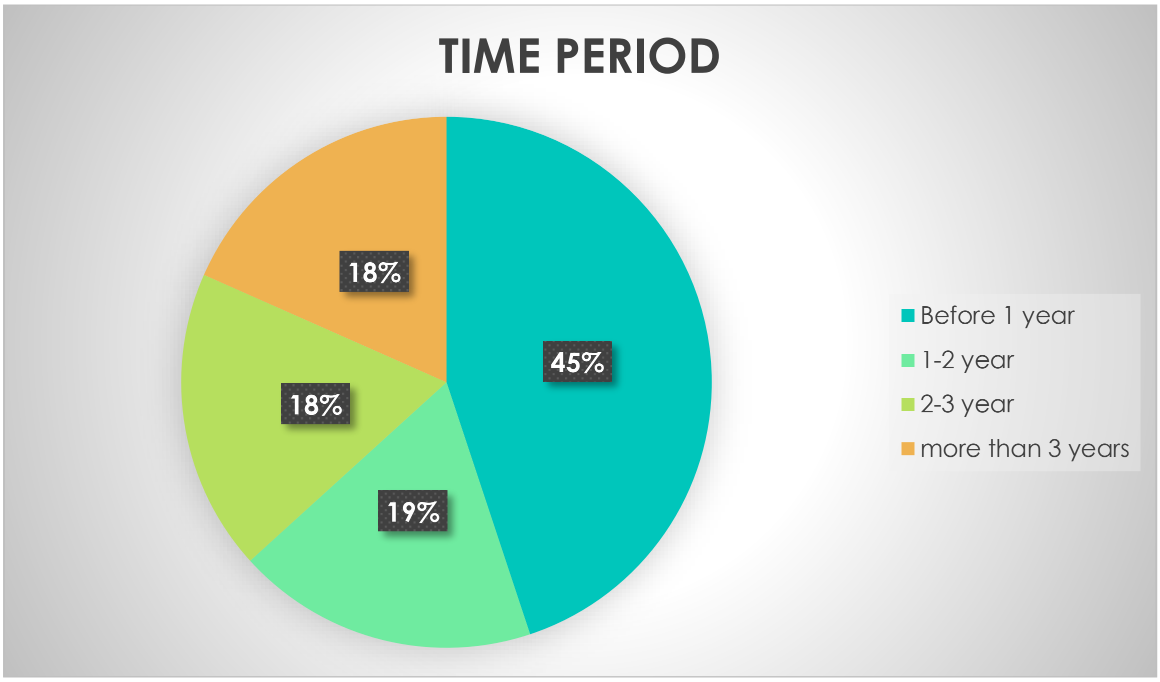


TABLE 3.7
UTILIZATION OF INSTAGRAM

OPTIONS	FREQUENCY	PERCENT
Several times a day	26	53.1
Every day	21	42.9
A couple of times per week	2	4.1
Less than a week	-	-
Total	49	100

Source: Primary data
INFERENCE:
The above table shows, that 53% of respondents uses the instagram several times a day, 42% of respondents uses every day, only 4% of respondents utilize the instagram for a couple of times per week, and there is no respondents who use less than a week.

CHART 3.7

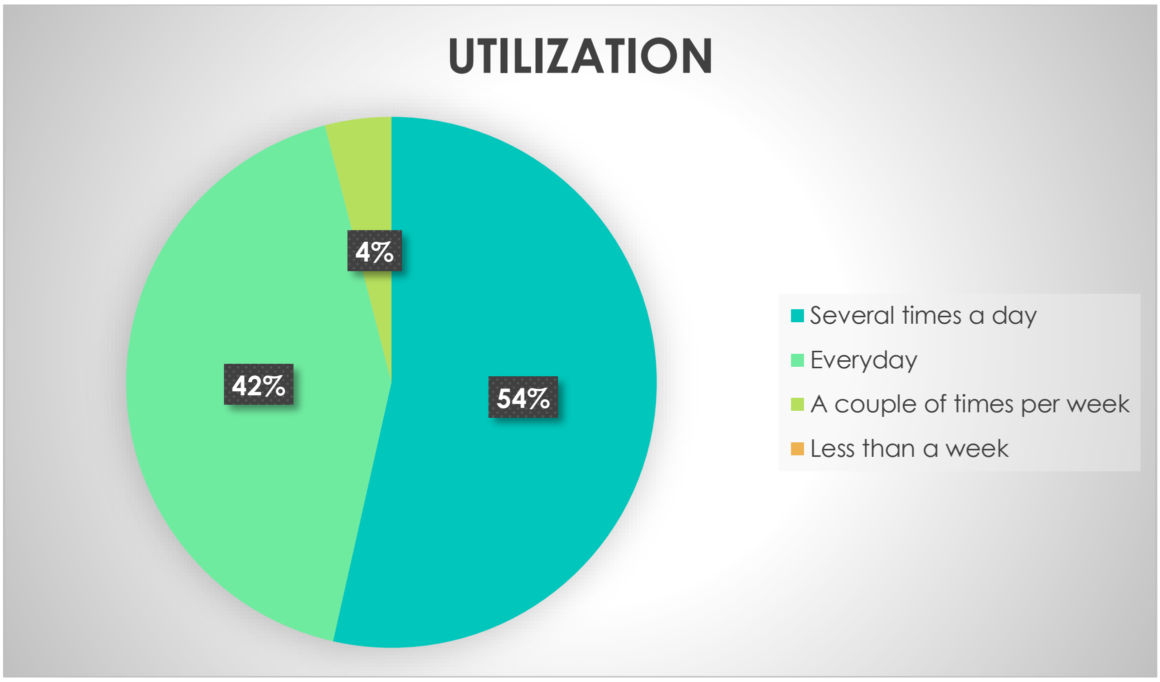


TABLE 3.8
POST ON INSTAGRAM

OPTIONS	FREQUENCY	PERCENT
Weekly	18	37.0
Daily	17	35.0
Monthly	3	6.0
Occasionally	10	20.0
Total	49	100

Source: Primary data
INFERENCE:
The above table shows, that how often respondents post on instagram, 37% of respondents post their brands or products weekly once, 35% of respondents post daily in regular basis, 6% of respondents posts their brands monthly once, occasionally 20%of respondents post their products on Instagram.

CHART 3.8

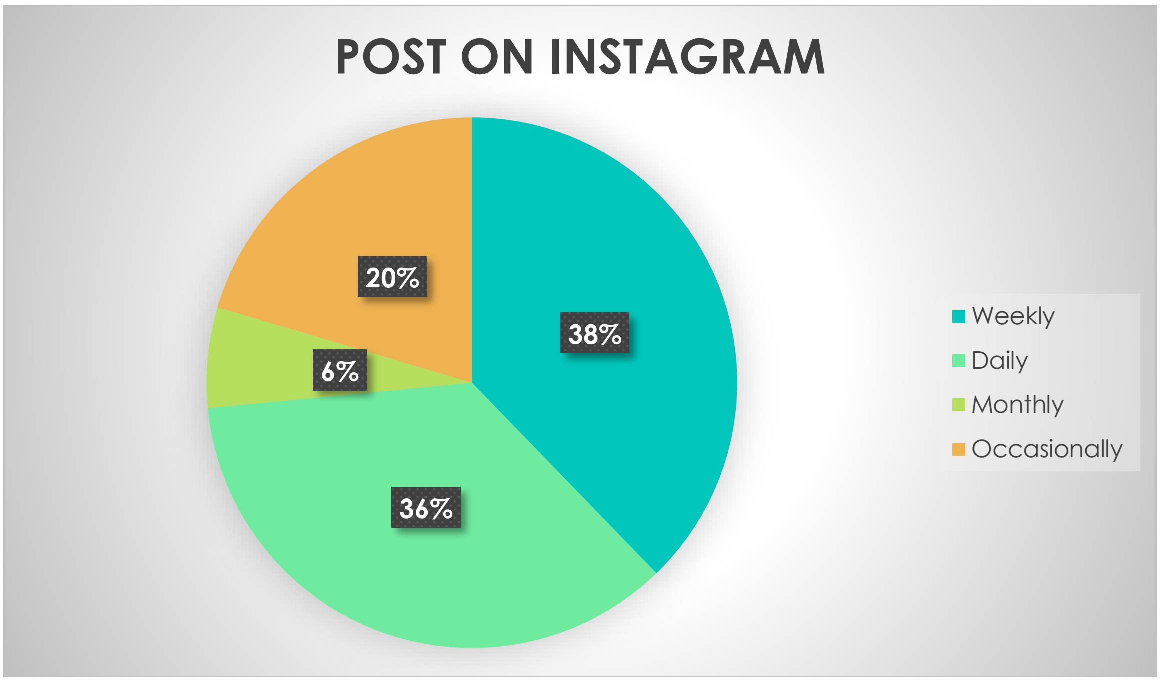


TABLE 3.9
BRAND ARE FOLLOWED ON INSTAGRAM

OPTIONS	FREQUENCY	PERCENT
Fashion	18	36.7
Wellness	4	8.2
Beauty	8	16.3
Interior	2	4.1
Others	17	34.7
Total	49	100

Source: Primary data
INFERENCE:
The above table shows, that the kinds of brand are followed on Instagram, 36% of respondents are under fashion, 8% of respondents are under wellness, 16% of respondents are under beauty, 4% of respondents are under interior and other kinds are 34% of respondents.

CHART 3.9

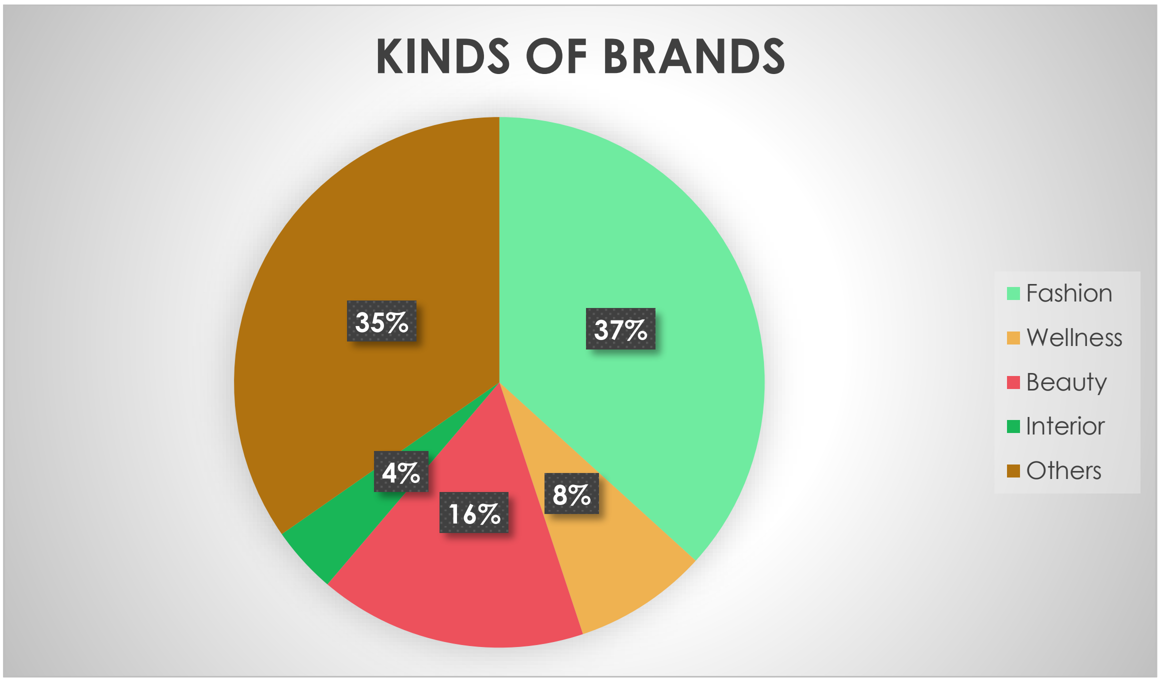


TABLE 3.10
BEST THING IN FOLLOWING A BRAND ON INSTAGRAM

OPTIONS	FREQUENCY	PERCENT
Brands are more promotional	17	34.0
Brands are less promotional	5	10.0
You only receive content from the brands You have chosen to follow	9	18.0
Easy access of brand	18	36.0
Total	49	100

Source: Primary data

INFERENCE:

The above table shows, that the best thing in following a brand on instagram, is 34% of respondents brands are more promotional, 10% of respondents brands are less promotional, 18% of respondents can only receive content from the brands, 36% of respondents says that easy access of brand.

CHART 3.10

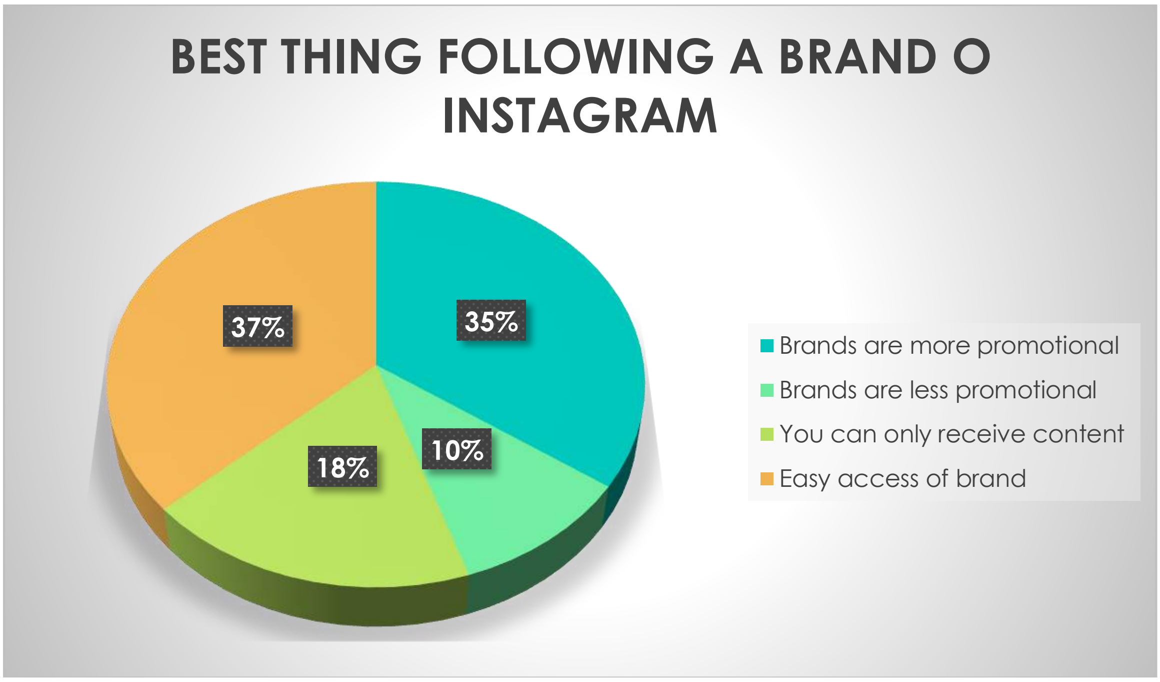


TABLE 3.11
EXCEPECTATIONS FROM BRAND OF INSTAGRAM

OPTIONS	FREQUENCY	PERCENT
Information	9	18.4
Updates	9	46.9
Inspiration	8	16.3
Impression	23	18.4
Total	49	100

Source: Primary data
INFERENCE:
The above table shows some expectations from brand of Instagram, 18% of respondents are expecting information, 46% of respondents are expecting updates, 16% of respondents are in want of Inspiration, 18% of respondents are expecting Impression.

CHART 3.11

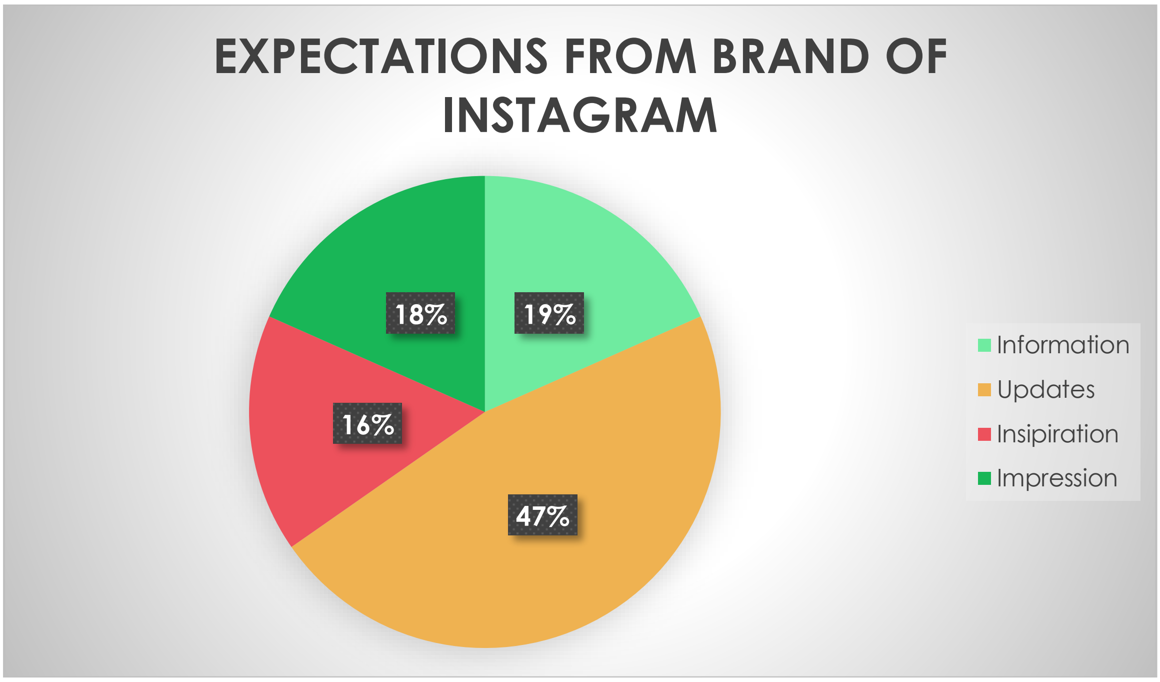


TABLE 3.12
MOST EFFECTIVE SITE OTHER THAN INSTGRAM

OPTIONS	FREQUENCY	PERCENT
Facebook	26	53.1
Twitter	3	6.1
LinkedIn	9	18.04
Telegram	11	22.4
Total	49	100

Source: Primary data
INFERENCE:
The above table shows the most effective site used other than Instagram, 53% of respondents prefer Facebook, 6% of respondents are preferring twitter, 18% of respondents preferring LinkedIn, 22% of respondents are preferring Telegram.

CHART 3.12

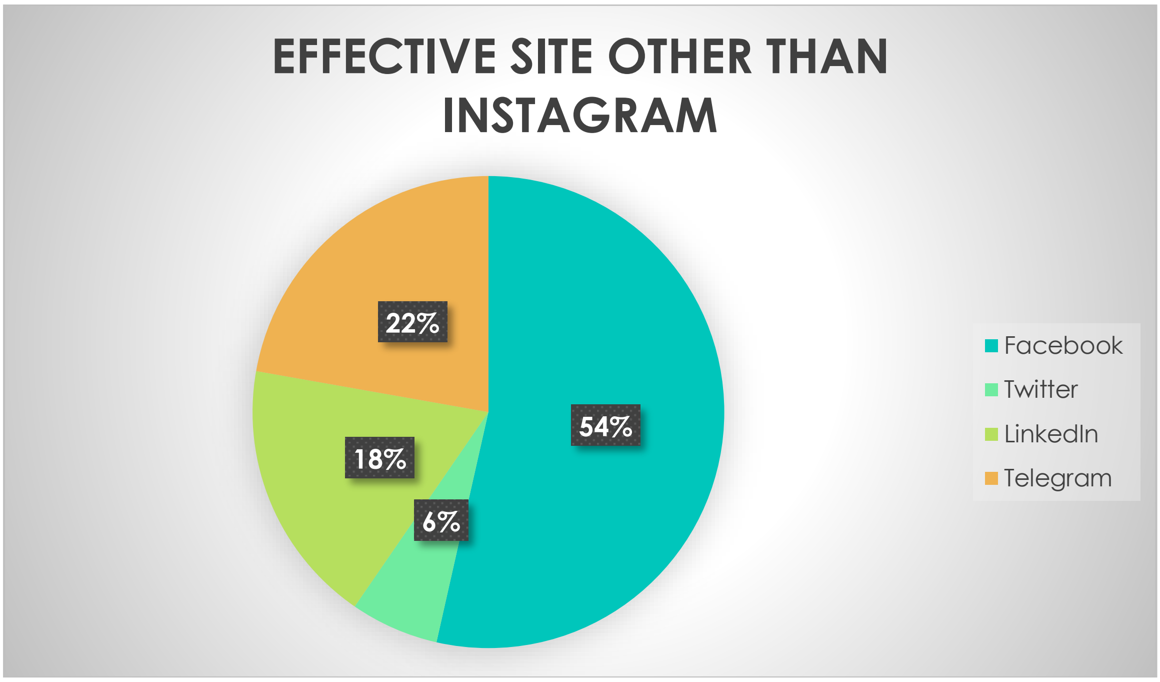


TABLE 3.13
INSTAGRAM MARKETING IS THE SUCCESS OF FIRM

OPTIONS	FREQUENCY	PERCENT
Yes	31	63.3
No	1	2.0
Maybe	17	34.7
Total	49	100

Source: Primary data.

INFERENCE:

The above table shows, the Instagram marketing can help in the success of the company, 63% of respondents are accepting that Instagram marketing helps in the success of the company, 2% of respondents are not accepting and 34% of respondents are thinking as possibly instagram marketing can help in success of the company.

CHART 3.13

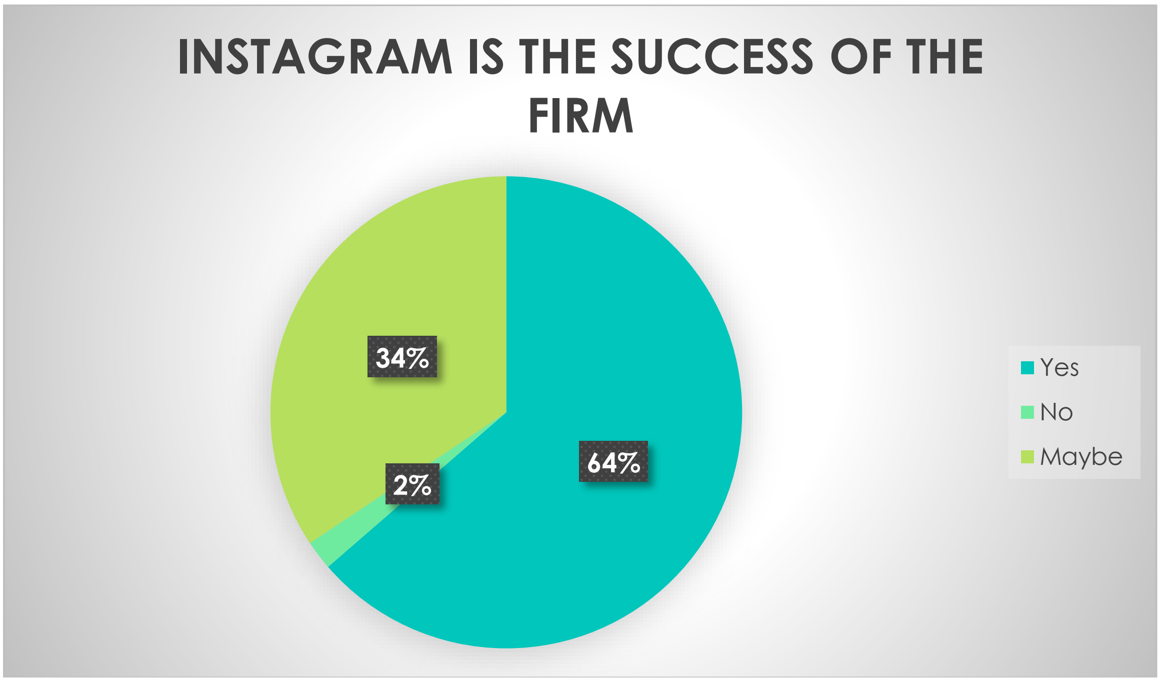


TABLE 3.14
INSTAGRAM IN YOUR BUSINESS APPLICATION

OPTIONS	FREQUENCY	PERCENT
Excellent	23	46.9
Fair	12	24.5
Good	14	28.6
Poor	-	-
Total	49	100

Source: Primary data

INFERENCE:

The above table shows, that Instagram Marketing rating in business application, 46% of respondents are rating that Instagram marketing is excellent in business application, 24% of respondents are fair for business application, 28% of respondents are rating as good for business application.

CHART 3.14

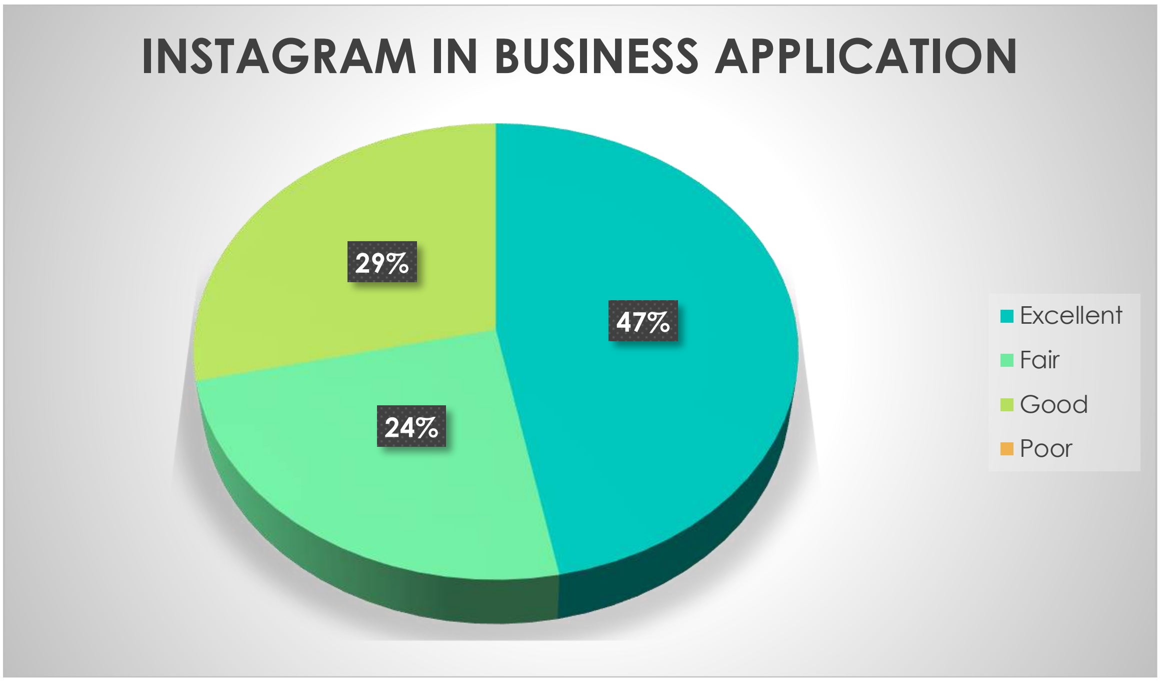


TABLE 3.15
DEDICATED DEPARTMENT FOR INSTAGRAM MARKETING

OPTIONS	FREQUENCY	PERCENT
Yes	39	80.0
No	10	20.0
Total	49	100

Source: Primary data
INFERENCE:
The above table shows, that 80% of respondents are having dedicated department for Instagram Marketing and 20% of respondents are not having a dedicated department of Instagram Marketing in their firm.

CHART 3.15

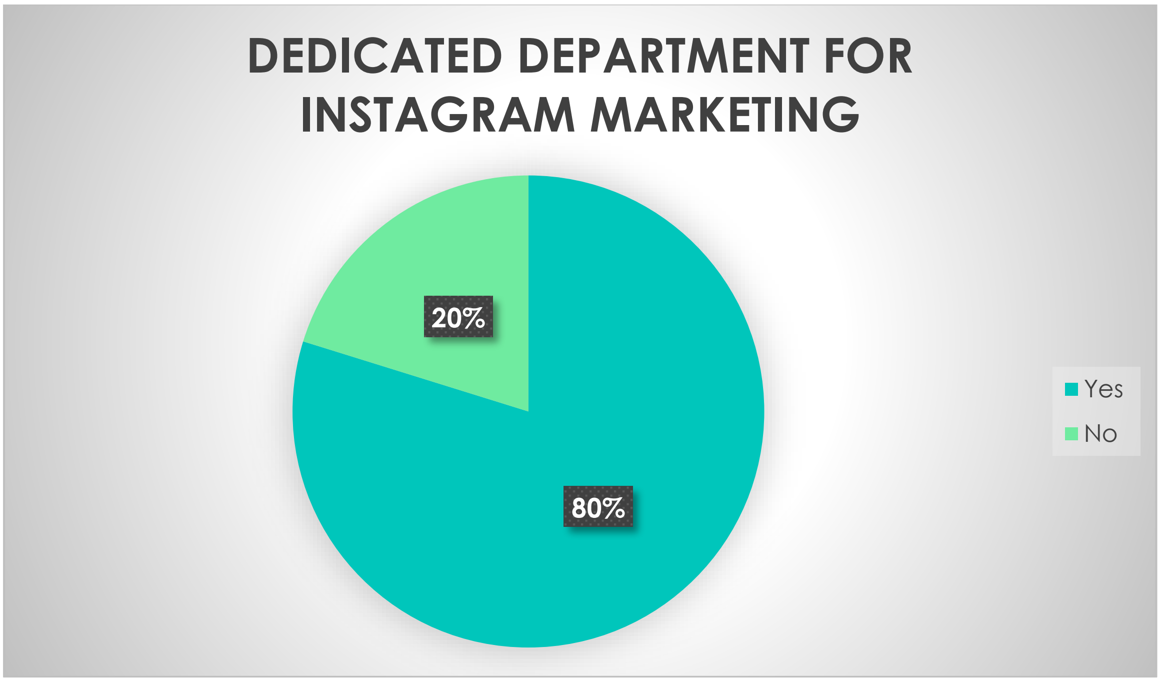


TABLE 3.16
METRICS WANT TO ACHIEVE

OPTIONS	FREQUENCY	PERCENT
E-Commerce	14	28.6
Build a brand image	26	53.1
Reputation management	5	10.2
Promote an event	4	8.2
Total	49	100

Source: Primary data

INFERENCE:

The above table shows, the metrics want to achieve through instagram marketing, 28% of respondents are achieving the e-commerce sale, 53% of respondents achieves building a brand image, 10% of respondents are gaining the reputation management and 8% of respondents are achieving for promote an event.

CHART 3.16

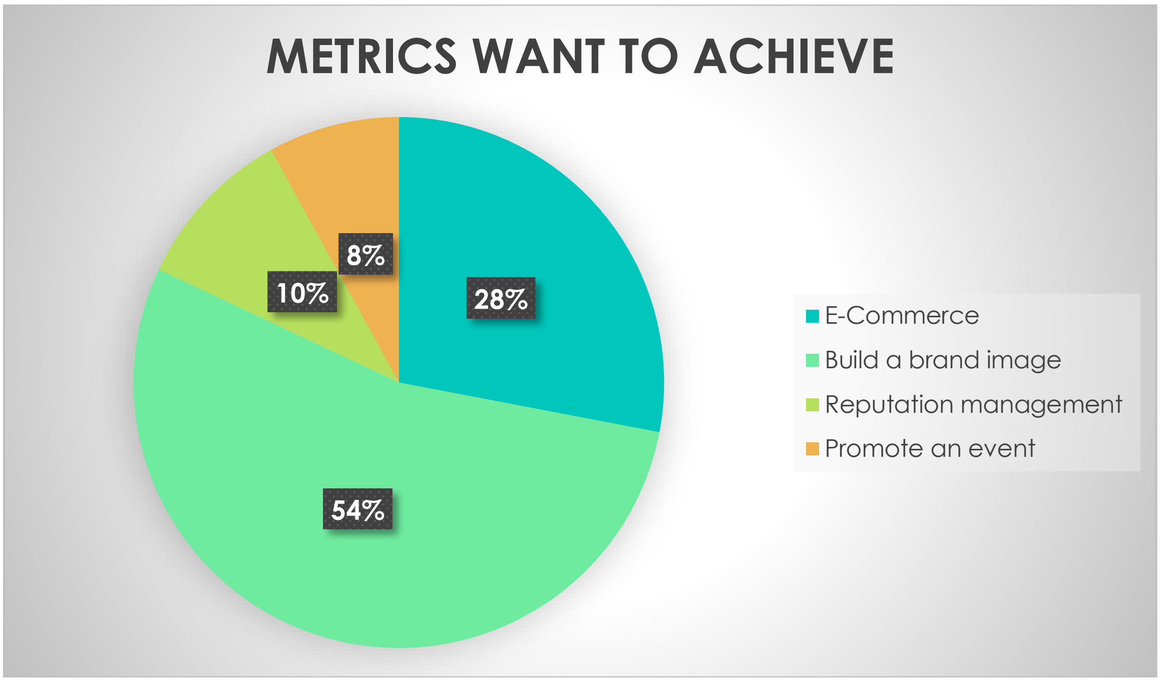


TABLE 3.17
PURPOSE OF INSTAGRAM MARKETING

OPTIONS	FREQUENCY	PERCENT
Switch to a business	21	42.9
Use free instagram tools	12	24.5
Post product teasers	11	22.4
Create sponsored ads	5	10.2
Total	49	100

Source: Primary data

INFERENCE:

The above table shows, the purpose of Instagram Marketing, 42% of respondents purpose to switch to a business, 24% of respondents are in purpose to use free instagram tools, 22% of respondents are purpose to post a product teaser and 10% of respondents purpose to create sponsored ads.

CHART 3.17

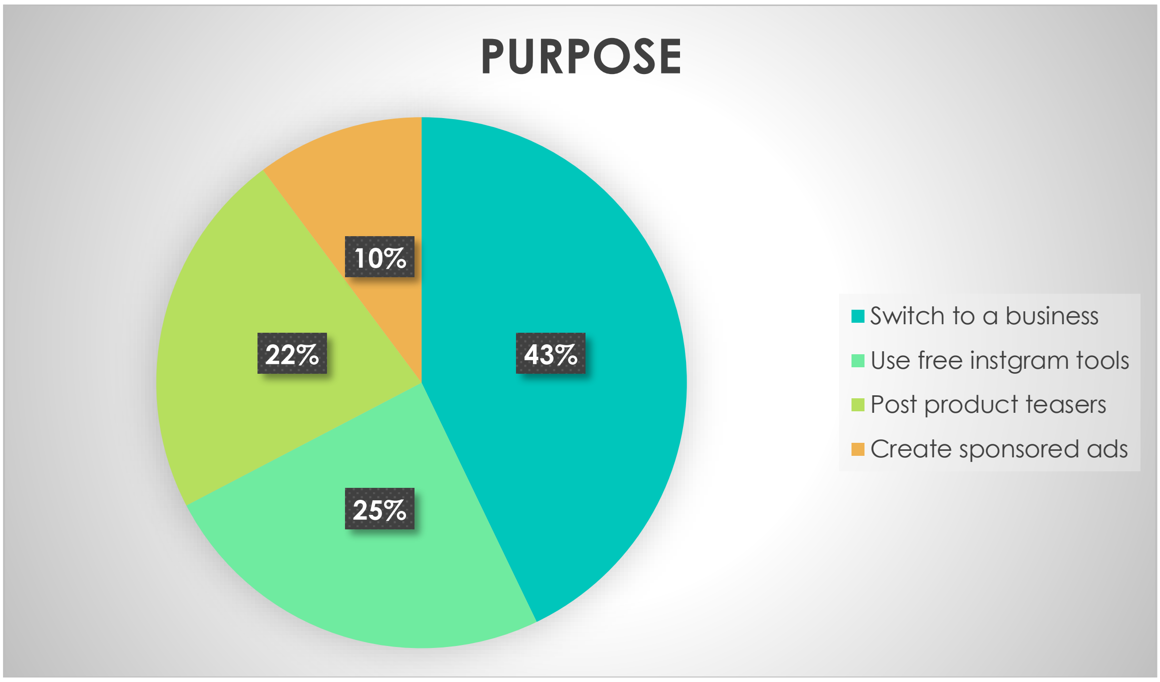


TABLE 3.18
SPECIFICATION FOR INSTAGRAM MARKETING

OPTIONS	FREQUENCY	PERCENT
COMPANY SPECIFIC	22	44.9
BRAND SPECIFIC	27	55.1
TOTAL	49	100

Source: Primary data
INFERENCE:
The above table shows, that the 44% of respondents are specified in company for Instagram Marketing and 55% of respondents are specified as brand specific.

CHART 3.18

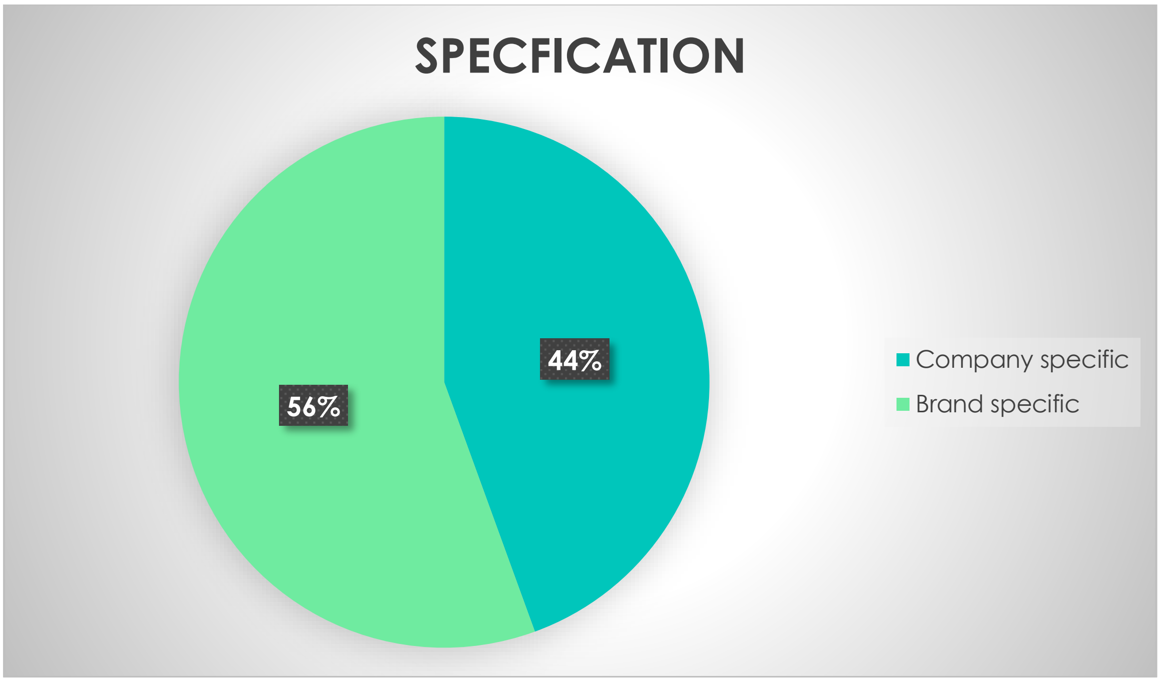


TABLE 3.19
COMMUNICATION METHOD

OPTIONS	FREQUENCY	PERCENT
One way communication	3	6.0
Two way communication	13	26.0
Interactive	16	32.0
Depending on a trend	17	34.0
Total	49	100

Source: Primary data
INFERENCE:
The above table shows, that the communication method followed in Instagram marketing is 6% of respondents follows one way communication, 26% of respondents follows two way communication, 32% of respondents are interactive and 34% of respondents communicate through the trend.

CHART3.19

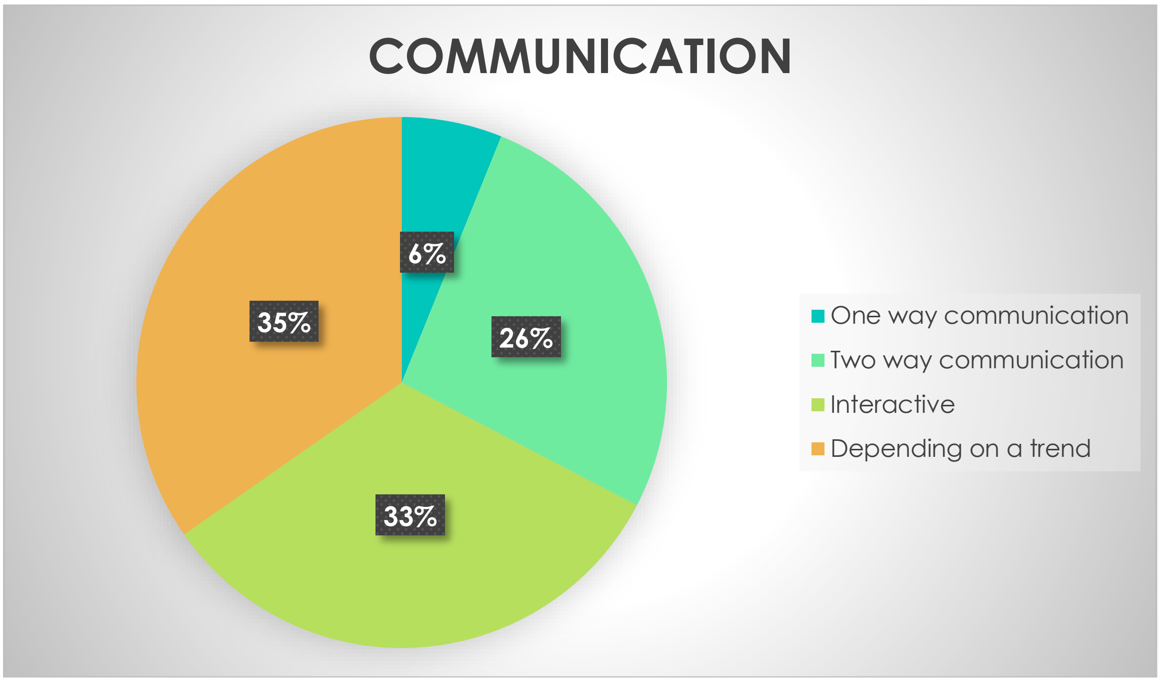


TABLE 3.20
IMPROVE COMMUNICATION IN INTERNAL ORGANIZATIO

OPTIONS	FREQUENCY	PERCENT
Yes	45	91.0
No	4	9.0
Total	49	100

Source: Primary data
INFERENCE:
The above table shows, that Instagram helps to improve internal communication, 91% of respondents are accepting that the Instagram helps in improvement of internal communication and 9% of respondents are not considering as that instagram doesn't help in improvement in internal organisation.

CHART 3.20

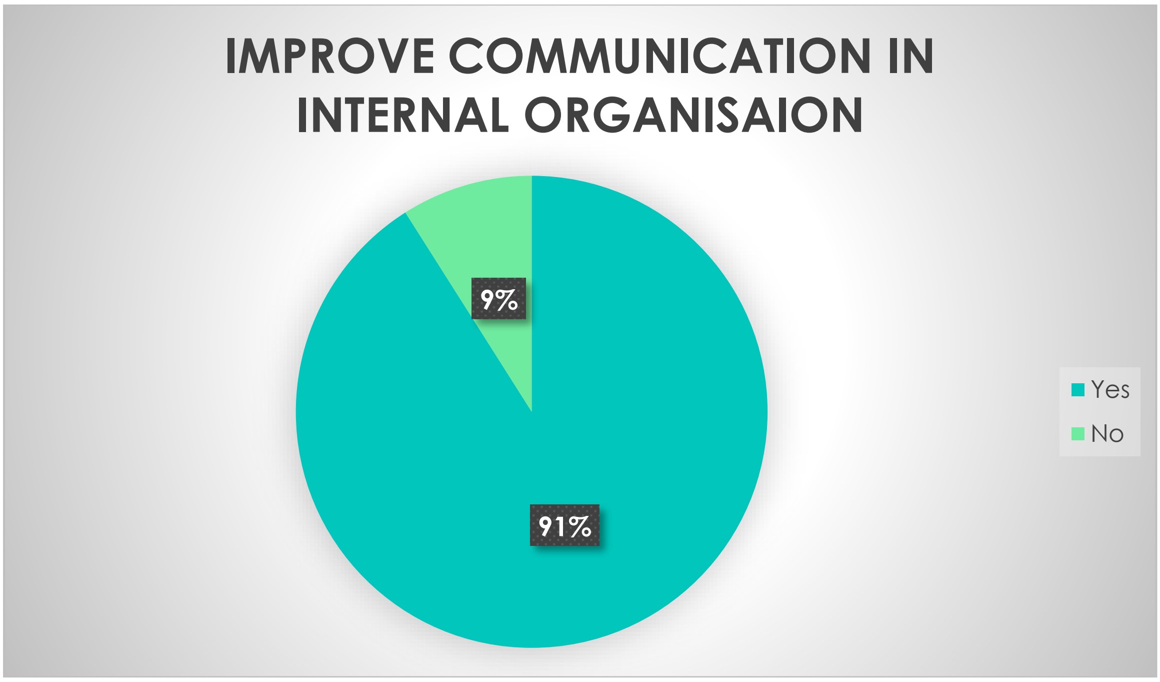


TABLE 3.21
TOOL FOR TARGETING AUDIENCE

OPTIONS	FREQUENCY	PERCENT
Reels	11	22%
Feeds	22	44%
Direct message	11	22%
Others	5	10%
Total	49	100

Source: Primary data
INFERENCE:
The above table shows, the tools for targeting audience, 22% of respondents uses Reels as tool, 44% of respondents uses Feeds as tool, 22% of respondents uses Direct Message as the tool, 10% of respondents uses other tools.

CHART 3.21

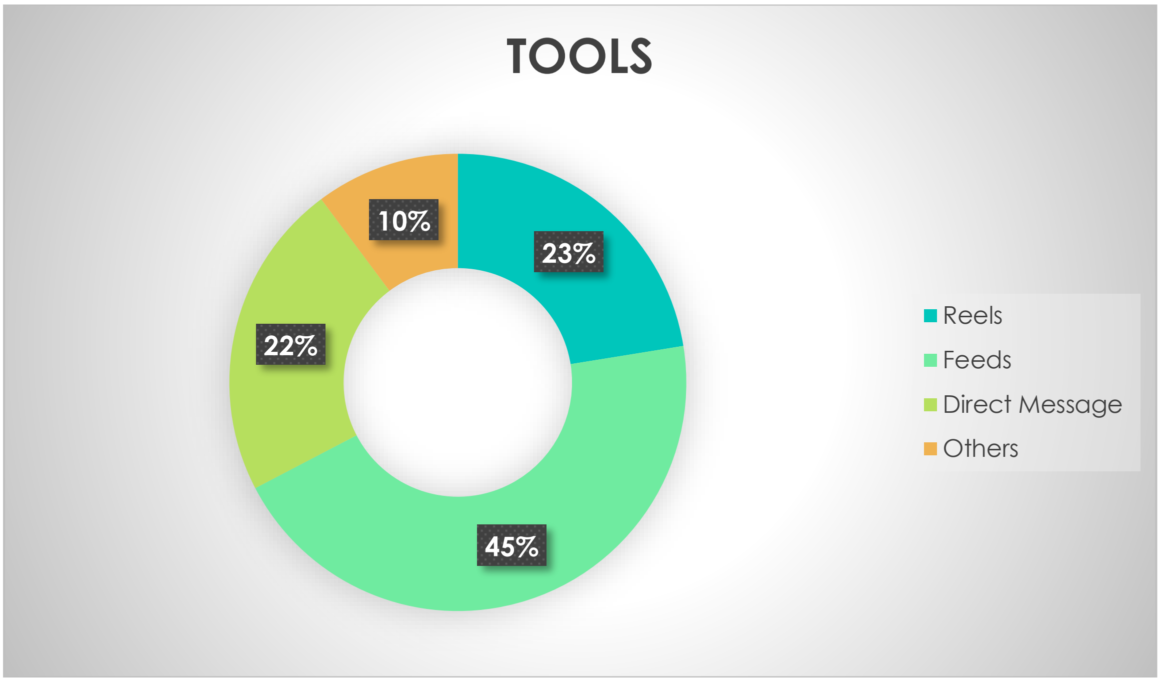


TABLE 3.22
INTENTION

OPTIONS	FREQUENCY	PERCENT
Increase brand awareness	13	26.0
Drive traffic to your website	10	21.0
Generate new leads	16	32.0
Increase your income	10	21.0
Total	49	100

Source: Primary data
INFERENCE:
The above table shows, the intention in instagram marketing, 26% of respondents intend to increase brand awareness, 21% of respondents intend to drive traffic for the website, 32% of respondents intend to generate new leads, and 21% of respondents intend to increase the income.

CHART 3.22

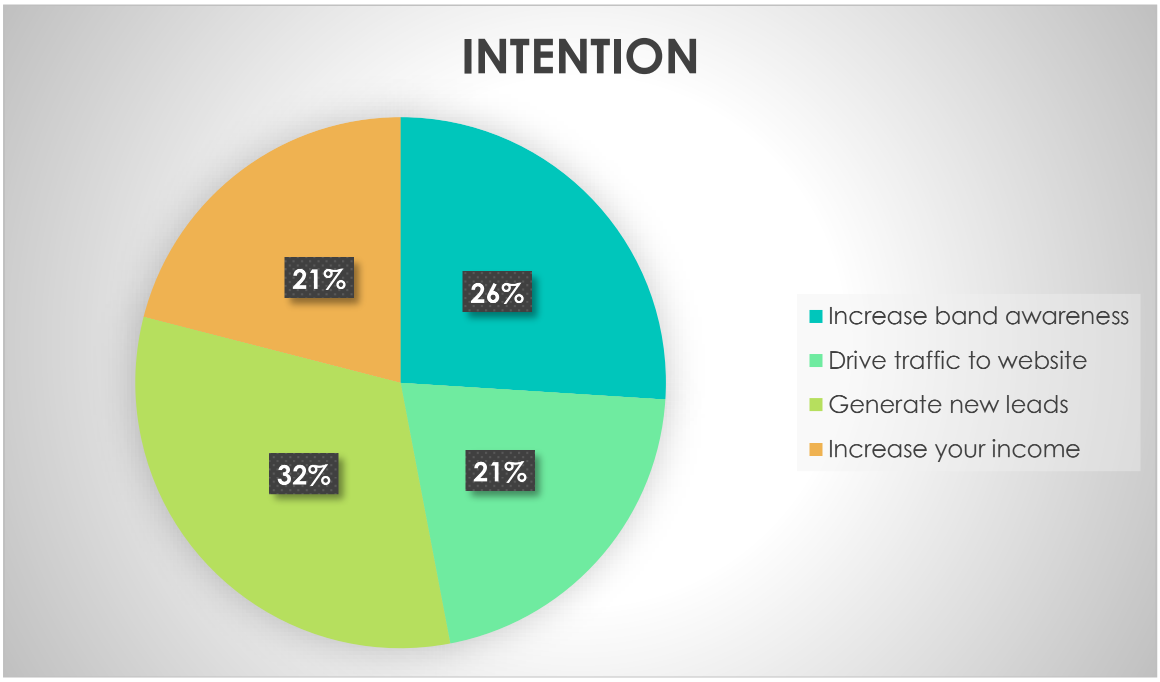


TABLE 3.23
BENEFITS

OPTIONS	FREQUENCY	PERCENT
Brand awareness	9	19.0
Bring attention to your products	18	38.0
Better customer loyalty & trust	13	28.0
Strengthen customer service	7	15.0
Total	49	100

Source: Primary data

INFERENCE:

The above table shows, the benefits you attain from instagram marketing, 19% of respondents attain brand awareness, 38% of respondents benefited to bring the attention to the product, 28% of respondents attain better customer loyalty & trust, and 15% of respondents benefited to make their strengthen customer service.

CHART 3.23

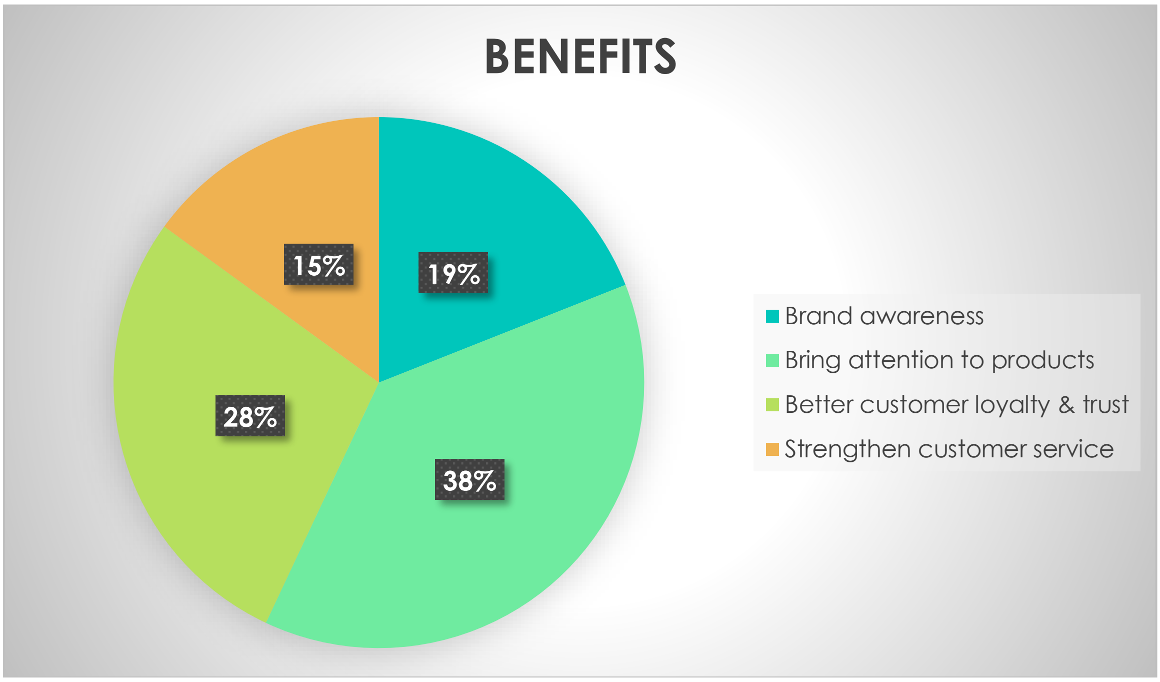


TABLE 3.24
ROLE OF HR IN INSTAGRAM MARKETING

OPTIONS	FREQUENCY	PERCENT
Employee engagement	10	20.0
Recruitment	5	10.0
Organizational development	11	22.0
Creative solution	23	47.0
Total	49	100

Source: Primary data
INFERENCE:
The above table shows, the role of HR helps organization in Instagram marketing, 20% of respondents role to HR is employees engagement, 10% of respondents role of HR is for recruitment, 22% of respondents role for HR is for organizational development, and 47% of respondents role for HR is to create a creative solution.

CHART 3.24

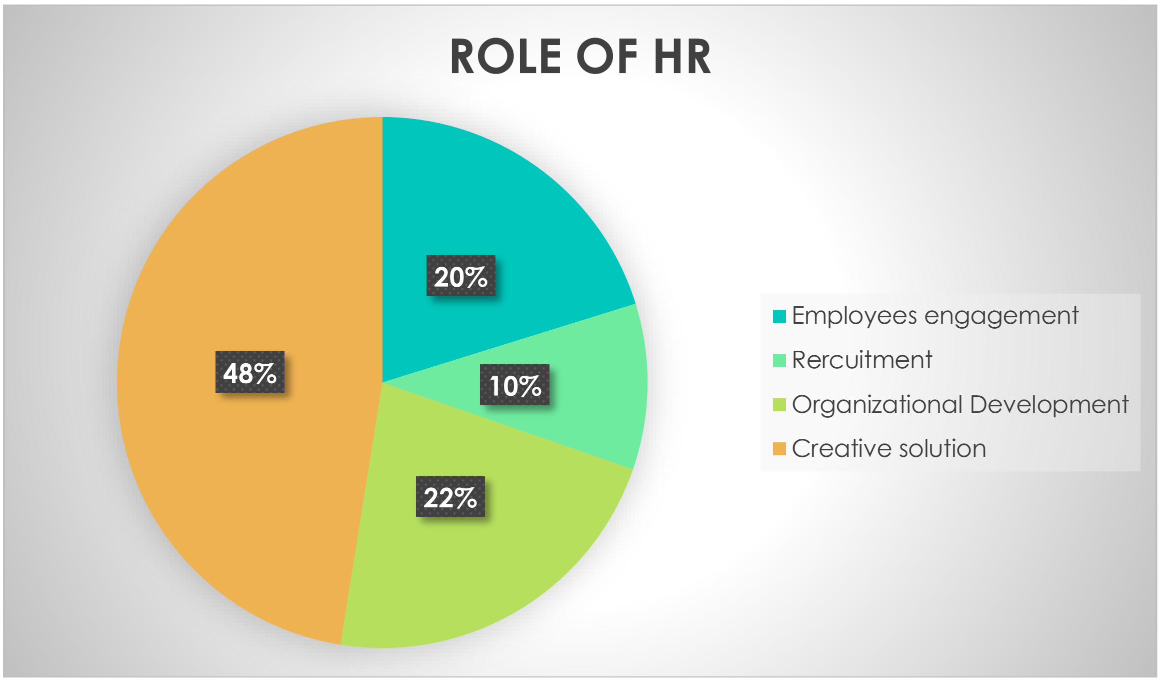


TABLE 3.25
INTERACTION

OPTIONS	FREQUENCY	PERCENT
People	33	67.0
Co- workers	5	10.0
Close friends	10	21.0
Families	1	2.0
Total	49	100

Source: Primary data
INFERENCE:
The above table shows, interact mostly in Instagram marketing site, 67% of respondents interact with people, 10% of respondents interact with co-workers, 21% of respondents interact with close friends, and 2% of respondents interacts with families.

CHART 3.25

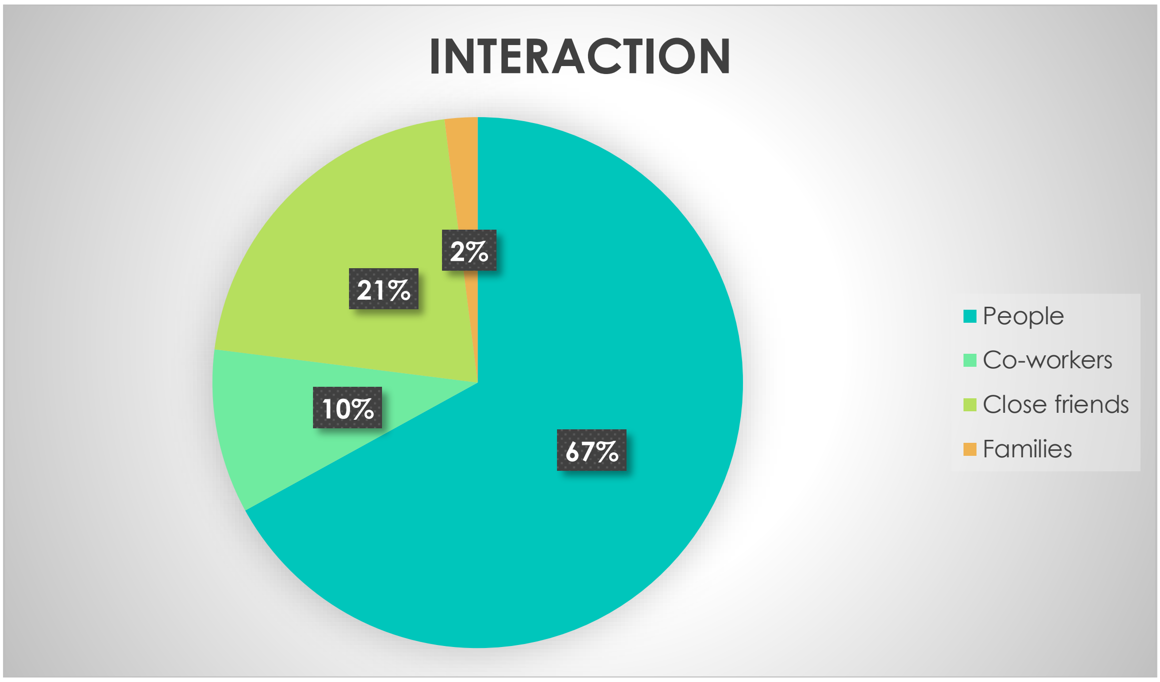


TABLE 3.26
OTHER SOCIAL MEDIA IS BETTER THAN INSTAGRAM

OPTIONS	FREQUENCY	PERCENT
Yes	33	33%
No	16	67%
Total	49	100

Source: Primary data
INFERENCE:
The above table shows, 33% of respondents considers that other social media is better than Instagram, 67% of respondents considers that there is no better social media other than Instagram.

CHART 3.26

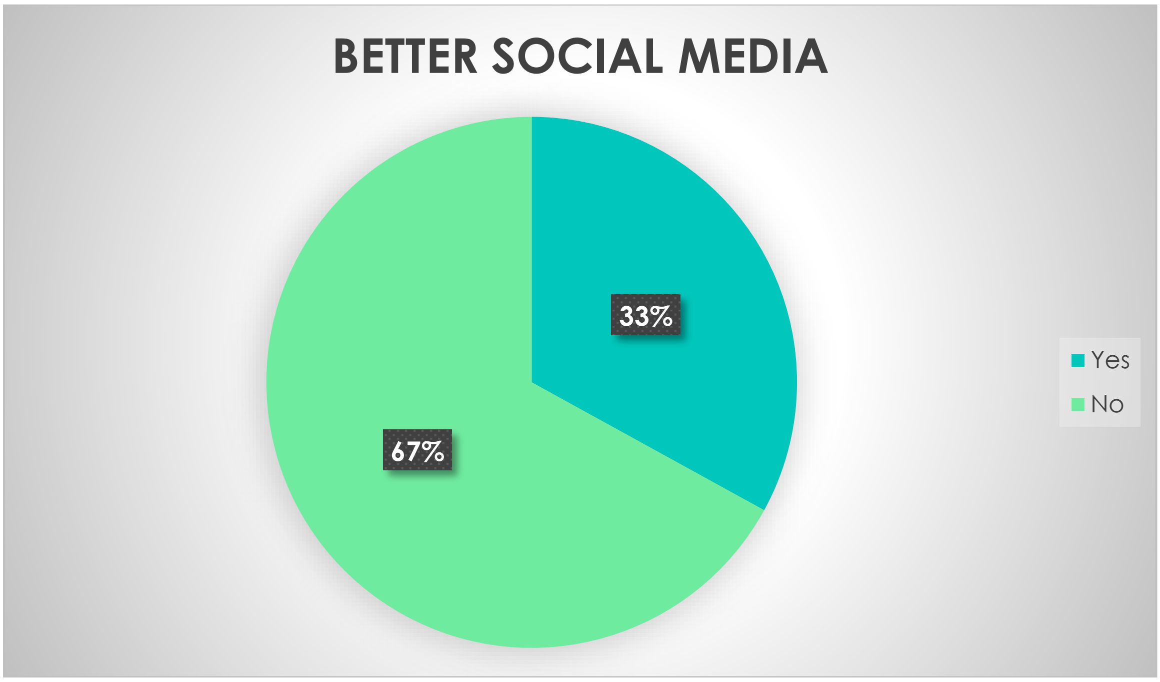


TABLE 3.27
PROMOTIONAL ACTIVITES

OPTIONS	FREQUENCY	PERCENT
By photos	5	10.0
By videos	5	10.0
By stories	3	6.0
By reels	3	6.0
All of the above	33	68.0
Total	49	100

Source: Primary data

INFERENCE:

The above table shows, Promotional activities in Instagram marketing, 10% of respondents done by photos, 10% of respondents done by videos, 6% of respondents done by stories, 6% of respondents done by reels and 68% of respondents done promotional activities in all methods.

CHART 3.27

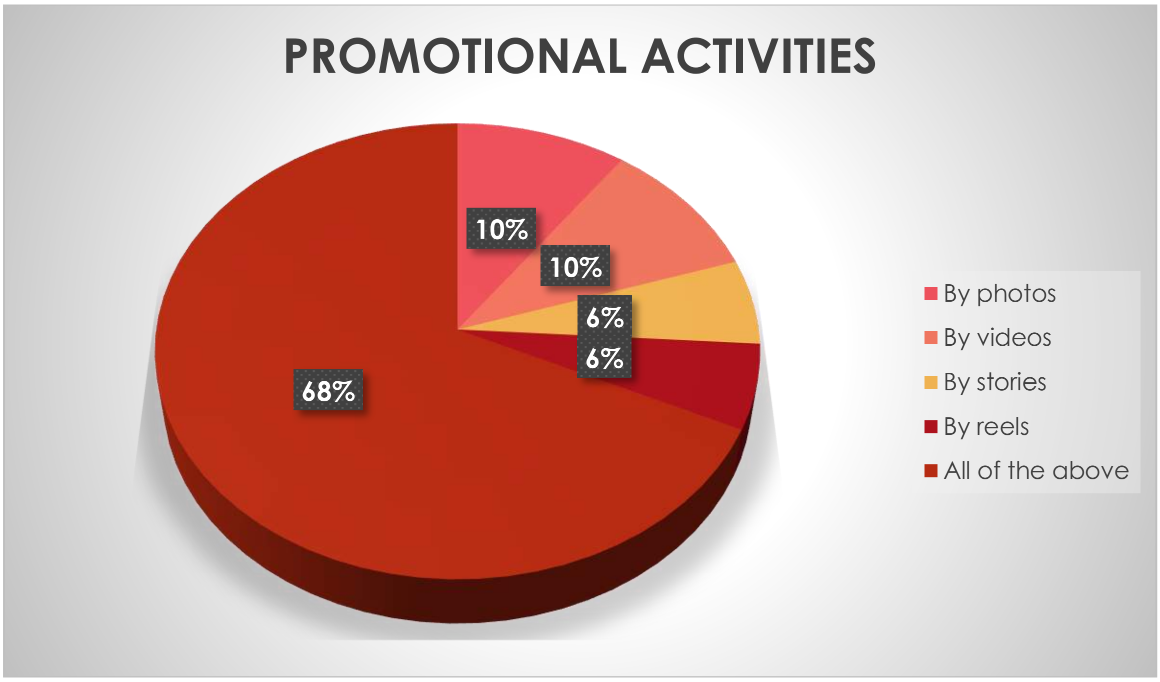


TABLE 3.28
SALES PROMOTIONAL ACTIVITES

OPTIONS	FREQUENCY	PERCENT
Discounts	25	51.0
Coupons	7	14.0
Contests	10	20.0
Transactional videos	7	15.0
Total	49	100

Source: Primary data
INFERENCE:
The above table shows, the sales promotional activities in Instagram marketing, 51% of respondents promote their sales by discounts, 14% of respondents promote their sales by coupons, 20% of respondents promote their sales by conducting contest and 15% of respondents promote their sales by some transactional videos.

CHART 3.28

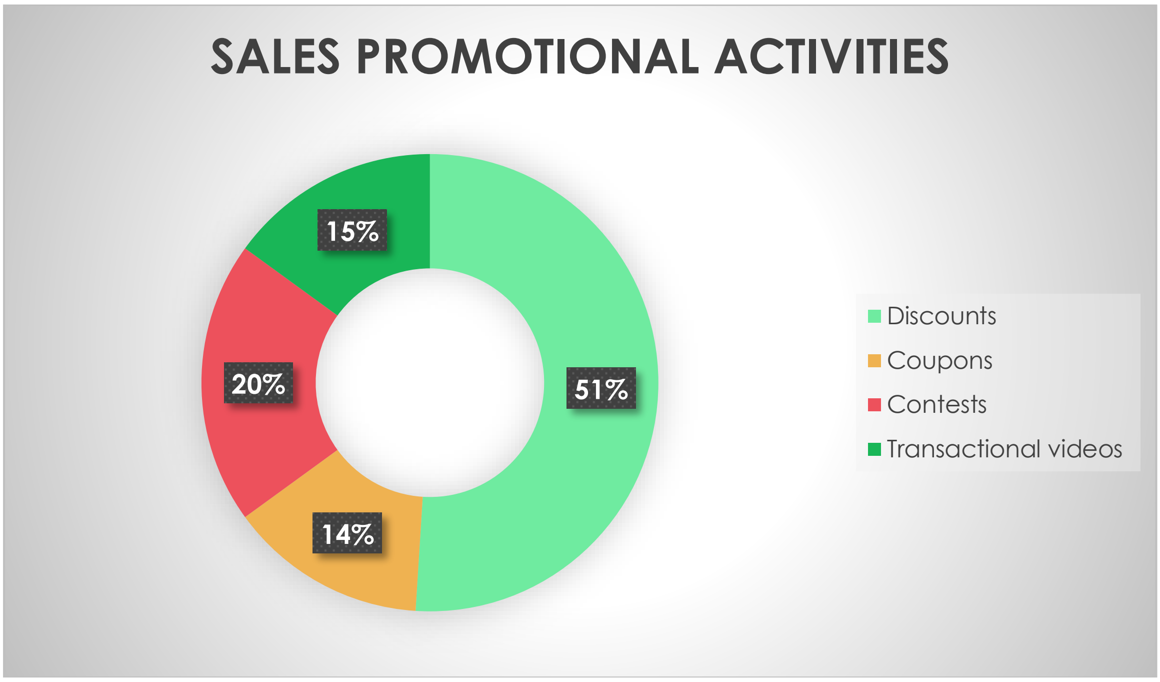


TABLE 3.29
RESPOND TOWARDS AUDIENCE

OPTIONS	FREQUENCY	PERCENT
Respond immediately	19	39.0
Respond after a period of time	20	41.0
Weekly once	8	16.0
Ignore	2	4.0
total	49	100

Source: Primary data
INFERENCE:
The above table shows, the respond towards audience comments, 39% of respondents respond immediately, 41% of respondents respond to the audience comments after a period of time, 16% of respondents respond weekly once towards audience and 4% of respondents ignore their comments.

CHART 3.29

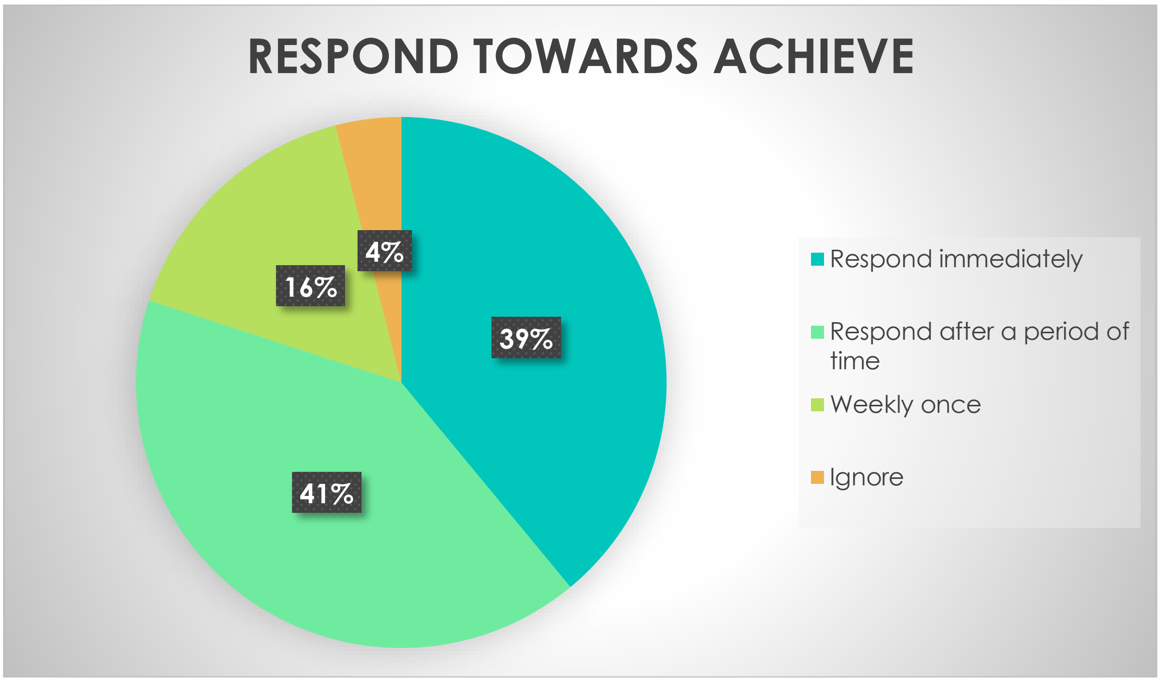


TABLE 3.30
REASON IN CHOSING INSTAGRAM

OPTIONS	FREQUENCY	PERCENT
Better customer reach	23	47.0
Lesser price	12	24.0
Global expression	12	25.0
Research & learning	2	4.0
Total	49	100

Source: Primary data

INFERENCE:

The above table shows, the reason behind choosing instagram marketing, 47% of respondents reason is better customer reach, 24% of respondents reason is lesser in price, 25% of respondents reason is because of global expression, and only 4% of respondents states the reason as research and learning.

CHART 3.30

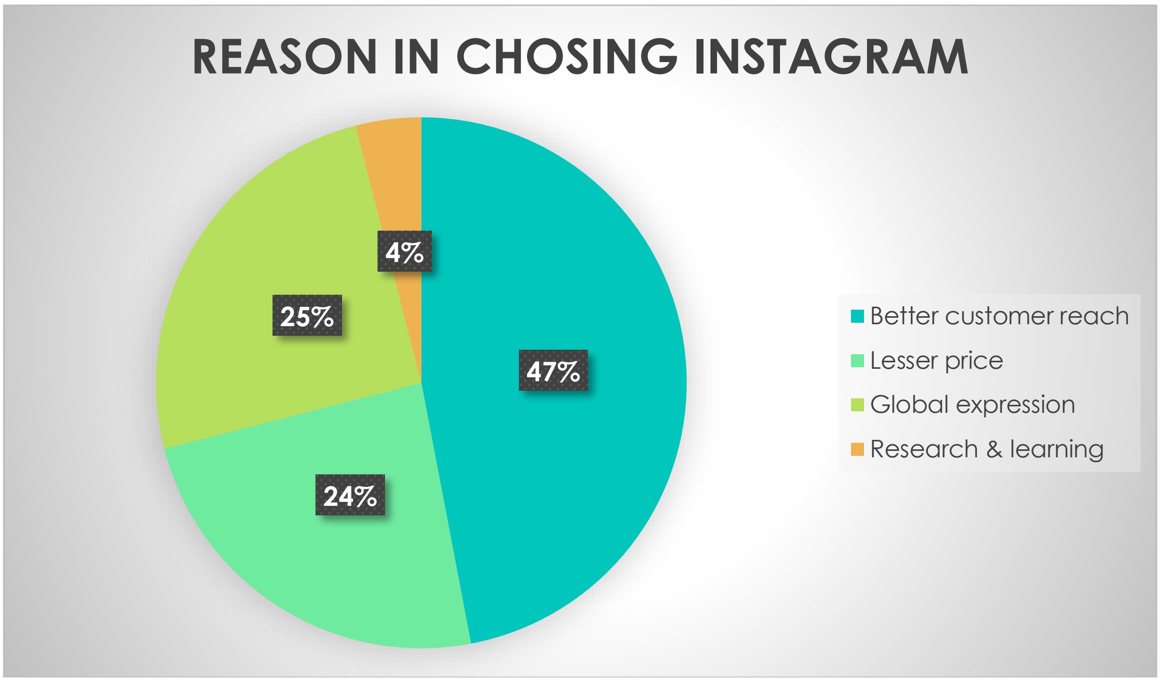


TABLE 3.31
MAJOR CHALLENGES

OPTIONS	FREQUENCY	PERCENT
Governance	5	10.0
Measurement & ROI	9	18.0
Human resources	16	33.0
Culture & privacy	19	39.0
Total	49	100

Source: Primary data

INFERENCE:

The above table shows, the major challenges will face in future, 10% of respondents says governance will be the major challenge, 18% of respondents says the measurement and return on investment, 33% of respondents says the Human resources is major challenge and 39% of respondents says culture and privacy will be the major challenge in near future.

CHART 3.31

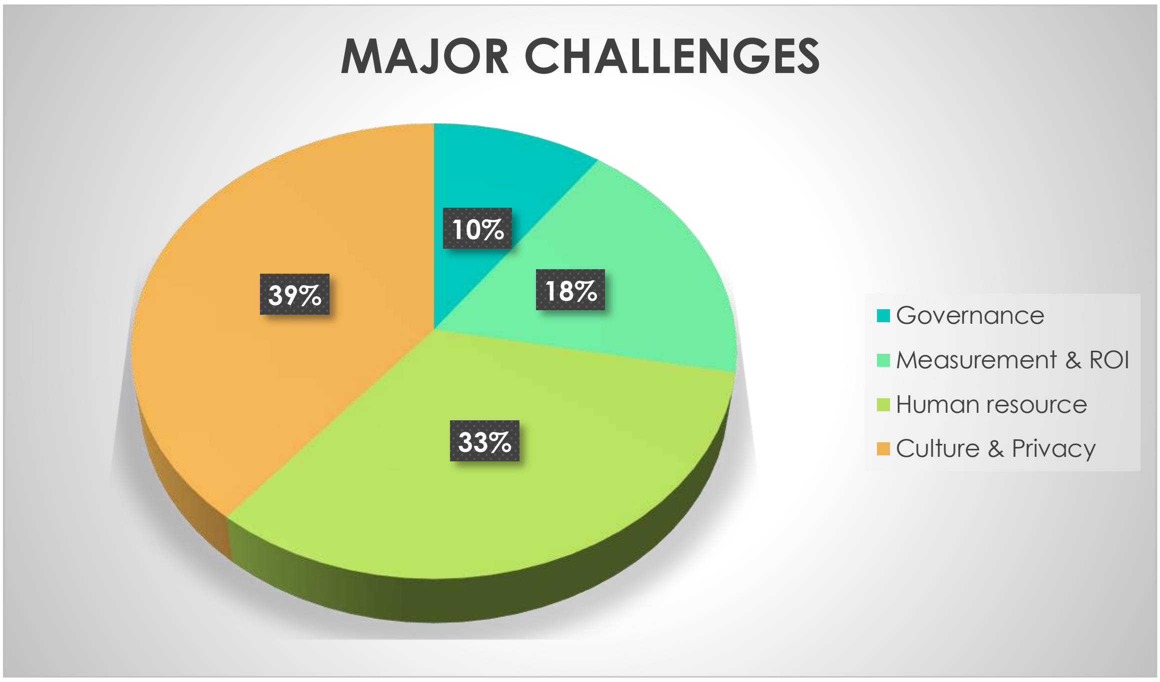


TABLE 3.32
NEW TRENDS

OPTIONS	FREQUENCY	PERCENT
Online communication	10	20.0
Content is the king	12	24.0
Need to be consistent	15	31.0
Important platform for online selling	12	25.0
Total	49	100

Source: Primary data

INFERENCE:

The above table shows, the new things emerged out after using instagram marketing, 20% of respondents prefers online communication, 24% of respondents prefers that the content is king so content is major one, 31% of respondents needs to be consistent, 25% of respondents says that instagram is the important platform for online selling.

CHART 3.32

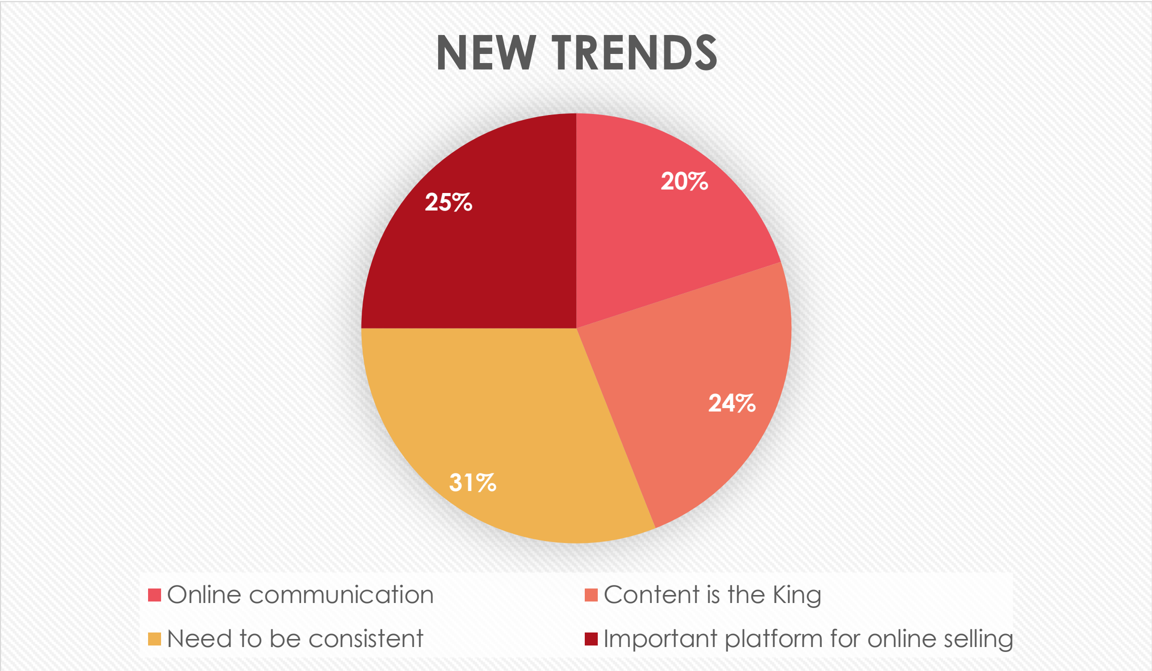


TABLE 3.33
SATISFACTION OF INSTAGRAM STRATEGIES

OPTIONS	FREQUENCY	PERCENT
Yes	46	94.0
No	3	6.0
Total	49	100

Source: Primary data
INFERENCE:
The above table shows, the satisfaction of new instagram marketing strategies, 94% of respondents satisfied with the new strategies, 6% of respondents are not satisfied with new strategies.

CHART 3.33

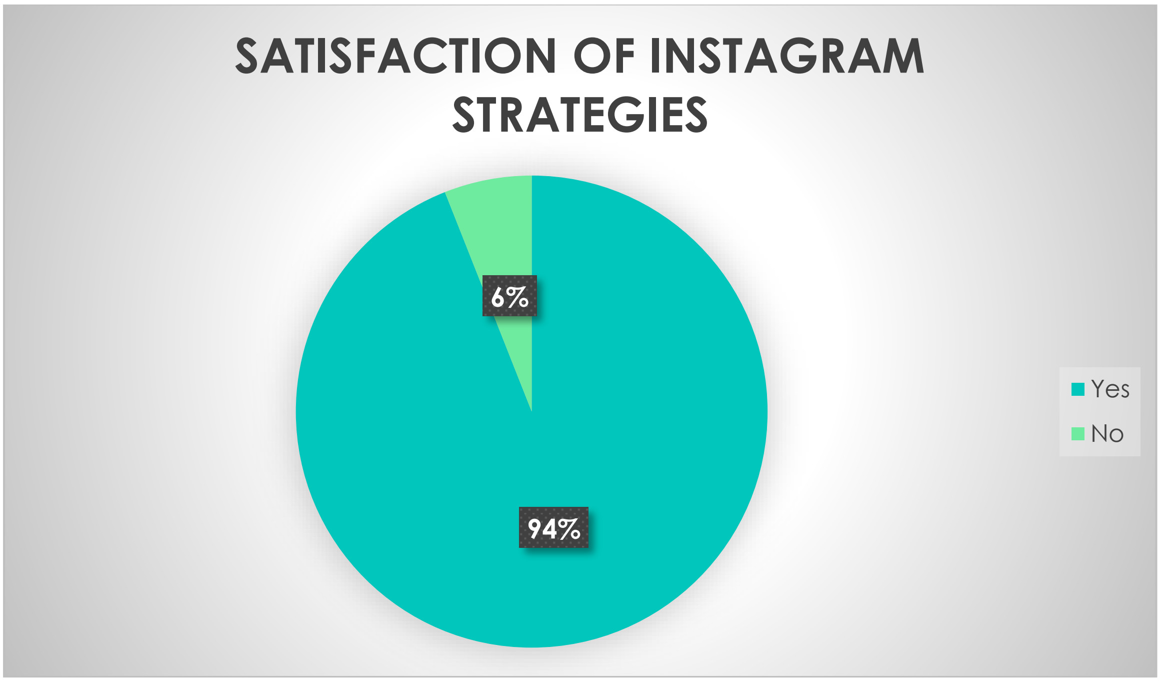


TABLE 3.34
GROWTH PLAN

OPTIONS	FREQUENCY	PERCENT
Increase the number of followers	14	29.0
Focus on first impression	15	31.0
Post content on regular basis	13	26.0
Others	7	14.0
Total	49	100

Source: Primary data

INFERENCE:

The above table shows, Instagram marketing fits into your growth plan, 29% of respondents plan to increase the number of followers, 31% of respondents plan to focus on first impression, 26% of respondents plan to post content on regular basis and 14% of respondents have other plans.

CHART 3.34

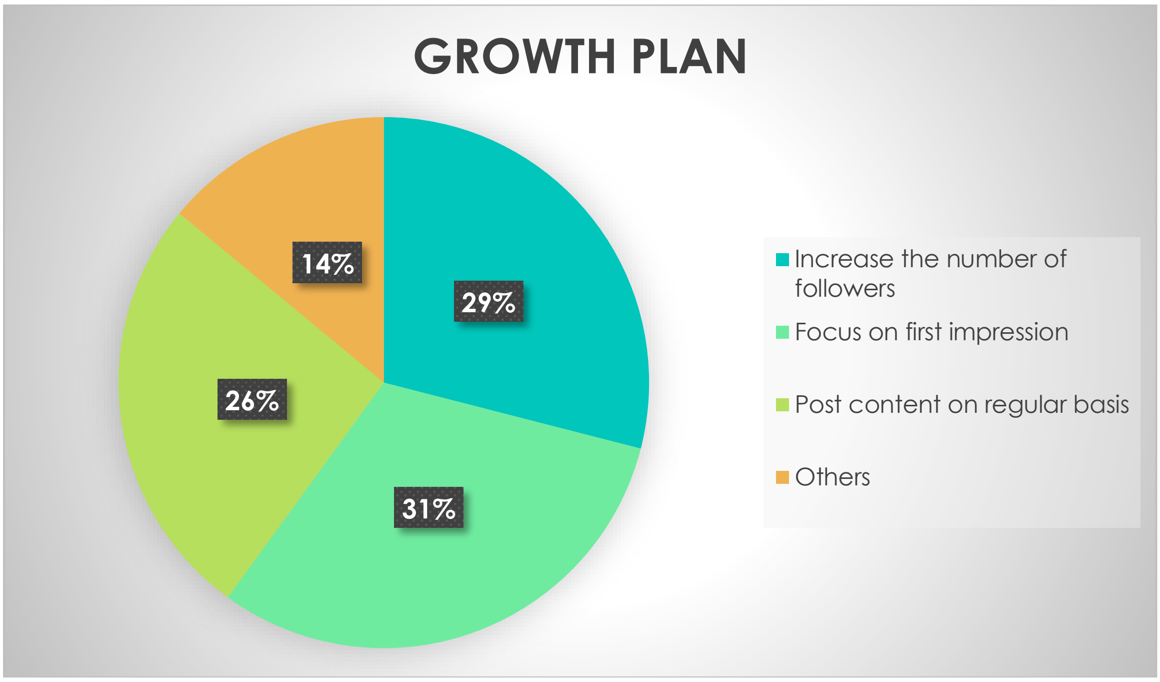


TABLE 3.35
HOPE TO ACHIEVE

OPTIONS	FREQUENCY	PERCENT
Awareness campaign	6	12.0
Cause campaign	8	16.0
Sale or promotion	29	60.0
Instagram contests	6	12.0
Total	49	100

Source: Primary data

INFERENCE:

The above table shows, the hope to achieve using Instagram marketing, 12% of respondents hopes to achieve awareness campaign, 16% of respondents hopes to achieve cause campaign, 60% of respondents hope to achieve sales or promotion and 12% of respondents hopes to achieve the Instagram contest.

CHART 3.35

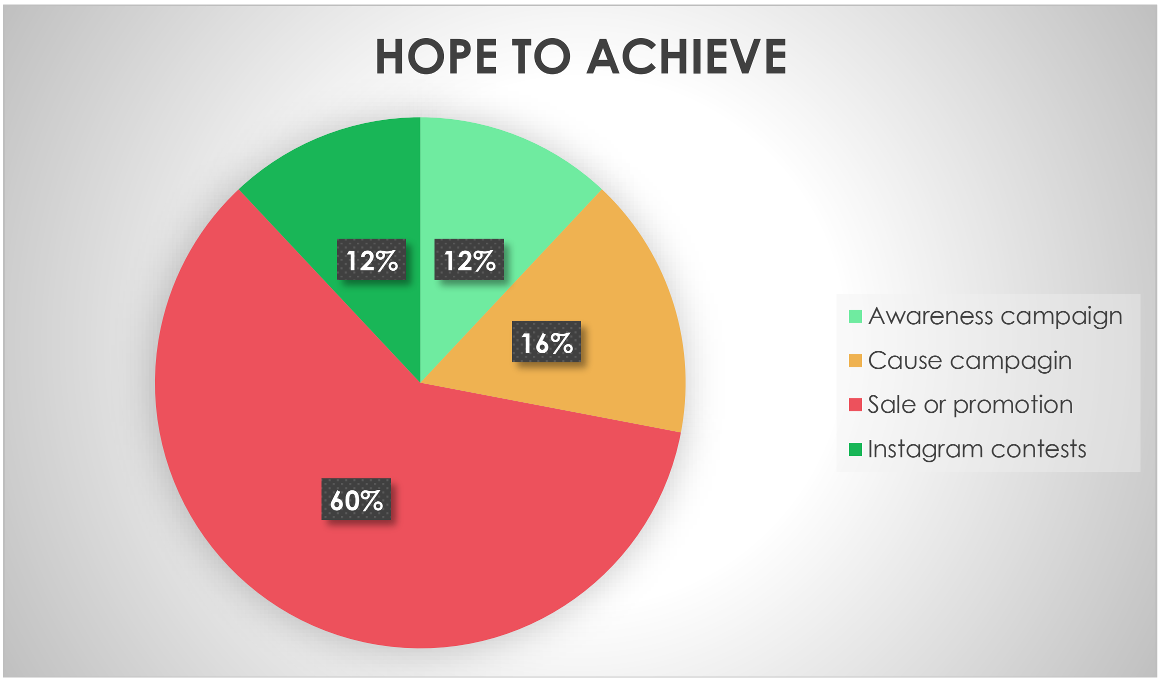


TABLE 3.36
OBSTACLE

OPTIONS	FREQUENCY	PERCENT
Differentiation	11	22.0
Timing	12	25.0
Photography	24	49.0
Insufficient data	2	4.0
Total	49	100

Source: Primary data
INFERENCE:

The above table shows, the obstacles faced in Instagram marketing, 22% of respondents obstacles in differentiation, 25% of respondents faces difficulties in timing, 49% of respondents face difficulties face in photography, 4% of respondents face difficulties in insufficient data.

CHART 3.36

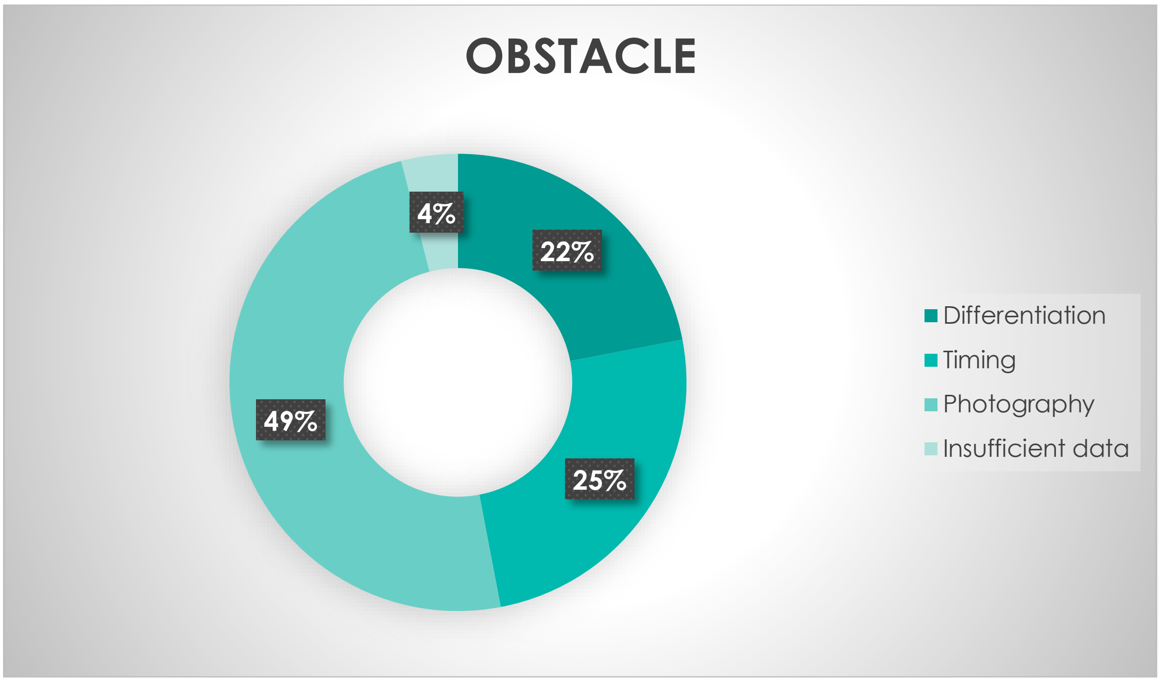


TABLE 3.37
TAG OF BRAND

OPTIONS	FREQUENCY	PERCENT
Empowering and uplifting	6	12.0
Friendly yet informative	16	33.0
Professional and ambitious	18	30.0
Trend awareness	12	25.0
Total	49	100

Source: Primary data

INFERENCE:

The above table shows, the tag of brand in instagram marketing, 12% of respondents tag their brand in empowering and uplifting, 33% of respondents tag their brand as friendly yet informative, 30% of respondents tag their brand as professional and ambitious and 25% of respondents tag their brand as trend awareness.

CHART 3.37

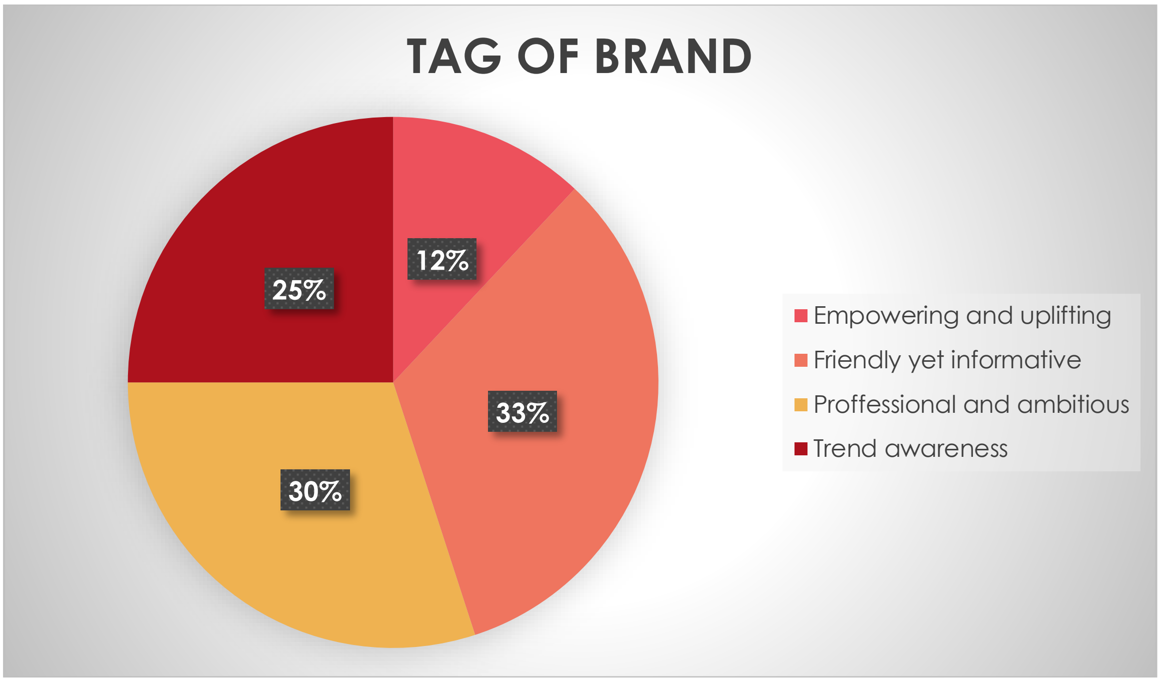


TABLE 3.38
TYPES OF ORIGINAL CONTENT

OPTIONS	FREQUENCY	PERCENT
Creating your own content	17	35.0
Finding high quality images	18	37.0
Run UGC campaign	11	22.0
Reposting content from brands	3	6.0
Total	49	100

Source: Primary data
INFERENCE:
The above table shows, the types of original content you create in instagram marketing, 35% of respondents have the type of creating own content, 37% of respondents has the type of finding high quality images, 22% of respondents have the type of running UGC campaign and 6% of respondents has type of reposting content from brands.

CHART 3.38

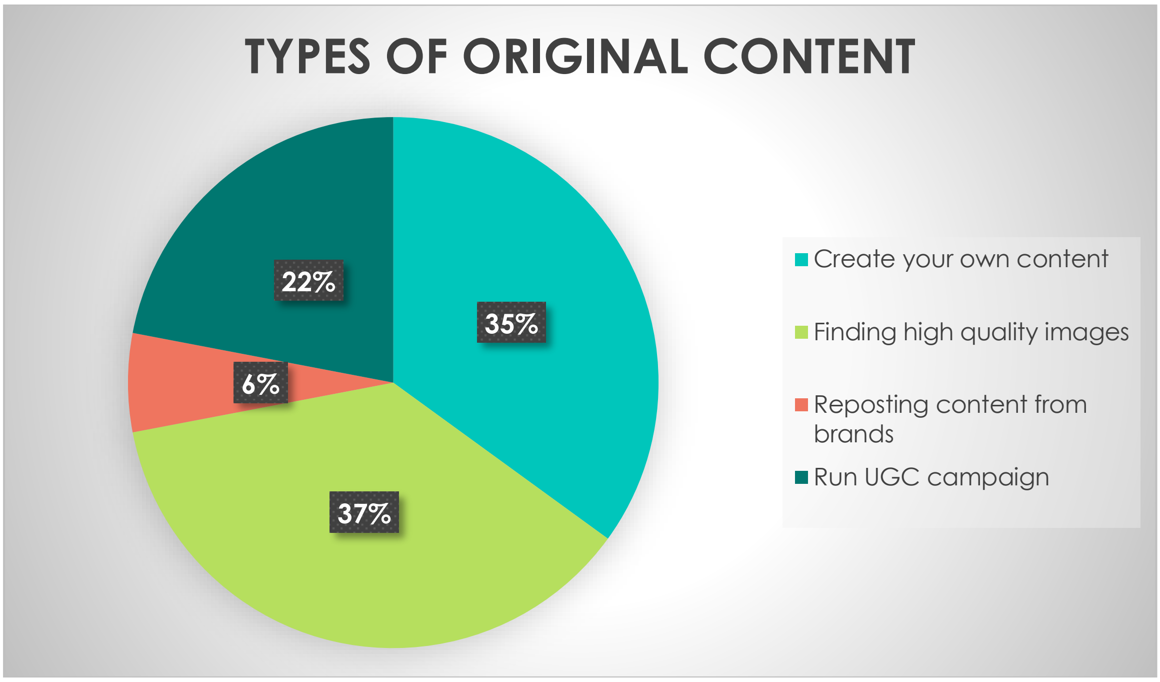


TABLE 3.39
IDEAL CUSTOMERS

OPTIONS	FREQUENCY	PERCENT
Survey our existing customers	19	39.0
Dig into google analytics	7	14.0
Social listening	15	31.0
Analyse existing followers	8	16.0
Total	49	100

Source: Primary data
INFERENCE:
The above table shows, how to get ideal customers in instagram, 39% of respondents get through survey of existing customers, 14% of respondents get by digging into google analytics, 31% of respondents get by social listening and 16% of respondents get through analysing existing followers.

CHART 3.39

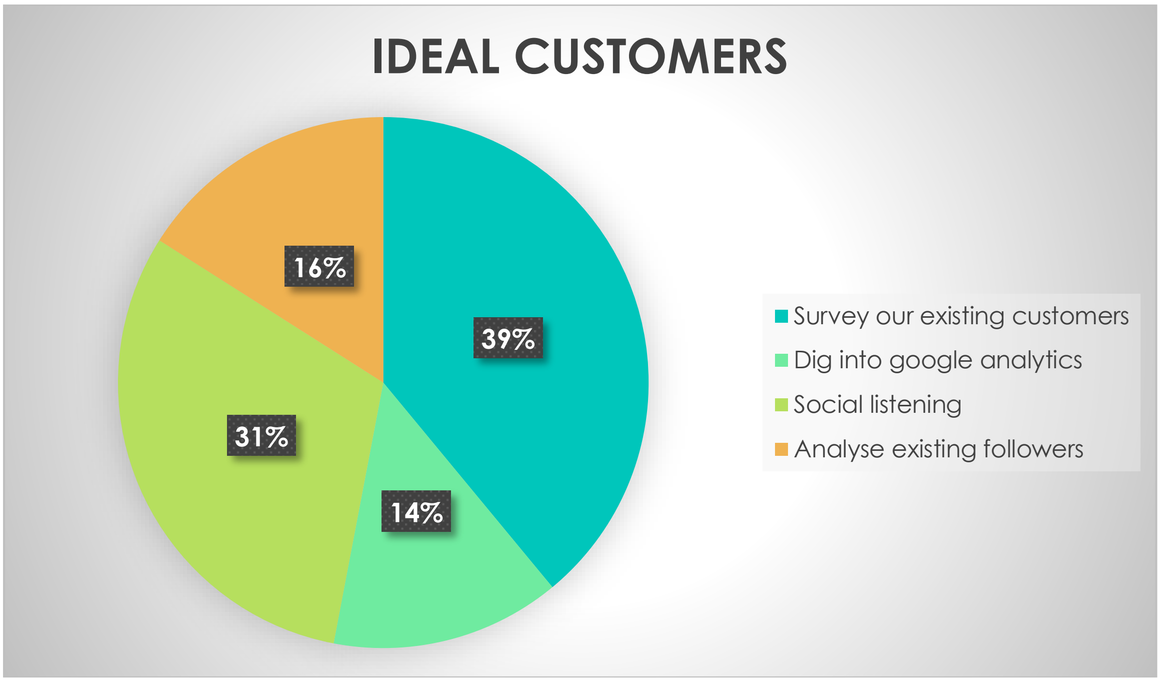


TABLE 3.40
PROBLEMS FACED BY IDEAL CUSTOMERS

OPTIONS	FREQUENCY	PERCENT
Measuring ROI	3	6.0
Designing a social media strategy	15	31.0
Getting followers	17	35.0
Others	14	29.0
Total	49	100

Source: Primary data

INFERENCE:

The above table shows, the problems faced by ideal customers, 6% of respondents face by measuring ROI (RETURN ON INVESTMENT), 31% of respondents facing difficulties by designing a social media strategy, 35% of respondents faces problems on getting followers and 29% of respondents faces other problems.

CHART 3.40

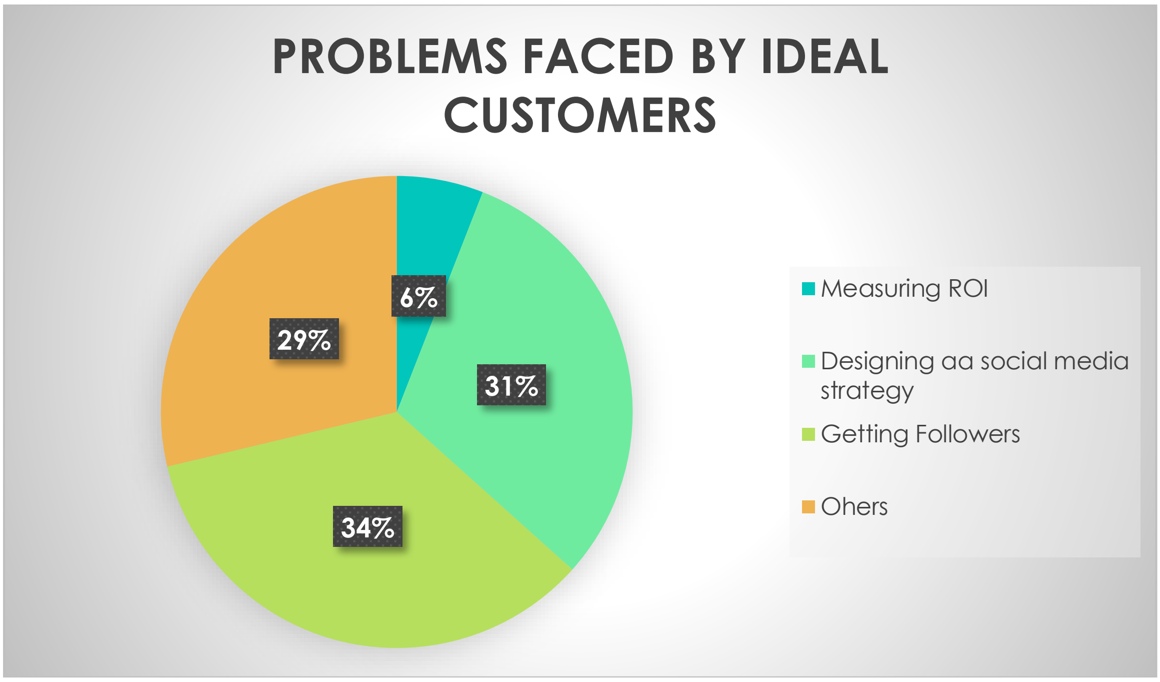


TABLE 3.41
OVERCOME MEASURES

OPTIONS	FREQUENCY	PERCENT
SWOT analysis	7	14.0
Identifying the solutions with designing thinking	18	37.0
Conduct market research and outreach	12	24.0
Others	12	25.0
Total	49	100

Source: Primary data

INFERENCE:

The above table shows, the overcome measures, 14% of respondents manages by SWOT analysis, 37% of respondents manages by identifying the solutions with designing thinking, 24% of respondents manages by conducting market research and outreach and 25% of respondents are managing by other measures.

CHART 3.41

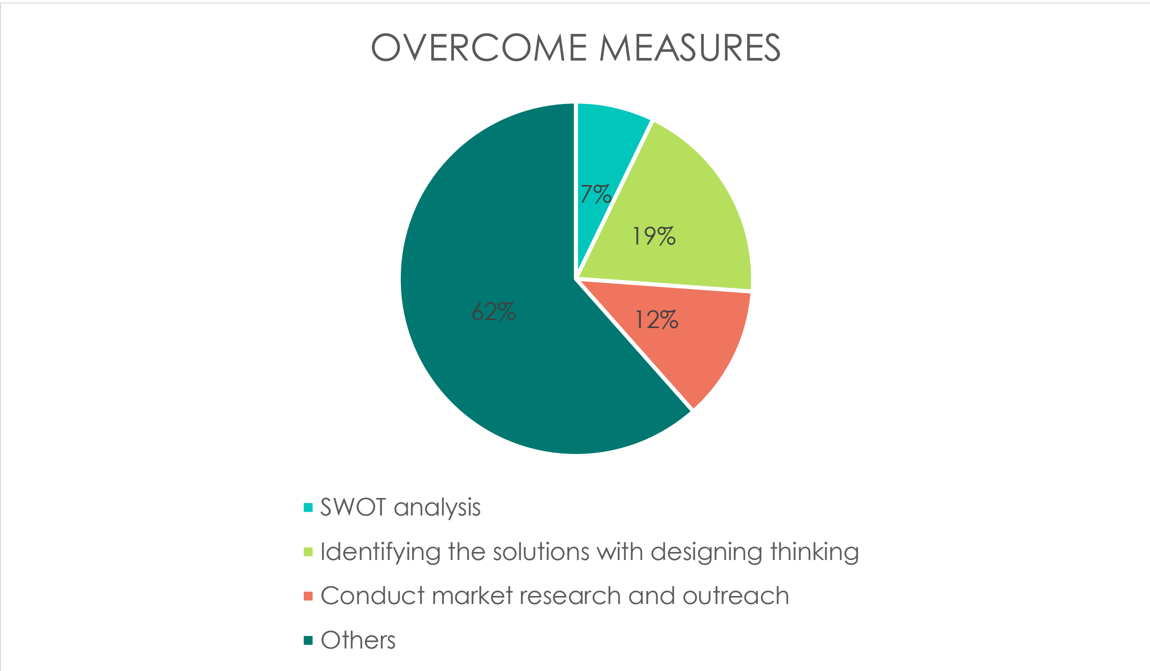


TABLE 3.42
USAGE OF INSTAGRAM TOOLS

OPTIONS	FREQUENCY	PERCENT
Yes	42	86.0
No	7	14.0
Total	49	100

Source: Primary data
INFERENCE:
The above table shows, 86% of respondents are using Instagram tools for instagram marketing and 14% of respondents are not using instagram tools.

CHART 3.42

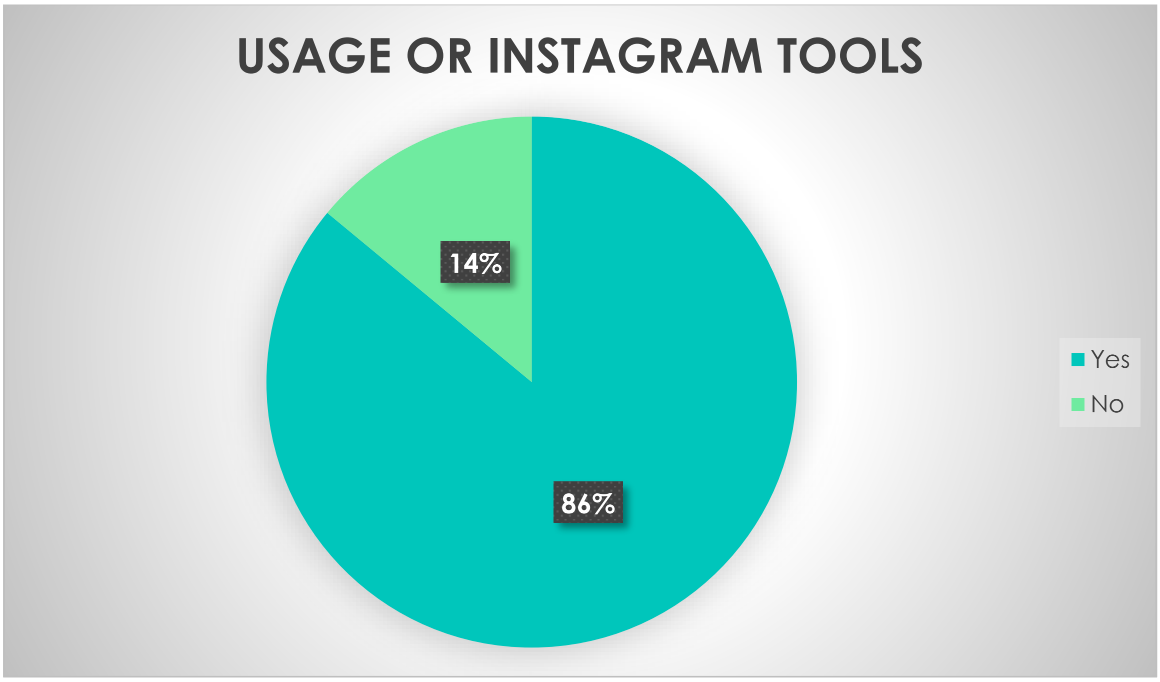


TABLE 3.43
INCORPORATE COMPELLING CONTENT

OPTIONS	FREQUENCY	PERCENT
Turn the focus on customers to create authenticity	11	22.0
Provide visual guidance for your audience	22	45.0
Showcase innovation	9	18.0
Others	7	14.0
Total	49	100

Source: Primary data
INFERENCE:
The above table shows, Incorporate compelling content into brand image, 22% of respondents turn the focus on customer to create authenticity, 45% of respondents provide visual guidance for your audience, 18% of respondents showcase innovation and 14% of respondents are other incorporate compelling content.

CHART 3.43

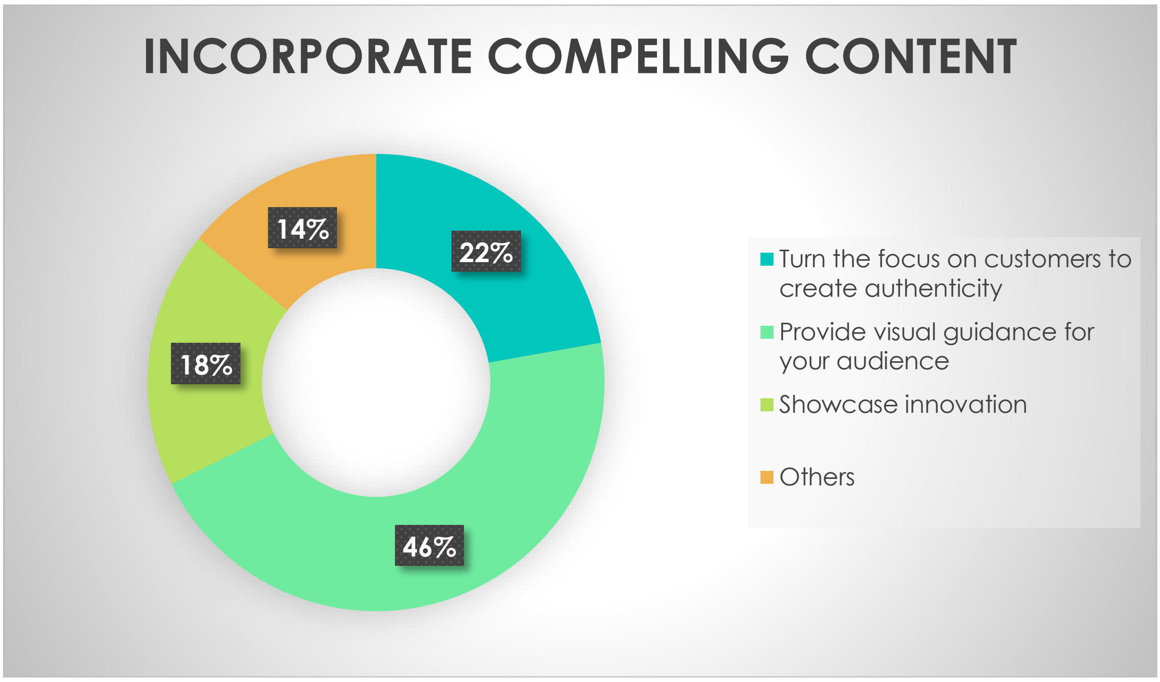


TABLE 3.44
BEST PLATFORM FOR PROMOTION

OPTIONS	FREQUENCY	PERCENT
Yes	48	98.0
No	1	2.0
Total	49	100

Source: Primary data

INFERENCE:

The above table shows, the best platform for promotion, 98% of respondents considers Instagram is the best platform for promotion and 2% of respondents not considered as the best platform.

CHART 3.44

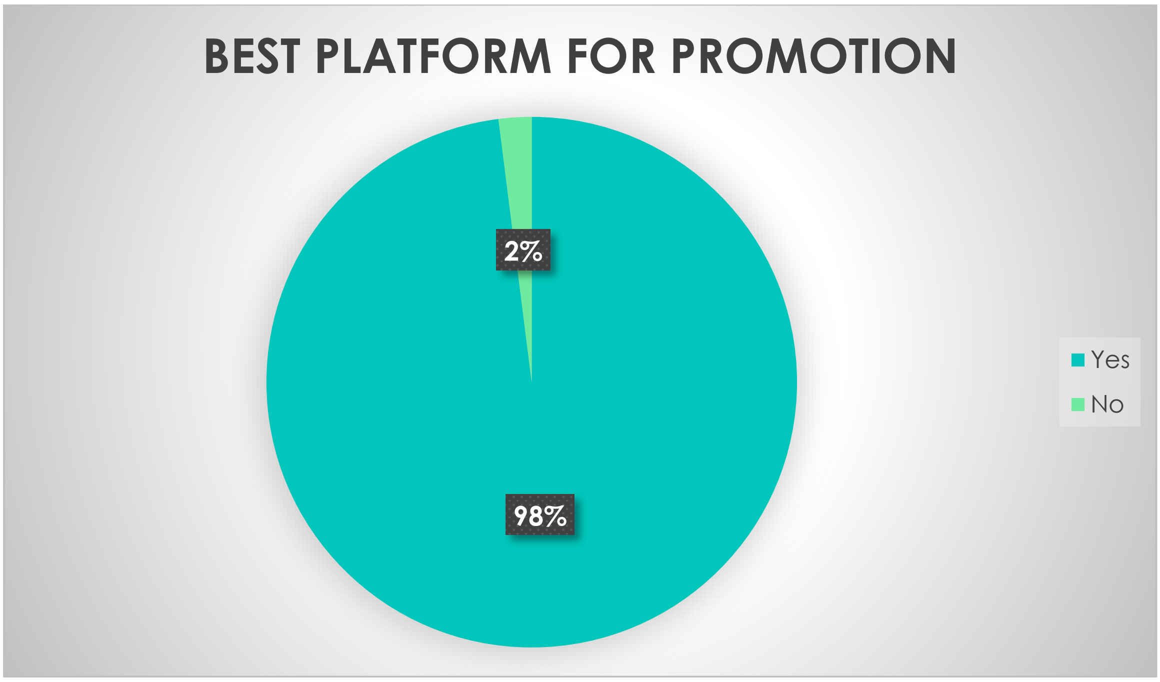


TABLE 3.45
ONLINE PRESSENCE COMPARED TO COMPETITORS

OPTIONS	FREQUENCY	PERCENT
Identifying ten customers	25	51.0
Analyze and compare competitor content	7	15.0
Analyze their CEO	7	14.0
Look at their social media engagement	10	20.0
Total	49	100

Source: Primary data

INFERENCE:

The above table shows, the 51% of respondents are ranking identified your ten competitors, 15% of respondents analyze and compare competitor content, 14% of respondents analyze their CEO and 20% Look at their social media engagement

CHART 3.45

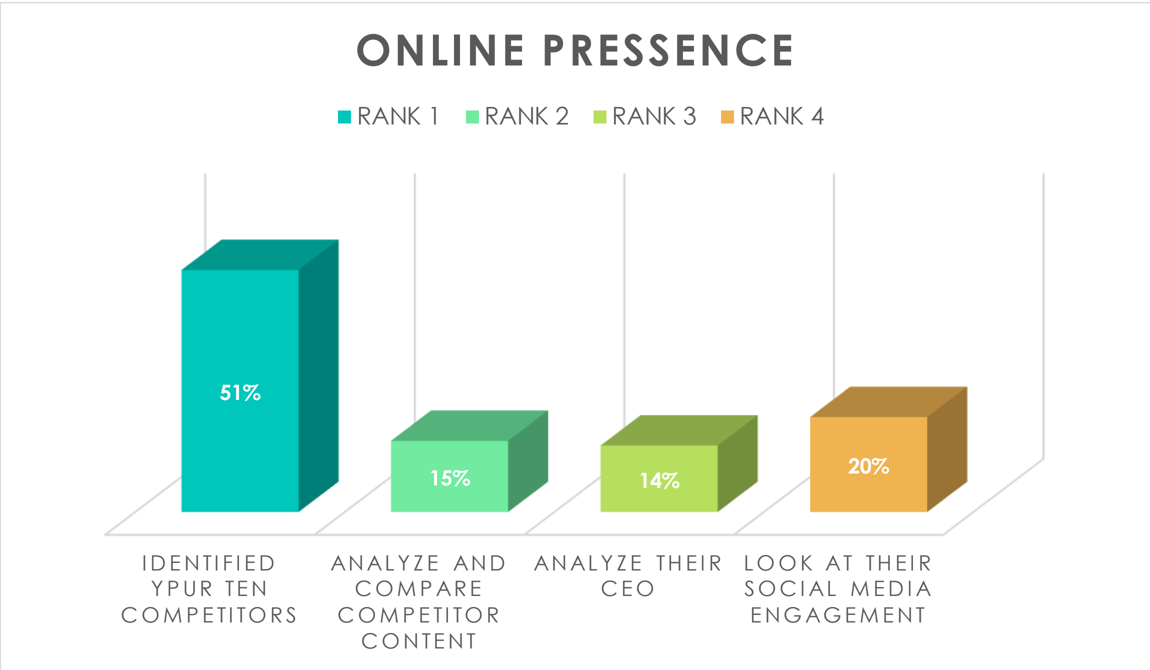


TABLE 3.46
SATISFACTION OF INSTAGRAM FEATURES

OPTIONS	FREQUENCY	PERCENT
IGTV	2	4.0
Feeds	17	35.0
Direct message	8	16.0
Hashtags	4	8.0
Reels	18	37.0
Total	49	100

Source: Primary data
INFERENCE:
The above table shows, the 4% of respondents are preferring IGTV, 35% of respondents are preferring Feeds, 16% of respondents are preferring Direct message, 8% of respondents are preferring Hashtags and 37% of respondents are preferring Reels.

CHART 3.46

FINDINGS

1. 49% of the entrepreneurs are under the age of 18-20 and 21% are under the age of 30-35.
2. 82% are female and 18% of male entrepreneurs were doing instagram marketing.
3. 53% of the entrepreneurs have completed their under graduate degree and 44% of entrepreneurs have completed their post graduate degree and also none of the entrepreneurs are illiterate.
4. 63% of the entrepreneurs are self-employed and 26% of entrepreneurs are students they even study and manage their business.
5. 38% of entrepreneurs earn more than ₹40,000 and 34% of entrepreneurs earn less than ₹10000.
6. 44% of entrepreneurs started instagram marketing before 1 year.
7. 53% of entrepreneurs using instagram several times a day and 42% of people using instagram every day.
8. 37% of entrepreneurs post their products on instagram weekly once and 35% of entrepreneurs posting feeds daily.
9. 36% of entrepreneurs doing fashion business and 34% of entrepreneurs doing other kinds of business.
10. 36% of entrepreneurs says brands are more promotional and 36% of entrepreneurs says that easy access of brand.
11. 53% of entrepreneurs prefer Facebook for doing online marketing and 22% prefer Telegram.
12. 46% of entrepreneurs expects update from instagram marketing.
13. 63% of entrepreneurs agreed that instagram marketing is the success of firm.
14. 46% of entrepreneurs are rating that instagram marketing is excellent in business application.
15. 80% of entrepreneurs are having dedicated department for instagram marketing.
16. 54% of entrepreneurs are achieving a brand image in instagram marketing.
17. 42% of entrepreneurs purpose to switch to a business in instagram marketing and 24% of entrepreneurs are purpose to post a product teaser.
18.55% of entrepreneurs are specified in brand in instagram marketing and 44% of entrepreneurs are specified as company specific.
19. 32% of entrepreneurs choose interactive in communication method and 34% follows by a trend.

20. Majority of the entrepreneur's choice is yes to improve communication in internal organisation.
21. 32% of entrepreneur intend to generate new leads and 26% of entrepreneur intend to increase brand awareness.
22. 38% of entrepreneur benefited to bring the attention to the product and 28% of entrepreneur attain better customer loyalty& trust.
23. 47% of entrepreneur role for HR is to create a creative solution and 22% of entrepreneur role for HR is for organizational development.
24. 67% of entrepreneur interact with people and 21% of entrepreneur interact with close friends.
25. 67% of entrepreneur considers that there is no better social media other than Instagram and 33% of entrepreneur considers that other social media is better than Instagram.
26. 68% of entrepreneur done promotional activities in all methods.
27. 51% of entrepreneur promote their sales by coupons and 20% of entrepreneur promote their sales by conducting contest.
28. 41% of entrepreneur respond to the audience comments after a period of time and 39% of entrepreneur respond immediately.
29. 47% of entrepreneur reason is better customer reach and 25% of entrepreneur reason is because of global expression.
30. 39% of entrepreneur says culture and privacy will be the major challenge in near future and 33% of entrepreneur says the human resources is major challenge.
31. 31% of entrepreneur needs to be consistent and 25% of entrepreneur says that Instagram is the important platform for online selling.
32. 94% of entrepreneur satisfied with the new strategies.
33. 31% of entrepreneur plan to focus on first impression and 29% of entrepreneur plan to increase the number of followers.
34. 60% of entrepreneur hope to achieve sales or promotion.
35. 49% of entrepreneur face difficulties face in photography and 25% of entrepreneur face difficulties in timing.
36. 33% of entrepreneur tag their brand as friendly yet informative and 30% of entrepreneur tag their brand as professional and ambitious.
37. 37% of entrepreneur has the type of finding high quality images and 35% of entrepreneur have the type of creating own content.

38. 39% of entrepreneur get through survey of existing customers and 31% of entrepreneur get by social listening.

39. 35% of entrepreneur faces problems on getting followers and 31% of entrepreneur facing difficulties by designing a social media strategy.

40. 37% of entrepreneur manages by identifying the solutions with designing thinking and 25% of entrepreneur are managing by other measures.

41. 86% of entrepreneur are using Instagram tools for Instagram marketing.

42. 45% of entrepreneur provide visual guidance for your audience and 22% of entrepreneur turn the focus on customer to create authenticity.

43. 98% of entrepreneur considers Instagram is the best platform for promotion.

SUGGESTION

1. Instagram help you to grow your brand awareness and new products. Instagram allows you to promote your brand and product to your customers.
2. Feeds are a key part of a good Instagram marketing strategy. When scrolling through feeds, you may see suggested post after you've seen all the most recent posts from accounts you follow. Feeds is based on posts from account.
3. Age, Gender, Education level are not mandatory in Instagram marketing.
4. Posting feeds, stories, reels and hashtag in a daily basis or a weekly basis to activated your page.
5. Create your own hashtag that customer use to be featured or ask you audience to tag your brand in any photos they take of your product. This way, you have access to your own library.
6. Customer expecting more updates and reviews from the product or brand.
7. Now a days, Instagram marketing is going more successful media for buying and selling the product all over the worlds. Its move on the excellent in business application.
8. Instagram marketing will help them to wide their business and also increase their customer.
9. Many customers are depending on a reviews or trend way of communication. (Example: if a customer chooses a product. First, they search a review of the product …. Recently buyer recommended the product to others) It is called reviews.
10. Instagram gives more communication method to their customers. That is comment section, inbox, video call or audio calls, stickers etc
11. Instagram helps to respondent to bring the attention to the introduction of new products or brands, creative solution for marketing.
12. Instagram marketing is commonly interacted with peoples, friends, co-workers and family members.
13. Instagram marketing is a best platform for promotional activities for promoting a product.

CONCLUSION

In spite of the fact that Instagram presence has become a necessity, there are numerous ways to be in Instagram presence into improving your business, by building a loyal community, work on development, promotion of the product and improving sales.
In the world with over 80% of internet users active on social media, in that 60% of users are on Instagram who spend at least one hour a day, with strong indicators that this percent will increase in the future years. In future with continuous updates lead to increase of customers and marketers.

With over 800 million unique monthly users on Instagram, marketing on the platform is absolutely worth it. Not only does this give your brand an additional channel to use when interacting with your audience, but many have also found success with direct purchases through this platform.

Instagram's expanded compatibility and improved versatility with mobile phones. Basically, being a mobile-ready, user-friendly and image-centred app makes Instagram a popular app and social network that has the potential to achieve bigger things in the coming years.

This study can conclude as in upcoming years the use of instagram and the instagram marketing strategy will be increased. The success of the company depends upon the promotion for their products and service, the best platform to promote and to sell Instagram will be an error free in platform.

QUESTIONNAIRE

1.Name:

2.Name of the company:

3.Level of Income:

a) Less than 10,000 b) 10,001-20,000

c) 20,001-30,000 d) 30,001-40,000

e) Above 40,000

4.Education level:

a) Illiterate b) Primary level

c)HSLC d) Under graduate

e) Post Graduate

5.Occupation:

a) Self-employed b) Working

c) Student d) Unemployed

6.Age:

a) 18-20 b) 20-25

c) 25-30 d) 30-35

7.Gender:

a) Male b) Female

c) Transgender

8.When did your company started using Instagram Marketing?

a) Before 1 year b) 1-2 years

c) 2-3 years d) More than 3 years

‘

9.How often do you use Instagram?

a) Several times a day b) Every day

c)A couple of times per week d) Less than a week

10.How often will you post on Instagram?

a) Weekly b) Daily

c) Monthly d) Occasionally

11.What kind of brands/ Industry do you follow on Instagram?

a) Fashion b) Wellness

c) Beauty d) Interior

e) Others

12.What do you consider is the best thing with following a brand on Instagram?

a) Brands are more promotional b) Brands are less promotional

c) You only receive content from the brands you have chosen to follow d) Easy access of brand

13.What do you expect from the brand of Instagram?

a) Information b) Updates

c) Inspiration d) Impressive

14.Other than Instagram which site do you find most effective?

a) Facebook b) Twitter

c) LinkedIn d) Telegram

15.Do you think Instagram marketing can help in the success of the company?

a) Yes b) No

c) Maybe

16.How will you rate Instagram marketing in your business application?

a) Excellent b) Fair

c) Good d) Poor

17.Does your firm have any dedicated Department for Instagram marketing?

a) Yes b) No

18.What metrics you want to achieve through Instagram marketing?

a) E-commerce sales b) Built a brand image

c) Reputation management d) Promote an event

19. What is your purpose on Instagram marketing?

a) Switch to your business profile b) Use free Instagram tools

c) Post product teasers d) Create sponsored ads (that will be gently urge people to buy)

20.What type of specification is best for Instagram marketing?

a) Company specific b) Brand specific

21.What is the best communication method in Instagram marketing?

a) One way communication b) Two-way communication

c)Interactive d) Depending on trend

22.Does Instagram helps you to improve the communication in internal organization?

a) Yes b) No

23.Which tool do you prefer the most for targeting audience in Instagram marketing?

a) Reels b) Feeds

c) Direct message d) Others

24.What is your Intention in Instagram marketing?

a) Increase brand awareness b) Drive traffic to your website

c) Generate new leads c) Increase your income

25.What benefits do you get through Instagram marketing?

a) Brand awareness b) Bring attention to your products

c) Better customer loyalty and trust d) Strengthen customer service

26.How HR can help your organization in Instagram Marketing?

a) Employee engagement b) Recruitment

c) Organizational development d) Creative solution

27.Whom you interact mostly while using Instagram Marketing site?

a) People b) Co-workers

c) Close friends d) Families

28.How do you show your promotional activities in Instagram Marketing?

a) By photos b) By video

c) By stories d) By reels

e) All of the above

29.What sale promotional tools do you use in Instagram to generate traffic?

a) Discounts b) Coupons

c) Contest d) Transactional video

30. How do you respond towards your audience comments?

a) Respond immediately b) Respond after a period of time

c) Weekly once d) Ignore

31. What major challenges will Instagram face in future?

a) Governance b) Measurement and ROI

c) Human resources d) Culture and privacy

32. Are you satisfied with your new Instagram Marketing strategies?

a) Yes b) No

33. What new things emerged out after using Instagram Marketing?

a) Online communication is important b) Content is The King

c) Need to be consistent d) Important platform for online selling

34.How does Instagram Marketing fit in your growth plan?

a) Increase the number of followers b) Focus on first impression

c) Post content on regular basis d) Others

35.Whats is the reason behind choosing Instagram Marketing?

. a) Better customer reach b) Lesser price

c) Global expression d) Research and learning

36.What are the hope to achieve using Instagram Marketing?

a) Awareness campaign b) Cause campaign Increase the number of followers

c) Focus on first impression d) Sale or promotion

e) Instagram contest

37.What do consider as on obstacles to Instagram Marketing?

a) Differentiation b) Timing

c) Photography d) Insufficient data

38.What is the tag of your brand Instagram Marketing?

a) Empowering and uplifting b) Friendly yet informative

c) Professional and ambitious d) Trend awareness

39. What type of original content you create?

a) Creating your own content using template b) Finding high quality images

c) Run a UGC Champaign d) Reposting the content form bank

40.How do you get ideal customer in Instagram?

a) Survey our existing customer or clients b) Dig into your Google analytics

c) Social listening d) Analysis existing followers

41.What problems do your ideal customer face?

a) Measuring ROI (Return on investment b) Designing a social media strategy

c) Getting followers d) Others

42. How your organization helps to overcome those problems?

a) SWOT analysis b) Identify the solution with design thinking

c) Conduct Market research and outreach d) Other

43. Do you use any Instagram tools for Instagram Marketing?

a) Yes b) No

44. How can you incorporate compelling content in you brand message?

a) Turn the focus on customer To create authenticity b) Provide visual guidance for you audience

c) Showcase innovation d) Others

45. Rank the online presence that is compared to your competitors?

S. N	CATEGORIES	RANK
1	Identify your ten competitors	
2	Analyses and compare competitor content	
3	Analyse their CEO	
4	Look at their Social Media Engagement	

46. Rate the following Features

FACTOR	EXCELLENT	SATISFIED	GOOD	AVERAGE	DISSATISFIED	POOR
IGTV						
FEEDS						
DIRECT MESSAGE						
HASHTAGS						
LIVE VIDEO						
REELS						

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AN EMPIRICAL STUDY ON SPECIALTY STORES AND ITS EFFECTS ON CONSUMER BUYING BEHAVIOR

A Project Submitted to Department of BBA

St. Mary's college (Autonomous), Thoothukudi.

Affiliated to

MANONMANIAM SUNDARNAR UNIVERSITY, TIRUNELVELI

In partial fulfilment of the requirement for the degree of

BACHELOR OF BUSINESS ADMINISTRATION

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(Re-accredited with 'A+' grade by NAAC)

THOOTHUKUDI-628 001

MARCH – 2021

DECLARATION

We hereby declare that the project entitled, **"AN EMPIRICAL STUDY ON SPECIALTY STORES AND ITS EFFECTS ON CONSUMER BUYING BEHAVIOR"** (submitted with reference to the specialty retailers in THOOTHUKUDI district) submitted by the researcher is our original work and the project has not formed the basis for the award of any degree, diploma, fellowship or any other similar titles.

Place: Thoothukudi

Date: 03.04.2024

Signature of the student

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CERTIFICATE

This is to certify that this project work entitles **"AN EMPIRICAL STUDY ON SPECIALTY STORES AND ITS EFFECTS ON CONSUMER BUYING BEHAVIOR"** is submitted to **St. Mary's college (Autonomous), Thoothukudi** affiliated to **MANONMANIAM SUDARANAR UNIVERSITY, TIRUNELVELI.** In partial fulfilment for the award of degree of **Bachelor of Business Administration** and is a work done during the year 2018 – 2021 by the following students.

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First of all, we thank the **ALMIGHTY GOD** for giving the courage and strength to complete our report successfully.

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CHAPTERISATION

CHAPTER NO.	TITLE	PAGE NO.
I	Introduction	1
II	Profile of the study	22
III	Analysis and interpretation	36
IV	Findings and suggestions	83
V	Conclusion	86
ANNEXURE – I	Questionnaire	87
ANNEXURE - II	Bibliography	93

LIST OF TABLES

Table No.	TITLE	Page No.
3.1	Age	37
3.2	Gender	38
3.3	Monthly Income	39
3.4	Product purchase from specialty store. Yes/ No?	40
3.5	Types of shopping.	41
3.6	Types of specialty store.	42
3.7	Preferred time to visit specialty store.	43
3.8	Reason to purchase from specialty store	44
3.9	Is location of store important?	45
3.10	Preference of stores location	46
3.11	Preference of additional service	47
3.12	Attractive facilities	48
3.13	Consumers reliability towards the store	49
3.14	Type of shopper	50
3.15	Consumer satisfaction towards pricing	51
3.16	Consumer approach followed	52
3.17	Choice of service provided	53

3.18	Preference on online specialty store. Yes / No?	54
3.19	Feeling an urge to buy	55
3.20	Specialty store visit	56
3.21	Consumer service satisfaction	57
3.22	Satisfaction of consumer need	58
3.23	Consumer annual budget	59
3.24	Preferred mode of payment	60
3.25	Encounter of T.V advertisement of stores	61
3.26	Knowledge of stores existence through?	62
3.27	Loyalty of consumer	63
3.28	Return and policies satisfaction	64
3.29	Advantages of specialty store	65
3.30	Disadvantage of specialty store	68
3.31	Encounter of forceful advertisement	70
3.32	Ranking the strategies	71
3.33	Specialty stores supporting CSR activities	72
3.34	Consumers view on stores supporting social welfare	73
3.35	Rank the valuable factors	74
3.36	Are you consumer/ customer?	75
3.37	Recommendation of store	76

3.38	Overall consumer experience	77
3.39	Consumer's choice of additional expectation	78
3.40	Correlation between gender and monthly income	79
3.41	Correlation between monthly income and type of shopper	80
3.42	Correlation between consumer approach and loyalty of consumer	81
3.43	Correlation between consumer encountering T.V advertisement of store and knowledge of stores existence through?	82

LIST OF CHARTS

Chart No.	TITLE	Page No.
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3.17	Choice of service provided	53
3.18	Preference on online specialty store. Yes / No?	54
3.19	Feeling an urge to buy	55
3.20	Specialty store visit	56
3.21	Consumer service satisfaction	57
3.22	Satisfaction of consumer need	58
3.23	Annual consumer budget	59
3.24	Preferred mode of payment	60
3.25	Encounter of T.V advertisement of stores	61
3.26	Knowledge of stores existence through?	62

3.27	Loyalty of consumer	63
3.28	Return and policies satisfaction	64
3.29	Advantages of specialty store	67
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3.34	Consumers view on stores supporting social welfare	73
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3.41	Correlation between monthly income and type of shopper	80
3.42	Correlation between consumer approach and loyalty of consumer	81

3.43	Correlation between consumer encountering T.V advertisement of store and knowledge of stores existence through?	82

1.1.1 Introduction:

Retailing is an extensive business sector which involves a number of variants in stores and has been the top business sector earning enormous turnovers. It is the process in which product, commodities, goods are served to the consumes through various channels of distribution through a supply chain. The retailers specifically provide their products to the end consumer. When a person shops, he shops to satisfy his particular needs. Therefore, a retailer acts as a tool in carrying out this process. The process of retail has an ancient history. Starting from itinerant peddlers to modern eras sophisticated stores.

Retailing has been dated aback various centuries. As the growth of civilization brought drastic evolution in the minds of people. Greece was the country in which open stores were first introduced in. the roman empire was the first to introduce retail system. The terms branding packaging has been used from the 200 BCE by the civilization of china. In this modern era, retailing has witnessed a drastic evolution. It has permanently put into thoughts of service and luxury into people's mind. Different types of stores evolved lately categorizing according to buyer behavior, in which specialty retailer have always had a narrow range of goods focusing people with specified needs. As the consumers are diligently choosing their products the retailers put in great effort to both advertise and sell a product. Retailers are the highest profit earning sectors of current trends. Retailing has expanded its categories to various types starting from departmental stores to specialty stores. The global market has tremendous growth keeping in mind the consumers preference. The high rate of development and increase in the people's exposure to various countries and their market evolution has always been an influential factor for the retail sector. As the retail sector has direct connect with the consumer it creates an extremely friendly and comfortable shopping experience unlike the online market. The retail market has always been a topnotch sector with its high growth rate and the leading retailers of various brands being the bread runners of the economy of today's trend. Many retail companies have been booming lately and creating a high integrity for the other sectors.

1.1.2 SPECIALTY STORE:

Specialty stores focuses on brands and specialty goods. It accomplishes the complete goal of attracting specific customers ready to purchase products at any price. It focuses on specialized products and establishes its strategy of selling goods to elite people with specific and assorted needs. These types of shoppers have always been utilitarian shoppers rather than recreational shoppers.

A specialty store focuses on a discrete style of product, brand. They retail super specific product. The authenticity carried on in their product, promotional activity and service attracts even more consumers who are considered "picky purchasers". In this type of retailing the consumers are considered as gods as they have an exceptional knowledge about the goods they purchase. They are unconditionally intelligent buyers. The process of satisfying a consumer of specialty store is a devious work. Therefore, they are named specialty store as they deal with both specialty goods and specialized consumers. The products are of high integration meeting up with the consumer's preference. These specialty retailers are of high demand in recent times as the consumers preference has been astonishing lately.

1.1.3 GROWTH OF SPECIALTY STORE IN RETAIL MARKET:

The specialty store mainly relies on the certain selection of particular section and as it has a quality of products with specialized feature's they frequently have great deal with merchandise. Since it focuses on particular product the selection of retail is particular and special. As it has a rare availability rate, the pricing of goods is relatively high. Some of the stores are part of large retail chain. It is increasingly facing high competition, as the normal retailers are providing the same goods at lower price range.

Despite the heavy competitions around, the specialty store provides an uncompromising quality of goods, an extremely appealing settings and specialized knowledge about product. "the growth within the wholesale market is great, its partly fueled by brands and retailers working together to stock stores with the perfect products for their customers. Adding the right goods in the right store will be will continue to be a powerplay for brands and retailers. All of this is so important because success with specialty retail is only possible with best fit assortment in each store. Its what makes specialty retail a unique challenge and opportunity" stated faber. There are different types of retail sectors each focusing on different set of consumers and also, they provide different commodities set in a different spacing. But the specialty retail outlet being an exclusive store sells a particular set of products therefore attracting customers who search for authenticity rather than price discount. Thus, this type of retailers has high standards already set by consumers expecting the retailers to attain the particular standards. They also attain the standards by producing quality goods to the consumers by increasing the sales value of specialty retailers in the retail market and also creating an astonishing turnover for the store by the consumers.

1.1.4 CONSUMERS PERFORMANCE TOWARDS SPECIALTY STORES:

A specialty store has its own distinguished name, the value to the products is also high. A feeling of professionalism as the sales executives are well versed with the product helps the consumer to choose the best fitted product. The shopper's unconditional trust towards the brand and its recommendation. Brands from different parts of world presented to the consumer within their place. Specialty stores provide personalized and well accommodated shopping experience to consumers. There are a number of expertise to guide you through your purchase. They raise brand awareness to the consumers by increasing shopper's value. These stores provide a positive shopping experience on consumers. The layout and the interiors uplift's the luxury shopping experience of buyers. Also, the products sold are of a particular category which means it provides a wide variety in its specified type. The advertisements of these stores are of high standards and of quality message to the consumers which is pretty attractive.

As the name of the store is widely known and is repetitive through various forms like advertisements, social media etc. attracts the consumer to purchase from a specialty store. Not just attract consumers but also plays a pivotal role in making first time shoppers to regular customers of the store. Though the process of purchase maybe time consuming as the consumer can only purchase for a particular commodity and also the particular commodity has a number of variants, putting the consumer in a place of critical choice but also provided with numerous variants. The consumer gets the feeling of satisfaction after the purchase of a commodity due to the customer service provided. The consumers main attraction would be the feeling of solitude they attain while purchasing a product at the specialty as the store itself is designed in such a way for a consumer to feel the feeling of privacy and comfort.

1.1.5 Special features of specialty stores:

Specialty stores has many peculiar features:

- Specialty stores has this feature of providing luxury shopping experience to the consumers.
- These stores provide professional guidance to the consumers as there is a narrow variety of products, therefore the store keepers have great knowledge on the product.
- Specialty stores limit their product offering to a unique category.

- The brand preference and loyalty of consumer is strong.
- Only a specific category people purchase from specialty stores
- The products are set at high price and the unit cost per product is high.
- Price isn't the main preference quality is the main preference.

1.1.6 FUTURE OF SPECIALTY STORES:

The specialty stores have been growing substantially by increasing their sales. Consumers seems to purchase goods and choose quality over price resulting in increase of specialty stores. As the preference of consumers over specialty stores have been increasing tremendously, the specialty stores seem to be expanding its territory. Many luxurious brands have extended their store to a particular commodity which is of high demand. As the trends in market seems to vary according to the preference of consumer and consumers are shifting towards sustainability and quality of products therefore, the special attention towards specialty stores seems to be increasing prominently. Thus, the future of specialty store assumed to attain tremendous growth.

1.1.7 SPECIALTY RETAIL STRATEGY:

STORE DIGITALIZATION:

Digitalization of store according to consumer demand. The demand changes according to the trends in the market. Therefore, consumers shift from traditional purchase to digital shopping. Thus, the specialty retailers extend their stores by additionally involving online store, selling their products through their specified website. The growth of social media has an impact in the selling of the products. Consumers tend to get attracted to products seen on social media than traditional advertisements. Thus, social media and online marketing strategy is the top marketing strategy followed.

SWIFT SUPPLY PROCESS:

A proper supply chain is a key to the business. As customers seek accuracy in time and swiftness in product replacement. The store has to maintain swift product recharge as soon as the particular product is internationally available. Therefore, the retailer has to satisfy the consumer in all possible ways. International products to be stocked in store as soon as the products availability in the market. The consumers are aware of both international and Indian market therefore the store has to stay as quick as possible to draw consumer attention. This is the mandatory strategy followed by specialty retailer.

Use of influencers and media personalities:

As social media is a powerful tool using of influential people from social media to advertise attracts consumers as they influence them and induce them to purchase the product.

1.1.8 TYPES OF CONSUMERS ASSOCIATED WITH SPECIALTY STORE:

There are different varieties of consumers associated with specialty stores based on their relationship with the store. Therefore, the retailer has to attain great knowledge about who enters the store and how to handle each associate accordingly.

THE STALKERS:

Stalkers are clear spectators who visits the store for recreational purpose. They are just spectators and they lack knowledge on both the product and store. They just visit the store with no purpose of purchasing nor even look at the products. The retailer has to study the different types of consumers and avoid explaining about the product or store to stalkers as it is considered as a waste of time.

THE INFORMATIONALISTS:

These types of consumers are people who gathers information about different products and attain knowledge about each product quality and price and later settle to buy the best one. Therefore, they are considered future purchasers who most probably would buy the product.

THE BUYERS:

Buyers are considered the elite purchasers as they are not just mere stalkers but actually purchases product from the store. The retailer has to invest more time and energy to such consumers and they should be able to differentiate between buyers and stalkers. It is a profitable investment if you spare more time for consumer's, they would actually purchase product and result in a profit.

1.1.9 SPECIALTY STORE AROUND THE GLOBE:

The number of specialty retailers are relatively high around the world as developed countries like US and UK the shoppers who prefer brands and specialty goods are relatively high as compared to developing or under developed country. The consumer behavior differs drastically in foreign countries based on their culture, society, fashion trends which highly influence their purchase behavior. The western countries have the highest specialty outlets as compared to in India. The global specialty retailer market has been estimated at $ 18125 billion in 2017. The USA was the country with $3785 billion and ranking first place in global market. These markets focus on the specialty retail more as this type of store attract more consumers. They get to purchase a particular product from a particular store. The segmentation of the dedicated store for the selective product creates a feeling of professionalism. The western markets have had high influence over the other markets as they have always had a futuristic view on the economy and an accurate assumption on the markets long run vitality rate. The stores are built in such a way that the consumer feels an immediate feel of luxury. The posh surroundings and interiors are impeccable. The specialty stores set in countries like US and UK pays high attention to the stores external look and interior, they make use of interior designers and other creative artists guidance to design the store in such a way to attract consumers. The psychological factors like stores ambiance also plays an important role in the success of specialty stores around the world. Each country has its own types of consumers and consumer preference based on the culture etc. which adds up to the evolution of specialty stores.

1.1.11 SPECIALTY STORES IN THOOTHUKUDI, TAMILNADU

Specialty stores in Tuticorin has been around during the recent times. Majority of the specialty stores has been established after the year 1990 which defines the evolution of specialty stores in Tuticorin. Tuticorin being a city with relatively high economic rate and the retail market has been in the process of flourishment. The number of specialty stores in the current times is high. All the stores focus on mostly luxury goods like jewelry. And many international brands focusing on apparels have been increased.

The consumers are of mostly the elite category and their purchase of goods has always been of bulk quantity rather than purchase of single pieces in case they purchase therefore resulting in a higher cost price per unit. Also, these consumers are said to be regular customers of the particular stores. They purchase goods on the basis of quality and also the ambiance of store which induces the customers to purchase at a specialty store. The stores ambiance has always been set in a posh and classic interior, focusing on the lightings and the design of the store. Most of these stores are creative and highly attractive as to compared to

1.1.12 Review of Literature:

1. Heather S. Varilek Doe. (1998) "An exploratory study of networking among small independent, mid-west specialty store retailers" Figuring out where the organization of little free Midwest forte store retailers falls on this continuum will help with dissecting and understanding the connections in the organization, the advantages given by the organization, and the degree of responsibility, correspondence and trust included. (Doe, 1998)

2. Douglas C. Friedman, Terence A. Brown and Zinaida Taran. (14 September 2011) "Specialty store expertise as a driver of satisfaction and share of wallet". This article establishes shop experience as a very important issue influencing client satisfaction and examines the role of varied factors in deciding the share of case obtained by the shop. The requirement for shop homeowners to develop experience by careful hiring, coaching and holding of staff. They're inspired to market store experience to potential customers therefore positioning themselves on this attribute and serving to avoid price struggle with mass market retailers. (Douglas C. Friedman, 2011)

3. Hyo Jung Chang, Hyeon Jeong Cho, Thomas Turner, Megha Gupta, Kittichai Watchravesringkan. (2015) "Effects of store attributes on retail patronage behaviors: Evidence from activewear specialty stores" Results uncovered that business workers and store atmosphere credits of sports clothing claim to fame stores affected shopper fulfillment, which thus straightforwardly affected WOM and repatronage goals for sports apparel forte stores. Consequently, to fulfill customers, sports clothing claim to fame retailers need to guarantee that they give an alluring and lovely shopping climate. Besides, fulfilled customers are probably going to spread positive WOM about the retailer and show their aim to return to the store later on. The creators close by examining the outcomes and recommend suggestions and future exploration bearings. (Hyo Jung Chang, 2015)

4. Jonathan W. Palmer, M. Lynne Markus. (September 1, 2000) "The Performance Impacts of Quick Response and Strategic Alignment in Specialty Retailing" this cross-sectional study of 80 forte retailers discovered more help for the

professionals' cases than for the academicians. Selection of the QR program at an insignificant level was related with better, in spite of the fact that there was no presentation sway because of more significant levels of QR use. Firms seemed to coordinate with their IT utilization to their business procedures, yet there was no linkage between essential arrangement and firm execution, and there was shockingly little variety in business or IT system. So, the discoveries of our investigation recommend that the two experts and academicians need to refine their hypotheses and guidance about what makes IT ventures pay off. (Jonathan W. Palmer, 2000)

5. Hameli Kujtim. (2018) "A review of retailing sector and business retailing type" establishes that retailing is the most important sector as it directly deals with consumers. According to the investigation, the marketing sector usually is organized in 2 main groups: the marketing among the shop and marketing out of the shop. Retail among the shop is assessed in keeping with completely different characteristics, however the foremost vital varieties of classification and those supported the shape of the possession, merchandise and value. in keeping with the ownership-based classification of marketing and department shops, super market and specialty stores. (Kujtim, 2018)

6. Lakshimi Jogendranath Chutia1 & Dr. Papori Baruah (2015) "Changing Initiative in the retail sector of India" At present Tata group's Tanishq brand of jewelry retail has established reputation as a top retailer in the diamond jewelry business. Slowly specialty retailers entered into the catering of food, music and electronics with more organized retailers like Food world, Planet and Music world, etc. entering into the fray. (Lakshmi Jogendranath Chutial, 2015)

7. Larke, Roy, Causton, Michael. (2005) "Other specialty retailers" A specialty merchandising is formed from a various cluster of products. This chapter appearance at those specialty stores that tend to sell a variety of merchandise across totally different product classes however of an analogous sort. These square measure selection stores, discount stores, media (books, DVDs and music), and children-related merchandising (toys, maternity and childrenswear). Finally,

there's a short section on searching centers and specialty buildings, the latter being a format that's explicit to the Japanese market. (Larke, 2015)

8. M. Jagadeesh, Prof. K. R. Mahalakshmi. (2016) "A study on consumer relationship management (CRM) practices for shopping mall". A typical specialty store gives attention to a particular category and provides high level of service to the customers. However, branded stores also come under this format. (M. Jagadeesh, 2016)

9. M. Simpson, Dayle I Thorpe. (1999) "A specialty store's perspective on retail internationalization" This study contributes to retail group action theory by partly validatory a abstract model of call antecedents (Simpson and Jim Thorpe, 1995). knowledge collected from AN idiographic case study employing a qualitative methodology support the conceptualization conferred within the model, indicating that bound pre-conditions ought to exist within the retailer's domestic surroundings, act as motives for considering a worldwide enlargement strategy, and drive the group action decision-making method forward. (M. Simpson, 1999)

10. Manveer Mann, Sang Eun Byun, Hyejeong Kim and Kelli Hoggle. (2015) "Assessment of Leading Apparel Specialty Retailers" Regardless of the expanded consideration regarding corporate social duty (CSR) and administrative changes lately, little is thought about how attire organizations are carrying out and imparting CSR practices to their partners. To fill the void, this examination researched the reach and systems of driving attire claim to fame retailers' CSR rehearses as imparted on their sites over a longitudinal time of 1 year. Altogether, 17 clothing forte retailers were remembered for the examination. The organizations' sites were content-broke down inside and out utilizing the coding measures zeroing in on work and ecological issues produced for this examination. The underlying information were gathered in November 2011 and the examination was repeated in December 2012 to inspect any adjustments in the CSR rehearses. Starting at 2011 just nine organizations tended to CSR issues on their sites at various degrees in spite of their administrative roles in the business. Natural issues

were tended to by just five organizations, with various scopes of practices. In 2012, every one of the 17 organizations tended to work issues on their sites with changing levels of explicitness. (Manveer Mann, 2015)

11. Mangin, Jean-Pierre. (2017) "Examining the Influence of products Quality Perception in Specialty Retailing" Their findings emphasis, that the specialty food store-based attributes have completely different influence reckoning on the products' quality perception, whereas suggesting its analgetic role. Our major contribution is that the examination of one subjective consumer-based variable within the specialty selling setting. (Pierre, 2017)

12. Jodi Erin Belk and Sam M. Walton. (May 2015) "The Effect of Showrooming on Specialty Retailers: Leveraging a Framework for Success" Specialty retailers are in no way proof against this phenomenon, though it's laborious to mention with certainty if they as a bunch an additional affected. However, the actual fact remains that showrooming is Associate in Nursing plain variable at intervals the continual and evolving world of retail, and it's not going anytime soon. Though retailers should learn to embrace the existence of showrooming and endlessly work to make a retail environment during which showrooming is leveraged to maximize vitality and longevity of business. (Walton, 2015)

SEPHORA

2.VICTORIAS SECRET

STORE NAME: VICTORIA'S SECRET

TYPE OF RETAIL: Lingerie

FOUNDER: Roy Raymand

HEADQUARTERS: Columbus, Ohio, U.S

REVENUE: $ 6.8 BILLION USD

CEO: Stuart Burgdoerfer

VICTORIA'S SECRET is an American lingerie, clothing and beauty retailers known as the powerful specialty retailer focusing on lingerie. They conduct annual fashion shows with supermodels dubbed angels.

3. IKEA

STORE NAME: IKEA

TYPE OF RETAIL: Ready to assemble furniture

FOUNDER: Ingvar Kamprad

HEADQUARTERS: Delft, Netherlands

REVENUE: $ 45.4 BILLION USD

CEO: Jesper Brodin

IKEA is a Swedish multinational company that sells ready to assemble furniture. It has been the worlds largest furniture retailer since 2008. The group is known for its ecofriendly and minimalistic furniture. It specifically retails furniture.

5. GAP

STORE NAME: GAP

TYPE OF RETAIL: APPAREL

FOUNDER: Donald Fisher & Doris Fisher

HEADQUARTERS: San Fransisco, California

REVENUE: US$ 16.6 BILLION

CEO: Sonia Syngal

GAP is an American apparel retailer. It is the third largest specialty retailer. Gap has a total of 13 standalone stores in the national capitals of India.

CONSTRUCTION OF QUESTIONNAIRE:

The questionnaire is constructed by the researchers themselves. The variables to be included were identified by the guide and the researcher. Identification of mistakes was done followed by rectification of the identified mistakes and appropriate questions were used in the questionnaire.

- **DATA COLLECTION:**

The data collection of the study was done during the period 2021 January to 2021 March.

1.2.4 TOOLS OF THE STUDY:

After the collection of data, it has to be analyzed. Forms from google is used for analyzing primary data. The qualitative and quantitative methods are used to analyze the result from the collected data.

After interpreting results suitable suggestions are given. The statistical tools used for analyzing data collected are,

- **Percentage**: A frequency distribution is an overview of all distinct values in some variable and number of times they occur.
- **Ranking**: This method is to grade the data for better understanding of collected data.
- **Correlation analysis**: Cross tabulation is a method to quantitatively analyze the relationship between multiple variables.

1.2.5 CHARTS:

Charts used to make a graphical representation of any set of data. A chart is a visual representation of data, in which the data is represented by templates.

The chart types used in representing the data are as follows:

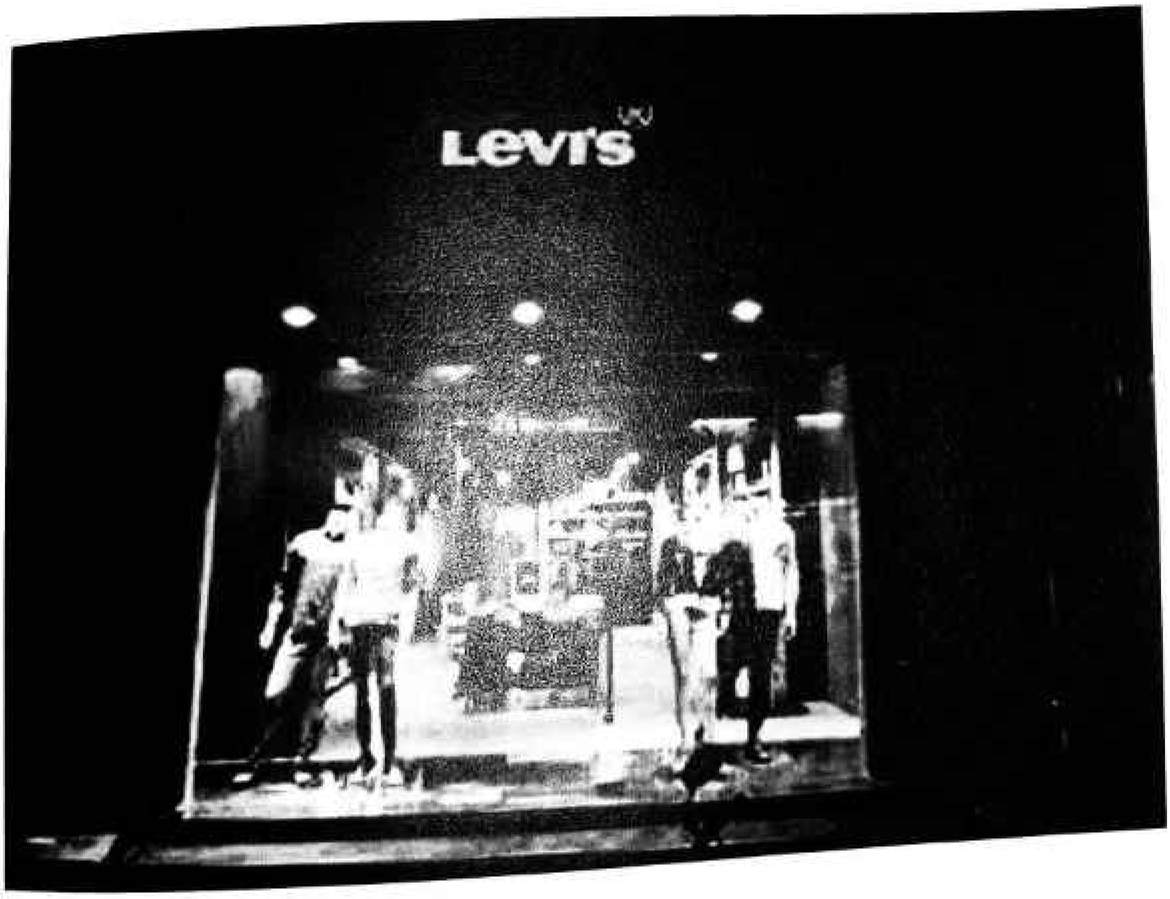
- Pie Chart (3D pie chart)
- Bar Chart
- Column Chart

PROFILE OF THE STUDY:

2.1.1 LEVI'S exclusive store:

- LEVI'S Strauss & CO is an American clothing company known worldwide for its brand of denim jeans.
- It was founded in May 1853. Its revenue counts to $5.575 billion.
- And has an employee count of around 15,100 people.
- Levis follows dozens of techniques to exclude competitors by providing powerful advertisements and storefront presence.
- Levis approximately operates 1042 retail stores worldwide

LEVI'S EXCLUSIVE STORE (TUTICORIN):

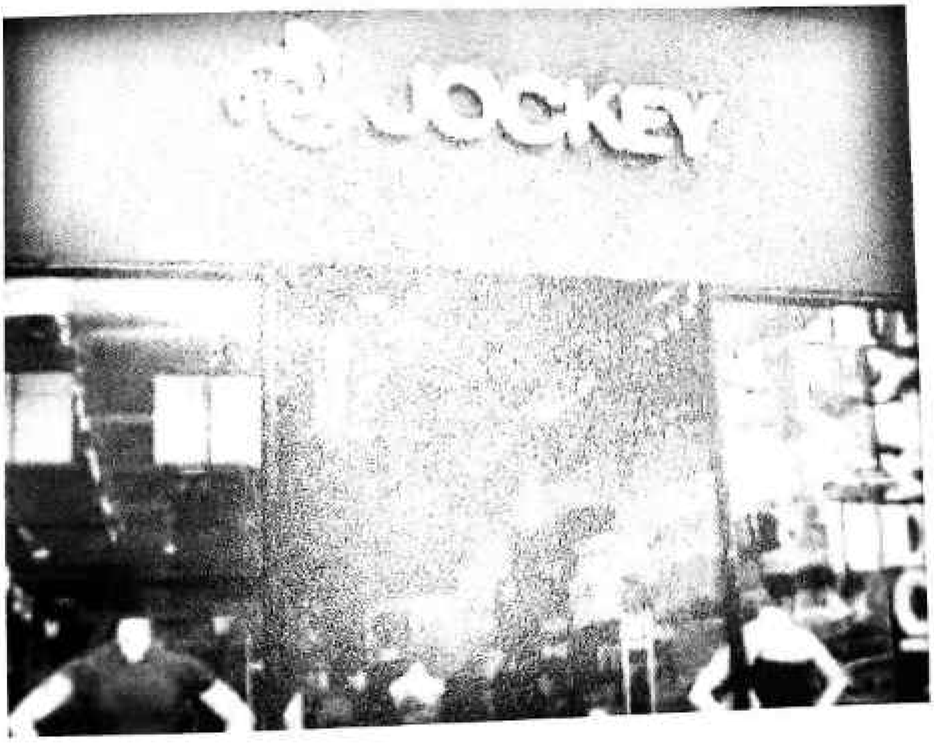


2.1.2 JOCKEY INC:

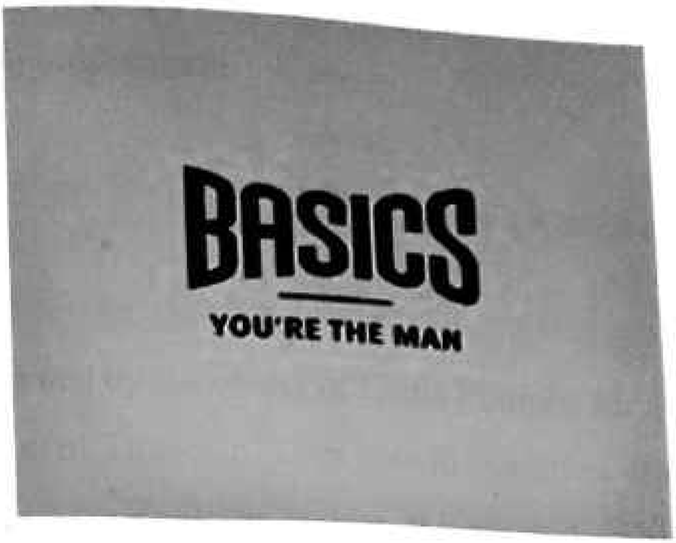
JOCKEY

- Jockey is an american manufacturer and retailer of underwear, sleepwear and sportswear for men, women and children.
- The company is based in Kenosha,Wisconsin.
- Jockey is a recognized trademark in 120 countries.
- It was founded by Samuel T Cooper in the year 1876 .
- It employees around 5400 employees.
- It was originally named Cooper.Inc.
- Jockey has about 370 exclusive stores across the country and retails out of 50,000 multi brand outlets in 1400 towns and cities.

JOCKEY EXCLUSIVE STORE (TUTICORIN):



2.1.5 BASICS LIFE:



- Basics was started by brothers Hanif and Suhail Sattar.
- Basics opened its first store in 1992.
- Fifty of its 100 stores have come up in the last three financial years.
- In three years, it aims to operate around 200 stores across the country.

BASICS LIFE (TUTICORIN):

2.1.7. TITAN EYEPLUS:

- Titan Eye Plus, the eyewear business from Titan Company, was launched in March 2007.
- The move was an initiative to redefine the Industry and straddle the marketplace with exacting quality standards in India's prescription eyewear industry.
- Titan Eye plus has over 550 exclusive stores, operating over in 229 cities and offers a wide range of stylish and contemporary eyewear.

TITAN EYEPLUS SHOWROOM TUTICORIN:

2.1.8. PUMA:

- Puma is the third largest sportswear manufacturers in the world.
- The company was founded in 1948 by Rudolph Dassler.
- In 1924, Rudolph and his brother Adolf Dassler jointly formed the company.
- It has its headquarters in Herzogenaurach, Germany.
- It has a revenue of 5.50 billion Euro.
- Bjorn Gulden is the current CEO of Puma.
- They employ about 14,332 workers.
- Around 365 stores are active in India.

PUMA STORE (TUTICORIN):

ANALYSIS AND INTERPRETATION:

The collected data from the respondents are turned into analysis of the data and interpretations for easy understanding and clarity of the project. The data have been collected with techniques of analysis and presentation. The gathered data reflects the following tables and charts. The data is based on fulfilling the projects objectives. The methods used for analysing the data are:

- A frequency distribution is an overview of all distinct values in some variable and number of times they occur.
- Ranking analysis is the method to grade the data for better understanding of collected data.

CHARTS:

Charts used to make a graphical representation of any set of data. A chart is a visual representation of data, in which the data is represented by templated like bar, line, pie etc.

The chart types used in representing the data are:

- Pie Chart (3D pie chart)
- Bar Chart (3D bar chart)
- Column chart (3D column chart)

- Pie chart is constructed by dividing a circle into two or more section or slices. The chart is used to show the proportion that each part is of the whole.
- Bar chart is graphic representation of data. Bar charts displays vertical bars or cylinders going across the charts horizontally, with the values axis being displayed on the left side of the chart. The bar chart is shown as 3D.
- A column chart is a chart that visualizes data as a set of rectangular columns, their lengths being proportional to the values they represent. The column chart is used very widely to show comparison among categories

Table 3.1

AGE

Age	Frequency	Percentage
20 – 30	89	87.3 %
31- 40	10	9.8 %
41 – 50	2	2 %
Above 50	1	1 %
Total	**102**	**100 %**

Source: Primary Data

INFERENCE:

Table 3.1 depicts the age factor of respondents:

- 87.3% of respondents belong to the age group 20 – 30.
- 9.8% of respondents belong to the age group 31 – 40.
- 2 % of respondents belong to the age group 41 – 50.
- 1% of respondents belong to the age group above 50.

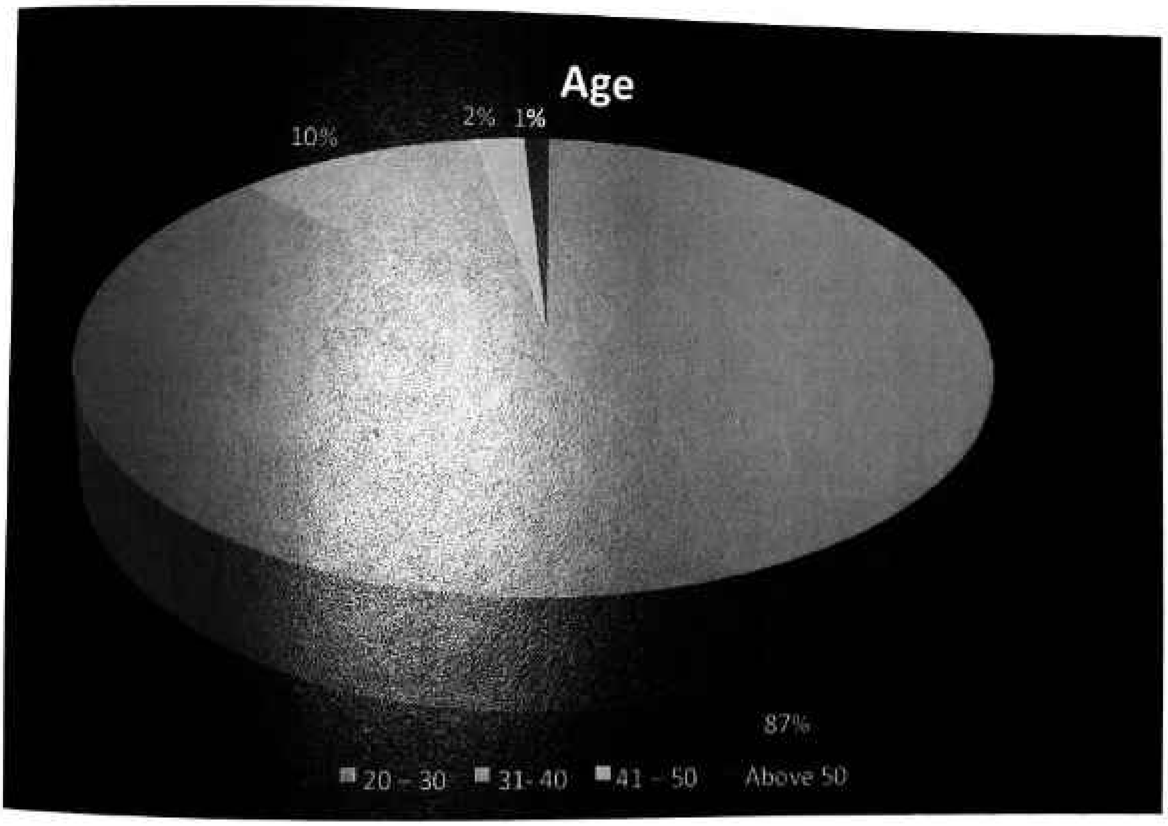


Chart 3.1

Table 3.2

GENDER:

Gender	**Frequency**	**Percentage**
Female	73	73%
Male	28	28%
Prefer not to say	1	1%
Total	**102**	**100%**

Source: Primary Data

Inference:

Table 3.2 depicts the gender of respondents,

- 73% of respondents are female.
- 28% of respondents are male.
- 1% of respondents prefer not to mention their gender.

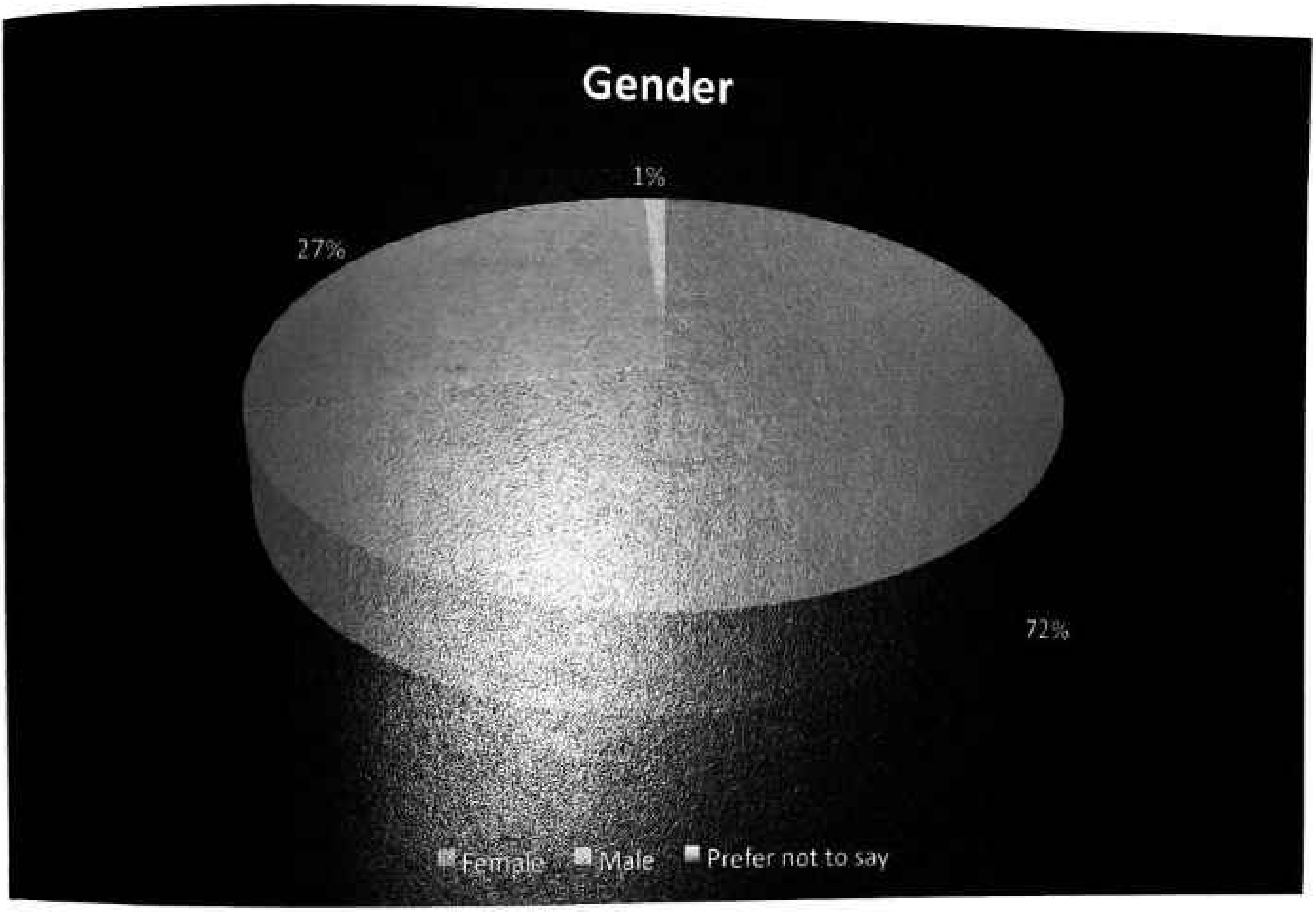


Chart 3.2

Table 3.3

Monthly Income:

Income	Frequency	Percentage
Below Rs.10,000	33	32%
Rs.10,000 – 20,000	34	33%
Rs.20,000 – 50,000	18	18%
Above Rs.50,000	17	17%
Total	**102**	**100%**

Source: Primary Data

Inference:

Table 3.3 infers the following data,

- 32 % of the respondents earn monthly income below ₹10,000.
- 33 % of the respondents earn monthly income between ₹.10,000 – 20,000.
- 18 % of the respondents earn monthly income between ₹.20,000 – 50,000.
- 17 % of the respondents earn monthly income above ₹.50,000.

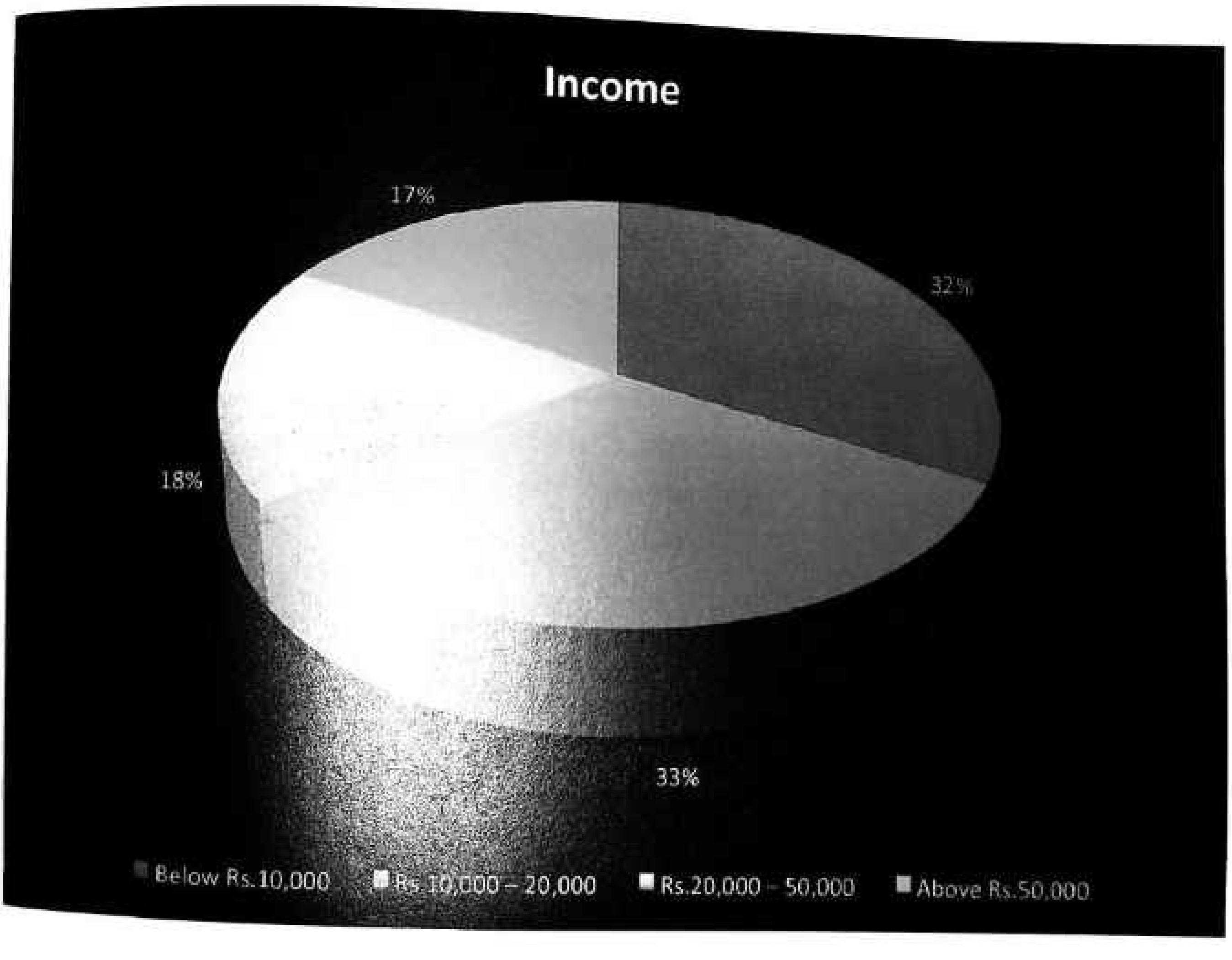


Chart 3.3

Table 3.34

Consumers view on stores supporting social welfare:

Support social welfare	Frequency	Percentage
Agree	67	67 %
Disagree	6	6 %
Neutral	29	27 %
Total	**102**	**100 %**

Source: Primary Data

INFERENCE:

Table 3.34 infers the following data,

- 67 % of respondents agree on stores supporting social welfare.
- 6 % of respondents disagree on stores supporting social welfare.
- 27 % of respondents are neutral on stores supporting social welfare.

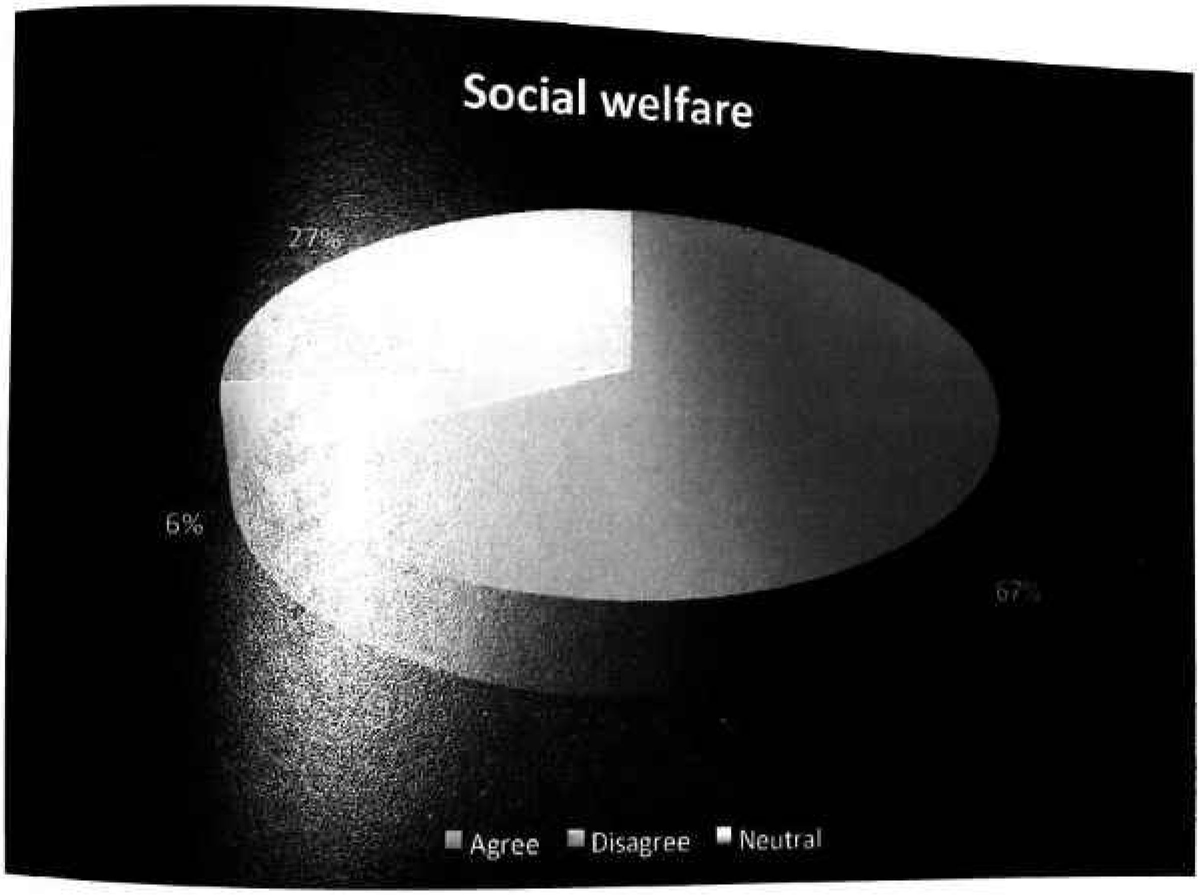


Chart 3.34

3.41 Correlation between monthly income and type of shopper:

Monthly Budget:	How often you visit the store: As per the requirement	Monthly once	Grand Total
₹ 10,000 and above	10	4	14
₹ 20,000 and above	5	1	6
₹5000 - ₹ 10,000	67	15	82
Grand Total	**82**	**20**	**102**

INFERENCE:

Table 3.41 infers the following data,

- Total number of 14 respondent's monthly budget Rs.10,000 and above in which 10% visit the store as per the requirement and 4% visits the store monthly once.
- Total number of 6 respondent's monthly budget Rs.20,000 and above in which 5% visits the store as per requirement and 1% visits the store monthly once.
- Total number of 82 respondent's monthly budget Rs.5000 and above in which 67% visits the store as per the requirement and 15% of respondents visits the store monthly once.

Therefore 67% of respondents who have a budget of Rs.5000 visits the store as per requirement more.

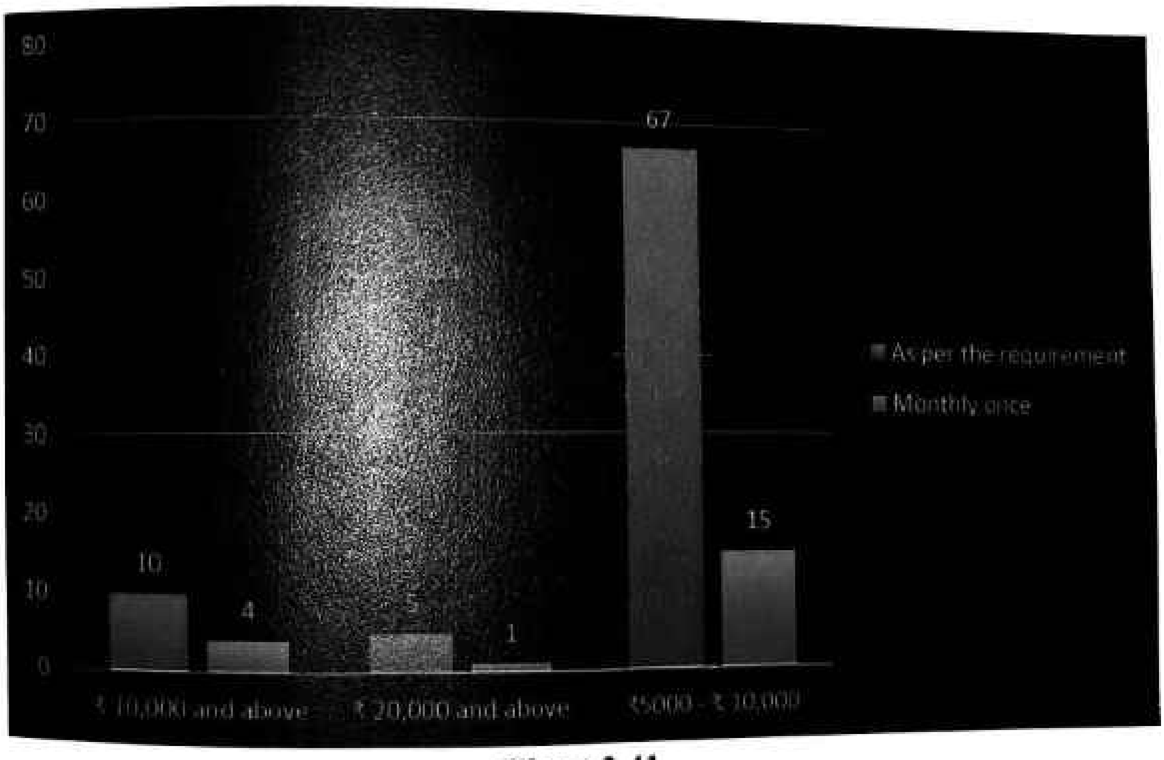


Chart 3.41

3.42 Correlation between Consumer approach followed and loyalty of consumer:

Type of shopper?	Consumer loyalty: Loyal customer	Open to explore new stores	Grand Total
Recreational shopper	16	34	50
Utilitarian shopper	17	35	52
Grand Total	**33**	**69**	**102**

INFERENCE:

Table 3.42 infers the following data,

- Total 50 respondents 16 respondents are recreational shoppers who are loyal and 34 respondents are recreational shoppers open to explore new stores.
- Total 52 respondents 17 respondents are recreational shoppers and 35 respondents are utilitarian shoppers open to explore new stores.

Therefore, the majority of respondents are utilitarian shoppers who are open to explore new stores.

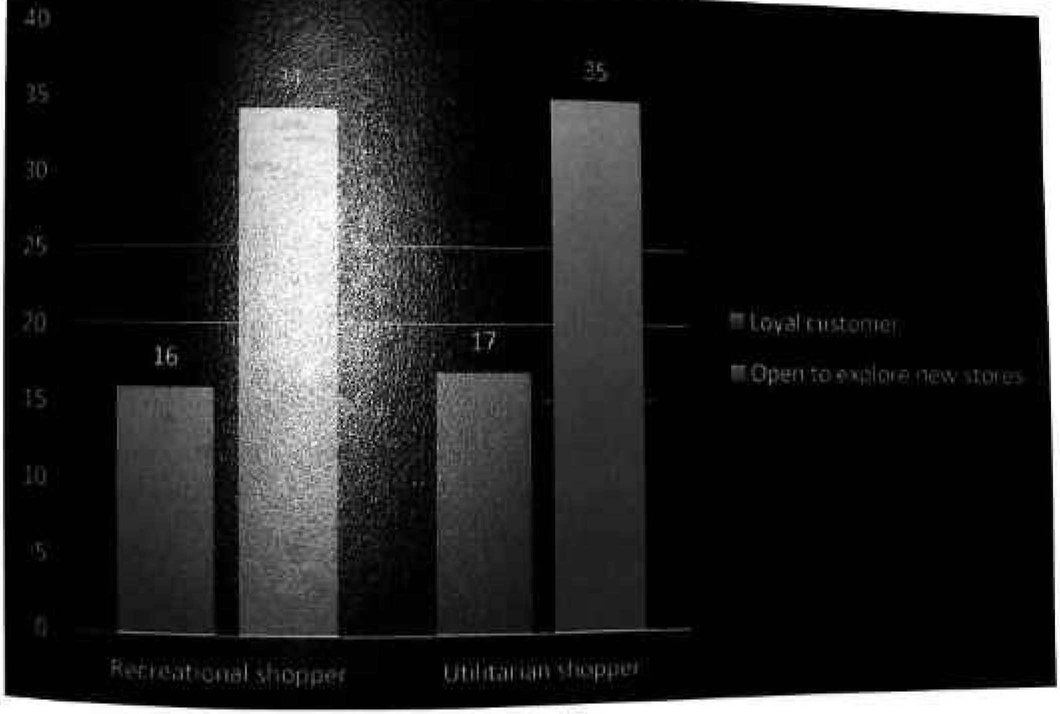


Chart 3.42

Findings:

The findings of the study are based on the data collected from the respondents.

- 88% of respondents belong to the age group 20 – 30.
- 72% of respondents are female.
- 33 % of the respondents earn monthly income below ₹10,000.
  33 % of the respondents earn monthly income between ₹.10,000 – 20,000.
- 90 % of respondents purchase products from specialty stores + 48 % of respondents prefer both online and direct purchase.
- 76.5 % of respondents prefer clothing specialty store + 82 % of respondents visits store monthly once.
- 60 % of respondents prefer exclusivity of products.
- 85 % of respondents prefer reachable location.
- 38 % of respondents prefer shopping malls.
- 53 % of respondents prefer seasonal offers.
- 38% of respondents chose clean and spacious atmosphere.
- 45% of respondents are neutral on reliability.
- 55% of respondents are utilitarian shoppers
- 81% of respondents are satisfied with the pricing of specialty stores.
- 55% of respondents are quality conscious.
- 64% of respondents prefer self-service.
- 68% of respondents them prefer online mode of shopping.
- 58% of respondents sometimes feel the urge to buy.
- 85% of respondents were made to feel welcome during their visit.
- 89% of respondents are happy with the experience.
- 87% of respondent's product need was satisfied in the store.
- 85% of respondents utilizes a purchase budget of 5000 – 10,000.
- 39% of respondents prefer credit/ debit card.
- 53% of respondents have rarely watched the television advertisement of the specialty store.
- 48% of the respondents learnt about the store through advertisement.
- 68% of the respondents are open to explore new stores.
- 58% of respondents are satisfies with the return and policies.

- 74% of respondents agreeably prefer consumer seller rapport
- 65% of respondents agree that they gain knowledge of new product from store.
- 25 % of respondents strongly agree that exclusivity is an advantage.
- 55% of respondents agree on attractive interior.
- 51% of respondents agree that they feel the urge to overbuy.
- 45% of respondents agree on budget exceeding.
- 50% of respondents agree on limited options.
- 58% of respondents chose no for forceful advertisements.
- 40% of respondents ranked social media advertisement the highest position.
- 51% of respondents prefer specialty stores who support CSR activities.
- 67 % of respondents agree on stores supporting social welfare.
- 52% of respondents ranked exclusivity.
- 58% of respondents are customers who purchases the product
- 80 % of respondents have recommended their favorite specialty store.
- 91% of respondents are satisfied with their overall store experience ✦ 40% of respondents prefer installing international products.
- 40% of respondents prefer customer loyalty program.

Suggestions:

The following are the suggestions provided based on the data collected.

1. Specialty retailers being one of the most elite type of retailers has to focus on product pricing. consumers with moderate monthly income prefer specialty goods.

2. The retailers being named for its overall ambiance of store is suggested to emphasis on small but important aspects like fragrance of store, updated payment methods.

3. Specialty retailing has the possibility of hiking in near future as consumer prefer quality over price therefore specialty retailers could build their Stores strong for the future growth.

4. These type of retail stores consumers is largely focused on utilitarian purpose. Therefore, the stores should employ more staffs and dedicate time for the consumers more.

5. Self- service being the most preferred store service, stores can focus on installing artificial intelligence-based service instead of salesman.

6. The specialty store products are to be swiftly stocked. Consumers are all aware of international market, therefore they expect our Indian markets to swiftly stock the goods available in international markets.

7. Specialty stores should focus more on advertisement being inclusive of all types and categories of people which puts the brand owner in a hard place of creating an advertisement with diversity. People prefer advertisements which emphasis body inclusivity, color neutrality gender inclusivity and various other important aspects. They should make more advertisements which should empower men and women to self-love with the message they convey through advertisements.

8. Social media has been ranked the highest strategy to be followed by specialty retailers. social media ambassadors are noticeably endorsing and selling products more than actual stores. Building a strong social media platform would be a tremendous idea for growth.

9. Followed by ban of plastic consumers prefer more sustainable and degradable products, they are concerned more about the social welfare of the place they live in therefore focusing on social welfare activities like usage of paper/cloth bags, rallies, campaigns would boost up the retailer's goodwill.

CONCLUSION:

The Specialty retailing stores being the classic and branded stores has always earned a goodwill of selling only quality goods. The main idea of selling specialty goods though taken from earlier days is one of the powerful retailing sectors. When a customer enters a store, he/she instantly feels the professionalism and options provided for a particular specialty goods. Consumers have evolved, their preferences have also changed, they show more concerns for aesthetic, choice, vibe check, trends. The specialized feel they get while entering a specialty store because of the interior and the whole vibe of the store makes the want to visit more unique specialty stores often.

This study helped us to analyse the consumer needs and behaviours towards the specialty store. Consumer preferences, tastes and consideration and what exactly draws them towards the store, which factor should be improved and various other elements. It helped us learn more about the specialty product retailers and their strategies followed for the success of their companies and also some new analysis through which furthermore growth can be attained in the future.

"QUALITY AND EXCLUSIVITY OVER PRICE"

An empirical study on Specialty stores and its effects on consumer purchase behavior.

(with reference to Tuticorin district)

1. Name:
2. Age:
   a) 20 – 30
   b) 31-40
   c) 41- 50
   d) above 50
3. Email:
4. Gender:
   a) male
   b) female
   c) I prefer not to say
5. Monthly Income:
   a) below 10,000
   b)10,000 – 20,000
   c)20,000 -50,000
   d) above 50,000
6. Do you purchase goods from specialty stores?
   a) yes b) no
7. What type of shopping do you prefer?
   a) online shopping b) direct shopping c) both
8. What type of specialty stores you purchase from often?
   a) clothing b) footwear c) home decor
9. How often do you visit specialty stores?
   a) monthly once b) as per the requirements.
10. Why do you prefer to shop at the specialty stores you purchase at currently?
   a) price

b) quality of products

c) exclusive collections

11. Is the location of the store important to you?

a) yes b) no

12. Where do you prefer the specialty store you purchase at to be located?

a) residential area

b) commercial area

c) shopping malls

13. What additional service of specialty stores attracts you?

a) membership card

b) loyalty discounts

c) seasonal offers

14. What according to you are the facilities provided in specialty stores that can attract new consumers ana sustain and satisfy current consumer?

a) clean and spacious atmosphere

b) neat and organized racks

c)display/decoration

d) interior

16.How reliable are you towards specialty store?

a) highly reliable

b) reliable

c) neutral

d) not so reliable

7 What type of shopper are you in a specialty store?

a) utilitarian shopper

b) recreational shopper

8. Is the pricing in the specialty store you purchase at satisfactory?

a) highly satisfied

b) satisfied

c) not satisfied

d) extremely dissatisfied

19. What type of consumer approach you follow?

a) quality conscious

b) brand conscious

c) price conscious

20. What type of customer service you prefer?

a) self service

b) salesman

21. Do you prefer online specialty stores?

a) Yes

b) No

22. Have you ever felt the urge to buy a product without the need while window shopping at a specialty store?

a) often

b) sometimes

c) rarely

23. Were you made to feel welcome during your visit to the specialty store?

a) completely agree

b) completely disagree

24. Were the products you looked for in the store in stock?

a) yes

b) no

25. What is the appropriate budget of your monthly purchase of goods?

a. 10,000 and below

b. above 10,000

c. 20,000 and above

26. What is the mode of payment you prefer while purchasing at a specialty store?

a. cash

b. debit/credit card

c. EMI

27. Have you ever come across advertisement of specialty stores you purchase at either in T.V or social media?

a. often

b. rare case scenario

c. none

How did you learn about the specialty store you purchase in?

a. advertisements

b. billboards

c. pamphlets and magazines

d. word of mouth

Will you stick to a particular store for purchase or do you explore various stores?

a. loyal consumer to a particular store

b. open to explore new stores and variations

Does the store you purchase in have reasonable return and exchange policies?

a. satisfactory

b. moderate

c. non satisfactory

31. What according to you is the advantages of specialty store?

(tick the box you find appropriate according to your will)

advantages	Agree	Strongly agree	disagree	Strongly disagree
Consumer seller rapport				
Knowledge of new product in market				
Exclusivity				
Posh interior				

32. what according to you is the disadvantage of specialty store?

(tick the box you find appropriate according to your will)

disadvantages	Agree	Strongly agree	disagree	Strongly disagree
Urge to overbuy				
May exceed budget in case of desire				
Limited option				

33. have you ever encountered forceful advertisements promoting specialty stores?

a. yes

b. no

34. Given below are the powerful strategy followed by retailers, provide ranks according to your view: (rank 1 to 5 according to your perception)

Strategies followed	Rank
Impressive storefronts	
Social media advertisements	
Smart remarketing	
Psychological pricing	
Using celebrities to advertise	
Various promotional activities	

35. Are you a person who only purchase from specialty stores who follow proper CSR (corporate social responsibilities) activities?

a. yes

b. no

36. Do you support specialty stores who abide to support social welfare?

(example: replacement of plastic bags with paper bags)

a. Agree

b. Disagree

c. Neutral

37. Which three factors are valuable for a customer?

a. consumer experience

b. pricing

c. quality

d. exclusivity

c. commercial area

38. Are you the consumer or customer of products purchased from specialty store?

a. customer (person who purchases product)

b. consumer (person who utilizes the product)

39. Have you ever got highly satisfied and recommended a particular store to your friends?

a. yes

b. no

40. What is the overall experience of your preferred specialty store?

a) satisfied

b) disappointed

41. what are the additional expectation of specialty stores?

a. installing international products

b. customer loyalty program

c. e- purchase

****

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A COMPARATIVE STUDY ON CONSUMERS BEHAVIOUR WITH OTT PLATFORM AND CABLE TV IN TAMIL NADU

(with special reference to OTT platform and cable TV)

A Project Submitted to Department of BBA

St. Mary's college (Autonomous) Thoothukudi.

Affiliated to

MANONMANIAM SUNDARNAR UNIVERSITY, TIRUNELVELI

In partial fulfilment of the requirement for the degree of

BACHELOR OF BUSINESS ADMINISTRATION

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THOOTHUKUDI-628 001

MARCH - 2021

DECLARATION

We hereby declare that the project entitled, **"A COMPARATIVE STUDY ON CONSUMER'S BEHAVIOUR WITH OTT PLATFORMS AND CABLE TV IN TAMIL NADU" (with special reference to OTT platform and cable TV)** submitted for the B.B.A degree is our original work and the project has not formed the basis for the award of any degree, diploma, fellowship or any other similar titles.

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CHAPTERISATION

CHAPTER NO.	TITLE	PAGE NO.
I	Introduction	1-18
II	Profile of the Study	19-43
III	Analysis and Interpretation	44-93
IV	Findings and Suggestions	100-103
V	Conclusion	104
ANNEXURE-I	Questionnaire	105-112
ANNEXURE-II	Bibliography	113

LIST OF TABLES

Table No	Title	Page No
3.1	Age	45
3.2	Gender	46
3.3	Marital status	47
3.4	Education status	48
3.5	Occupation	49
3.6	Level of income	50
3.7	Subscription of cable TV	51
3.8	Time period of subscription for cable TV	52
3.9	Hours spent in watching TV	53
3.10	Money spent for the subscription of cable TV	54
3.11	Level of cable TV service	55
3.12	Entertainment to watch on TV channel	56
3.13	Lost entire cable signal for 15 minutes or more	57
3.14	Difficulties in watching TV cable	58
3.15	Add on feature of cable TV	59

3.16	Television viewing behaviour	60
3.17	Use of OTT streaming platform	65
3.18	Preferred OTT platform	66
3.19	Regular OTT streaming user	67
3.20	Time spent for using OTT platform	68
3.21	Money spent for OTT platform	69
3.22	Mostly watched content in OTT streaming platform	70
3.23	Timing preferred to watch OTT platform	71
3.24	Factor influence the choice of OTT platform	72
3.25	Preferred language to watch in OTT platform	73
3.26	Reason behind the use of OTT platform	74
3.27	Inducement for the use of OTT platform	75
3.28	Attracted features	76
3.29	Uncertainty in OTT platform	77
3.30	OTT platform viewing behaviour	78
3.31	Skip ad	83

3.32	Preferred model of OTT platform	84
3.33	Preferred streaming platform	85
3.34	Best streaming service experience	86
3.35	Flexibility in streaming service	87
3.36	Best content	88
3.37	Usefulness of streaming platform	89
3.38	Affordability of streaming platform	90
3.39	Data reachability for OTT platform	91
3.40	Change in habits	92
3.41	If any, reason	93
3.42	Watching live TV content in OTT platform	94
3.43	If yes, use of OTT platform in watching live content	95
3.44	Movie in OTT platform	96
3.45	Increase use of OTT application in Tamil Nadu	97
3.46	If yes, the reason	98
3.47	Ranking between OTT platform and cable TV	99

LIST OF CHARTS

Chart No	Title	Page No
3.1	Age	45
3.2	Gender	46
3.3	Marital status	47
3.4	Education status	48
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3.10	Money spent for the subscription of cable TV	54
3.11	Level of cable TV service	55
3.12	Entertainment to watch on TV channel	56
3.13	Lost entire cable signal for 15 minutes or more	57
3.14	Difficulties in watching TV cable	58
3.15	Add on feature of cable TV	59

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3.17	Use of OTT streaming platform	65
3.18	Preferred OTT platform	66
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3.20	Time spent for using OTT platform	68
3.21	Money spent for OTT platform	69
3.22	Mostly watched content in OTT streaming platform	70
3.23	Timing preferred to watch OTT platform	71
3.24	Factor influence the choice of OTT platform	72
3.25	Preferred language to watch in OTT platform	73
3.26	Reason behind the use of OTT platform	74
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3.28	Attracted features	76
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3.30	OTT platform viewing behaviour	78
3.31	Skip ad	83

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3.36	Best content	88
3.37	Usefulness of streaming platform	89
3.38	Affordability of streaming platform	90
3.39	Data reachability for OTT platform	91
3.40	Change in habits	92
3.41	If any, reason	93
3.42	Watching live TV content in OTT platform	94
3.43	If yes, use of OTT platform in watching live content	95
3.44	Movie in OTT platform	96
3.45	Increase use of OTT application in Tamil Nadu	97
3.46	If yes, the reason	98
3.47	Ranking between OTT platform and cable TV	99

1.1 INTRODUCTION:

Emerging technological changes also have the greater impact on the living alien of the population. Changing the subject and the change of generation has created many changes in today's society. In this change seeking society, there are several new technological developments. The networks and the android technology may pave a way for development of many apps and other software.

Now in the digitalized world internet being an essential thing in every single move of the people. We can observe the digitalization in all field. People are moving into the next step towards development.

As in the streaming service there is a greater development after the introduction of android phones and the high-speed networks. People now a days preferer the digitalization rather than the manual one of the streaming services. Especially the youngsters are fully into the OTT platform not only for streaming but also for every other use. After the digitalization we can observe the shift of streaming service from the manual.

Every people started to adopting the new changes in the streaming service. These factors created a change in the mode of entertainment. There is a great change in the consumption of content like watching television. Here in 2021, there is a bloodthirsty competition between the cable tv and OTT platform. OTT platform now developing with advanced features such as personalized content, large amount of content, advanced smart phone etc. These features made the difference.

Telecom service such as radio, cable tv etc has a shift from analogue to digitalization. These new revolution results in the shift from cable TV to OTT platforms.

In India more than half of the household own a television. Telecom industry for streaming service is very diverse and they produce more than million programmes in many official Indian language.

1.1.1 Broadcasting:

It refers to the distribution of both audio and video content to a wide audience with the help of the mass communication medium and the spectrum used may be differs from the one to other models of the receiver. Telecast is the short form of the television broadcasting. That are experimental from 1925 and commercially extended from 1930.

1.1.2 Models of Broadcasting:

- **Commercial Broadcasting-** It is also referred as private broadcasting. Here the broadcasting of television programme by the privately owned corporate media. It is primarily based on advertisements for profit. There will be many features such as paid programming, rating etc.
- **Public Broadcasting-** It is a government-based broadcasting with a primary object of public service. Public broadcasting may be nationally or locally operated. They do not relay on advertisement for profit. It attempts to provide content based on social benefits. For example, in India Doordarshan television network is controlled by the government of India.
- **Community Broadcasting-** Community broadcasting is a form of mass media that operated by a community group that provides programme of local interest known as local programming. It is mainly operated for non-profitable motive also by non-profitable groups or cooperatives.

These are the model of the broadcasting. The broadcaster may relay on the these to model and this combination is said to be business model.

1.1.3 Broadcast system:

In early days, the television rays are transmitted by radio ways from the earth-based medium called **terrestrial television**. The waves are transmitted from the television station they receive the signal from the communication satellite orbiting around the earth. TV receiver having the antenna analyses the signal. They also used transistor, cathode tube and antenna in transmission of waves. **Satellite television** is a service that delivers television programming to viewers by relying it from a communications satellite orbiting the earth directly to the viewer’s location. It usually the only television available in many remote geographic areas without terrestrial television or cable television service. In modern days, satellite television is more systematic and it is technology-based television and more expensive. Now the television signals are transmitted through cable referred as **cable television** and through internet streaming portal referred as **internet protocol television**. The band and frequency in broadcasting may differs. Cable is now overlapping by the wireless network revolution. Wireless networks such as cell phones, laptops, wireless internet cellular etc.

1.1.4 Cable television:

Cable television is the structure of delivering the television programme to the consumer via radio frequency signal that are transmitted through the coaxial cables, these cables are remodelled into fibre-optic cables and recently digitalization in their structure are made. Cable television is contrasts with terrestrial television there the television signals are received with the antenna placed at the roof. Terrestrial television is the over-the-air television wave transmitter.

Analog model television was standard in the 20th century, but since the 2000s, cable systems have been upgraded to digital cable operation. Television network available via cable television is called as cable channel. Such that network when available through satellite television, including direct broadcast satellite providers such as DirecTV, Dish Network and Sky as well as via IPTV providers are referred as a satellite channel. Alternative terms such as non-broadcasting channel and programming service are used for some legal context. Example of network channel that are available in many countries are HBO, Cinemax, MTV, Cartoon Network, AXN, FX, Disney Channel etc.

In digital cable the distribution of cable television using the digital video compressor. It provides video content in HDTV standard that are incomparable with the analog cable. This was emerged in the year 2000 and these also provides more service such as cable internet access, cable telephone service etc. Digital cable preliminary work Sis in progression in Tamil Nadu.

1.1.5 Advantages of Cable TV:

Improved service provider:

The service provider here is easily accessible. If there is any difficulties or problem with the cable signal, we can easily contact the service provider and he will rectify the problem.

Cable TV bungle are reliable:

Digital cable tv provides the bundle package which are more convenient. For example, the package provides home phone service, internet and the cable for the broadcasting it makes senses that all the three forms in one provider. This also helps with the service concern in a straightforward way.

Connectivity and stability:

Cable tv provides a stable connectivity even in the heavy storm and in any weather changes. It is stable in its service.

Cable bundles are cost friendly:

It is most affordable than other models. They also provide a set of packages through which different content can be viewed. We can also choose the affordable package that has the channels that we expect.

1.1.6 Disadvantage Cable TV:

Disappointing monopolies:

Some area having single cable provider that creates monopoly. There is much competition for satellite television. So, the corporate nature of monopoly is so poor. In many cases this leads to customer dissatisfaction about the service.

Confusing pricing packages:

Many cable firms aren’t clear about their true cost of the service. The pricing package are not well defined.

Privacy:

While using the cable package the internet operates with the stable Ip address which doesn’t change many people who choose the package will use this Ip address. There will be minimum privacy maintenance that anyone can access your internet so easily.

1.1.7 Cable television in India:

In India TV owning household are growing after 2014. As per 2018 there are more than 850 TV channel covering al-l the official language in India.

It is a phase of emerging digital broadcasting by the government of India. Government brought the digitalization is mandatory. According to sec 9 the amendment under cable television network, the I&B ministry is in the process of making digital addressable system is mandatory. The viewer is able to access the digital service through the set top box [STB].

Into the Indian broadcasting space, the Star TV Network introduced five major television channels before that Doordarshan is the only channel owned by the government of India. After that Zee TV launched their first privately owned Indian channel to broadcasting that was followed by Asia Television network [ATN]. The Star TV Network expansion resulted in the monopoly.

In South India Sun TV was launched in 1933, it was the first privately owned channel in south India. There were several television channels sprung up in the south after the launch of Sun TV. And this Tamil channel called Raj Television (1993) and the Malayalam channel called Asia net launched in (1993), Asia net Communications Ltd which is the second private channel launched in south India. Asia net communication Ltd also introduced their channel in kannada. Now it is the part of star India and Asia net is the leading channel of star India south followed by Star India Network after Star plus. And these three networks and their channels today take up most of the broadcasting space in South India.

After that there were launch of many channels in all language with a diversified content. The entry of Disney into the market in 2003 resulted in explosion of many channel in Indian broadcasting network.

General entertainment channels (GECs) four major channels are dominating the TRP currently the channels such as Star Plus, Sony Entertainment Television, Colors TV and Zee TV. The Conditional access system CAS or conditional access system, is a digital mode of transmitting TV channels through a set-top box (STB) and the transmission signals are encrypted to viewer. The viewer is in need to buy a set-top box to receive and decrypt the signal and STB is required to watch only pay channels. CAS was mooted in 2001, due to over charge hiked by channels and subsequently by cable operators, poor reception of certain channel, poor service delivery by Cable Television Operators (CTOs), monopolies in each area etc. these resulted in implantation of CAS. It was first introduced in four metro cities in India. In Chennai it was introduced in 2003.

1.1.8 List of cable TV channels:

Government Owned:

Channels	Part of network
DD Pothigai	GEC from Doordharshan for Tamil Nadu

General Entertainment Channels:

Channels	Part of network
Captain TV	Captain Media Network
Jaya TV	-
Kalaignar TV	Kalaignar TV Network
Makkal TV	Tholai Thodarpu Kuzhumam ltd
Mega TV	Mega TV Network
Peppers TV	Peppers Media pvt ltd
Puthuyugam TV	Puthiya Thalaimurai TV Network
Raj TV	Raj Television Network
Star Vijay	Star India Network
Super TV	-
Sun TV	Sun TV Network
Vasanth TV	-
Tamizhan TV	-
Vendhar TV	SRM Group
Zee Tamil	Zee Entertainment enterprises Network
MKTV	-
Colors Tamil	Colors Network

Movies Channels:

Channels	Part of network
Jaya movies	Jaya Network
KTV	Sun TV Network
Maga 24	Mega Network
Star Vijay Super	Star India

Raj Digital Plus	Raj TV
Sony Pix	Sony Entertainment Television – with tamil audio feed

Music Channels:

Channels	**Part of network**
Jaya Max	Jaya TV Network
Isaiaruvi	Kalaignar TV Network
Mega music	Mega TV Network
Raj music	Raj Television Network
Star Vijay music	Star India ltd
Sun music	Sun TV Network
Sahana TV	Polimar Network

Classic Channels:

Channels	**Part of network**
Murasu TV	Kalaignar TV Network
Sun Life	Sun TV Network

News Channels:

Channels	**Part of network**
Main article	News channels in India
Captain News	Captain Media Network
Lotus News	-
Kalaignar seithigal	Kalaignar TV Network
Raj News	Raj Television Network
Sun News	Sun TV Network
Thanthi TV	DinaThanthi group
Polimar News	-
Sathiyam News	-
Win TV News	-
News J	Mantaro network pvt ltd
Jaya plus	Jaya TV Network

Comedy Channels:

Channels	Part of network
Adithya TV	Sun TV Network
Siripoli	Kalaignar TV Network

Kids Channels:

Channels	Part of network
Cartoon Network	With Tamil audio feed
Chithiram	Kalaignar TV Network
Chutti TV	Sun TV Network
Discovery Kids	With Tamil audio feed
Disney channel	With Tamil audio feed
Disney Junior	With Tamil audio feed
Hungama TV	With Tamil audio feed
Marvel HQ	With Tamil audio feed
Nickelodeon India	With Tamil audio feed
Pogo	With Tamil audio feed

Infotainment Channels:

Channels	Part of network
Discovery channel Tamil	-
FOX Traveller	With Tamil audio feed
History TV 18	With Tamil audio feed
Nat Geo Wild	With Tamil audio feed
National Geographic channels	With Tamil audio feed

Shopping Channels:

Channels	Part of network
Shop CJ Tamil	24 7 home shopping channels
Homeshop18 Tamil	-

Devotional channels:

Channels	Part of network
Sri sankara TV	Tamil and kannada Hindu spiritual channel
Angel TV	Tamil Christian spiritual channel

1.1.9 OTT PLATFORM:

OTT (over-the-top) is referring to the mode of providing television and film content over the internet. That are provided at the demand of the viewer and their recommendation. OTT implies that the content provider is going the top of existing internet service in providing the content to the viewer. Bigflix is the first OTT app launched by reliance entertainment in 2008. After this there were many apps such as nexGTV, Sony LIV, Ditto TV. There was a great rise after the launch of OTT apps by star India, zee etc. Netflix an American streaming app launched in 2016 and it is the most leading streaming app now.

Currently it undergone a dramatic evolution. It allows the user to access the streaming content over the internet without the requirement of cable or satellite subscription. The rise of technology in 5G lead to greater development in use of OTT platforms. The platforms are designed by adopting many innovative strategies to become the choice for their customers. There is a battel between the video streaming platforms because of the emerging OTT platform.

The major strategy is,

- It Goes more and more niche by targeting the well-defined people with a targeted content. The service providers can build more brand loyalty by reducing the churn and customer acquisition costs and thereby increasing their wallet share and Return on Investments.
- It provides Original content it is that the OTT providers are investing more either by setting up their own production houses or by tying with other producers or by purchasing rights agreements with studios.

It provides the access to live streams of linear specialty channels. Which are similar to a traditional satellite or cable TV provider but that are streamed over internet rather than a closed platform. The platform can be accessed through the personnel website of the platform or via play store of the mobile devices. The OTT apps can also access through the smart TV using

WIFI connection and it also be accessed with the on-device. Some of the OTT players such as Netflix, Hotstar, amazon prime, voot etc.

1.1.10 ADVANTAGE OF OTT PLATFORM:

- It provides an easy access through mobile phones, computers, television etc.
- It is customized based on geography, topical and behavioural targeting, and personal demographic information of the customer. This segmentation is help in providing the personalized content.
- The viewers can also ignore advertisements by subscribing the premium of the platform.
- For business people it being a great platform for the marketing activity.
- It is cost effective.
- The amount advertisement is lesser compared to television.
- It also provides the creative video franchise to attract their customer.

1.1.11 DISADVANTAGE OF OTT PLATFORM:

- Some platform provides higher subscription cost.
- Advertisement supported app provide frequent advertisement that irritates the viewer.
- Release of movies through OTT platform affects the future of movie theatres.
- Lack of functionality in several apps results in the invasion of bugs etc.

1.1.12 Models of OTT platforms:

AVOD:

AVOD - Advertising Video on Demand. It is an ad supported model and also the video content are delivered as a free service for the customer. Its main economic engine is advertisements. It also provides personalized content and account creating features. Advertisement is placed beginning, middle or at the end of the video.

Examples – YouTube, Yahoo Screen, AOL On, FilmOnX

Advantages of AVOD:

- It offers an advantage for businesses because of its free nature.
- It is available for low cost compared to other models.
- Viewer can sign up for the service, often by just logging in with their Google or Social media accounts.

- Here the Advertisers can utilize the viewers demographic, geographic, psychographic and behavioural data points. It helps them to segment their target customer.

Disadvantages of AVOD:

Consumer are irritated by the highly interrupting advertisement. There is a need of developing the business model with complex and multitudinous revenue model.

TVOD:

TVOD-Transactional video on demand. It has a straight forward model that the business charges the viewer for every single watch, every single time. It is also called as PPV (Pay Per View) or PPD (Pay Per Download).

Examples – iTunes, Amazon Instant Go, VUDU, CinemaNow

Advantages of TVOD:

Consumer can access to their needed movie, TV series by renting or buying.

Disadvantages of TVOD:

This model failure in seize the consumer confidences like other model have. TVOD faces a stiff competition now.

SVOD:

SVOD-Subscription video on demand. Expansion itself explains that are based on the consumer subscription that the user can access by singing up for a subscription. It also provides free trials before subscribing the model.

Examples – Netflix, Amazon Prime, HULU, Curiosity Stream, HBO Now

Advantages of SVOD:

It provides content in better price. And provides full freedom in accessing the video content. The apps are designed with specialized features.

Disadvantages of SVOD:

The price tends to inflexible and the cost incurred in making the video provides certain pressure in achieving the marginal profit.

Hybrid Model:

Hybrid models are model that combine any of the above model. For example, these models are designed as at first the user signs up, they provide an access with a library of content and user can choose to opt-in for a paid pack to excess certain exclusive content. That can be either in the Subscription or the Pay-Per-View model.

Example – Hotstar

1.1.13 Review of literature:

Sodergard (2003) conducted an experiment on "Mobile television - technology and user experiences" to examine audiences viewing behaviour on TV and tablets and found that participants tended to watch short videos on mobile devices, but they did not really watch them all the way through; sometimes they just listened to them in lieu of watching. Moreover, findings reveal that they had preferential places for viewing. For example, participants watched videos via tablets at bus stops during their waiting time.

Abreu J et al., (2013) studied at the topic "Viewer behaviour and practice in the (new) television environment". It provides a comprehensive overview of the viewer behaviour, habits in relation to the scenario of television. It identified the criteria that are determined by the viewer in choosing to watch TV with the importance to the individual mood and the scheduled time available to watch TV.

Baccarne B et al., (2013) conducted a study on the topic "The television struggle: an assessment of OTT television evolution in cable dominant market". The paper explores the evolution of OTT service in Flemish television market. And results in establishing the target group based on the profound influencing factors.

Maheshwari and Manasvi (2014) "The Digitalization of cable television in India". This research states the process of digitalization will definitely benefit the television viewers in India. Digitization will lead TV viewers to more qualitative viewing with access to digital picture and High-Definition Digital (HDD) Sound Quality. outcomes of digitalization. Its advantage and disadvantage.

Pimpal and Shinde (2015) conducted a research on "DTH & Digital cable TV leading distribution platform of TV content". This research described the working and the function of the DTH & Digital Cable TV. They concluded that DTH has made the hopes of the people of rural areas to come true.

Mohanavelu et al., (2016) conducted a study on "DTH service-challenge from internet". They explore that in addition to competing with the OTT type technology, satellite systems are evolving to play the major role in future also with an expanding trend in the satellite DTH systems. This paper concluded by stating that the broad viewership of DTH architecture and programming needs to transform itself into both broad based as well as individual viewing.

Khanna (2016) conducted an empirical study on “Factors affecting the subscription rate of Netflix in India”. This study states that the subscription of Netflix is less due to lack of local content. And results that people are preferred to watch then content in free application rather than subscription based.

Singh P (2019) conducted a study on the topic “New media as a change agent of Indian Television and cinema: A study of over-the -top platforms”. The study explored that the changing Indian cinema and movie are due to online platforms and also analysed the young people by using the online platform for watching video content. The study concluded that the OTT application is changing the television and cinema watching habit in India.

Sanson and steirer (2019) conducted a study on the topic of “Hulu, streaming, and the contemporary television ecosystem”. It states that the streaming TV is quasi-iterative, multi-sited and it is a rapidly developing market place and there often rival with the new style of production, transmission and consumption.

Dasgupta S and Grover P (2019) did a work on “Understanding adopting factor of over-the-top video service among millennial consumers”. The study is based on the adopting factor of the consumer towards the OTT video service and concluded not only by analysing the adopting factor but also consequence. It states that although the people investing money in the OTT video service but the television service cannot be replaced.

Laddh S and Shinde S (2019) conducted a study on the topic “Transition of consumer towards video streaming industry: a comparative analysis of Netflix and amazon prime”. This study is based on comparison of demographical factor and the consumer behaviour toward the Netflix and amazon prime. The study results show that the perception of the consumer toward Netflix and amazon prime and the consumer perception of India towards the streaming platform are controlled by the content offered at an affordable price.

Reshma and chaithra (2020) conducted an empirical study on the “Proliferation of OTT apps in India and its impact among college students”. This study results that increase in competition develop many aspects in streaming platforms and also increase the subscription. The OTT streaming content viewing becomes the culture among the target audience.

Sundaravel and elangovan, (2020) “Emergence and future of over-the-top (OTT) video service in India: an analytical study”. This study explores the emergence, advantage and its future in India through analysing the factors that relate the OTT growth, technological changes and consumer characteristics. This study concluded that the emergence and the growth of the OTT platform would harm the traditional cable TV of India.

Paul V D, (2020) “A study on Over-the-top platforms on DTH and its impact on consumer behaviour”. This study analyses the consumer behaviour in using OTT and DTH. The research results that the mobility and price being the major factor in choosing the streaming platform. The OTT streaming platforms are being more preferred in the streaming platforms.

Ota R et al., (2020) conducted a study on “An analysis of consumer preference towards OTT platform during pandemic: a specific reference to Jamshedpur”. This study was made on the consumer preference between Netflix and Hotstar in Jamshedpur. The study shows that there is a greater preference for the OTT platform among the people and the most consumed platform is Hotstar that it is found that the local content is delivered in this app.

1.1.14 Reference:

Bastiaan Baccarne,Tom Evens,Dimitri Schurrman. (2013). The Television Struggle: an Assessment of Over-the-Top Television Evolutions in a Cable Dominant Market. COMMUNICATION & STRATEGIES, 92(4), 43-61.

Dr.Sabyasachi Dasgupta,Dr.Priya Grover. (2019). Understanding adopting factors of the Over-the-top video services among milliennial consumers. International Journel of Computer Engineering and Technology, 10(1), 61-71.

Dr.Seema Laddh,Sharvaree Shinde. (2019). Transition of consumer towards video streaming industry: A comparative analysis of Netflix and Amazon prime. IUJ Journel of Management, *7*(1), 106-112.

E.Sundaravel,Elangovan N. (2020). Emergence and future of Over-the-top(OTT) video services in India: an analytical research. doi:10.18801/ijbmsr.080220.50

Jorge Ferraz Abreu,Pedro Almeiuda,Bruno Teles,Marcio Reis. (2013). Viewrs behaviors and practices in the (new) television environment. doi:10.1145/2465958.2465970

Kevin Sanson, G. S. (2019). Hulu,streaming,and the contemprary television ecosystem. Media culture & Society. doi:10.1177/0163443718823144

Khanna, D. (2016). A study on factors affecting subscription rates of Netflex in India: an emprical approach. 3rd International Conference on Recent Innovations in Science,Technology,Management and Environment, (pp. 513-528).

KS Mohanvelu K Narayanan D nataraj venugopal desuraju. (2016). DTH service-Thread from internet.

Maheshwari, M. (21014). DIgitistation of cable television in India. International Journel of Research, 1(2).

Mr.Sampat Pimpat,Prof. Dr.Deepak Shinde. (2005). DTH & Digital cable TV: leading distribution platform of TV content. Indian Journal of applied research, 5(9).

Paul, D. V. (2020). A study on Over the Top Platforms on DTH and its impact on Consumer Behaviour. International Journel of Research in Engineering, Science and Management, 3(3).

Raichita Ota,Sushree Sangita Ray,Animesh Chandra. (2020). An analysis of consumer preferrence towards OTT platform during a pandemic: A special reference to Jamshedpur Market. Science, Technology and Development, 9(8), 192-202.

Reshma,Chaithra. (2020). Proliferation of OTT apps in India: an empirial study of OTT apps and its impact on college students. International Journal of Research and Analytical Review, 7(1), 427-435.

Singh, P. (2009). New Media as a Change Angent of indian television and cinema: A study of over the top platforms. doi:10.31620/JCCC.06.19/18

Sodergard, C. (2003). Mobile television - technology and user experiences.

1.2.1 OBJECTIVES OF THE STUDY:

1.To compare and identify the most preferred streaming platform among the viewers.

2.To explore the shift of viewer from cable TV to OTT streaming platform.

3.To understand the factor influencing the change of viewing from cable TV to OTT streaming platform.

4.To explore the viewing behavior of the consumer for both the cable TV and OTT streaming platform.

5.To analyses the reason behind the use of OTT application in Tamil Nadu.

6.To provide suggestion based on the study.

1.2.2 SCOPE OF THE STUDY:

1.To understand adaptation of the consumers behavior in the emerging technological changes.

2.To analyze the streaming platform users and their preference based on its feature.

1.2.3 RESEARCH AND METHODOLOGY:

Primary data was collected using the questionnaire. The respondent's responded to the questions.

❖ **SELECTED AREA:**

The area selected for the study is Tamil Nadu.

❖ **SAMPLE DESIGN:**

The sample size of the study is 102 respondents. Simple random sampling is used to analyze the data.

❖ **COLLECTION OF DATA:**

The study was based on primary and secondary data.

- **Primary Data:** The primary data was collected from the respondents online with the help of a structured questionnaire.
- **Secondary Data:** The secondary data was collected through internet.

- **CONSTRUCTION OF QUESTIONNAIRE:**

  The questionnaire in constructed by the researcher themselves. The variable to be included were identified by the guide and the researcher. The mistakes were identified and converted into appropriate questions in the questionnaire.

- **DATA COLLECTION:**

  The data collection from the study was done during the period from 2020 December to 2021 march.

1.2.4 TOOLS OF THE STUDY:

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

$$\textbf{PERCENTAGE (\%)} = \frac{\textbf{NO. OF. RESPONDENTS}}{\textbf{TOTAL .NO. OF RESPONDENTS}} \times 100$$

Multiple factor analysis is a casual method devoted to the study of tables in which the group of individuals is described by a set of variables structured in group.

1.2.5 CHARTS:

Charts used to make a graphical representation of any set of data. A chart is visual representation of data, in which the data is represented by templated like bar, line, pie etc. The chart types used in representing the data are:

- Pie Chart
- Bar Chart

2.1 Profile of the study

The profile of the study contains the details about the OTT streaming platform and cable TV which is undertaken by government. The profile provides the general details of the platforms and their features.

- The first part contains the profile of the OTT platform with some general details about each OTT platforms that are used around Tamil Nadu.
- The second part of the profile provides information about the government owned cable TV in Tamil Nadu.

2.1.1 Profile of OTT apps:

1.Streaming platform: VIU

2.Streaming provider: VIU International Ltd

3.Headquartres: Hong Kong

4.Launched: October 2015

5.Available in: English, Tamil, Korean, Arabic, Hindi, Indonesia, Thai, Telegu, Chinese, Burmese.

6.Product: Video streaming

7.Area where the streaming available: Hong Kong, India, Singapore, Saudi Arabia, Thailand, Egypt, Malaysia, Myanmar, south Africa, Philippines, Oman, Kuwait, Bahrain, Qatar, Jordan, United Arab Emirates.

8.Status: Active

9.URL: www.viu.com

10.Model: Premium subscription and AD-supported freemium

Accessibility:

VIU service can be consumed through VIU app which can be downloaded from play store, App store iOS device. It is a web-based app. That are featured as good quality video content, bookmark programmers, watch offline, notification on new updates, and save viewing facility. For premium subscriber, there available 1080p HD quality videos and programmed with minimum exposal of Advertisement.

Cash plan:

Monthly plan	RS.129	RS.99

There is a premium membership scheme in this platform. Those who sign in with VIU app then they can enjoy 7 days free trail and those who sign up through SMS they can get offer pack of RS 99 for 30 days. These all comes under prepaid plan; they also provide the postpaid service plan.

1.Streaming platform: Sun NXT

2.Streaming provider: Sun TV net work

3.Headquartres: Chennai, Tamil Nadu, India

4.Launched: June 2017

5.Available in: Tamil, Telegu, Kannada, Bengali, Malayalam

6.Product: Video streaming, video-on-demand

7.Area where the streaming available: India, Canada, south Africa, united states, Europe, Singapore, Malaysia, New Zealand, Sri Lanka, middle east, Australia

8.Status: Active

9.URL: www.sunnxt.com

10.Model: AD-supported freemium and premium subscription

Accessibility:

Sun NXT comes under a mass media industry; it is an OTT platform with streaming media and video-on -demand services. The App can be downloaded in android and iOS device, Smart TV and other devices. It allows live streaming of over 40 channel and catch-up TV device.

Cash plan:

Monthly subscription Cost with no. of screens	Quarterly subscription Cost with no. of screens	Annual subscription Cost with no. of screens
RS.50 (1 screens)	RS.130 (1 screens)	RS.490 (4 screens)

1.Streaming platform: MX player

2.Streaming provider: Times Internet

3.Headquartres: Singapore

4.Launched: As OTT: February 20,2019

5.Available in: Hindi, Tamil, English, Malayalam, Bengali, Bhojpuri, Punjabi, Kannada, Marathi, Telegu, Guajarati

6.Product: Video streaming

7.Area where the streaming available: As OTT platform: India, UK, USA, Pakistan, Bangladesh, New Zealand, Canada, Australia and Nepal

8.Status: Active

9.URL: www.mxplayer.in

10.Model: AD-supported freemium

Accessibility:

This app provides the hardware accessibility and people can upload more video using the help of new HW+ decoder. It is the first app featured with supported multi code decoding. It provides the best features such as quality zooming facility, MX file sharing, kids lock and the subtitle gestures. This app introduced with the AD removing option and offline content downloading features and so on.

1. Streaming platform: NETFLIX

2. Streaming founder: Reed Hastings, Marc Randolph

3. Headquarters: Los Gatos, California, U.S

4. Launched: January, 2016 in India

5. Available in: English, Spanish, Portuguese to more than 20

6. Product: Streaming media, video on demand.

7. Area where the streaming available: Worldwide

8. Status: Active

9. URL: www.netflix.com

10. Model: Premium subscription based.

Accessibility:

It is a web-based app. Its registration is mandatory in accessing the app. The app uses the features such as audio description, assistive listening system, brightness control, font size control, keyboard shortcuts, playback speed control, screen reader, subtitles & closed caption and voice command. It is a commercial free app and for premium subscriber it allows 4K+HDR video resolution quality.

Cash plan:

Monthly plan			
Mobile	**Basic**	**Standard**	**Premium**
RS.199 (1 Screen)	RS.499 (1 Screen)	RS.649 (2Screen)	RS.799 (4 Screen)

1. Streaming platform: Amazon prime video

2. Streaming provider: Amazon inc

3. Headquarters: Seattle, Washington, U.S

4. Launched: September 7, 2006

5. Available in: Worldwide

6. Product: Streaming media, video on demand, digital distribution.

7. Area where the streaming available: Worldwide

8. Status: Active

9. URL: www.primevideo.com

10. Model: Premium Subscription

Accessibility:

Amazon prime needs the prime membership with registration for some payable video content. They provide equal content for both kids and adult. Kids and other consumer can also watch free content through the amazon account without any premium membership. Registration for the membership can also can be made after the consumption of trail pack for 30 days. They provide ad free content for the consumer with membership. Some shows and movie can be watched without any fee but there is some programme we must purchase. The downloaded content must be watched within 48 hours. This platform can also be accessed through some on-devices. It provides a bunch of content to watch and with a white prime tag in the left corner

Cash plan:

Service provider	Monthly subscription cost with number of screens	Annual subscription cost with number of screens
Prime video	RS.129(3 screens)	RS.999(3 screens)

1. Streaming platform: VOOT

2. Streaming provider: Viacom18

3. Headquarters: Mumbai, India

4. Launched: 26 March, 2016

5. Available in: Tamil, Hindi, Gujarati, English, Bengali, Kannada, and Marathi

6. Product: Digital distribution, streaming media and video on demand.

7. Area where the streaming available: India, United Kingdom.

8. Status: Active

9. URL: www.voot.com

10. Model: Premium subscription based and Ad supported freemium

Accessibility:

VOOT offers free tv content. For international content, VOOT original and live content viewer must go for the subscription called VOOT SELECT. VOOT SELECT allows the viewer to access their favourite live content shows in 24 hours before it is aired on tv without any ads. We can also use the trial offer for 14 days before the subscription plan. VOOT also provide an option of kid restriction option.

Cash plan:

Plan name	Monthly subscription cost with number of screens	Annual subscription cost with number of screens
VOOT SELECT	RS.99(1 screen)	RS.499(1 screens)

1. Streaming platform: SONY LIV

2. Streaming provider: Sony Pictures Networks India

3. Headquarters: Mumbai, India

4. Launched: 22 January, 2013

5. Available in: Tamil, English, Marathi, Hindi, Kannada, Telugu, Bengali and Malayalam.

6. Product: video on demand, streaming media and digital distribution.

7. Area where the streaming available: Asia-pacific, Middle East

8. Status: Active

9. URL: www.sonyliv.com

10. Model: Premium subscription based, AD- supported freemium

Accessibility:

Sony LIV also provide certain tv shows under the channel of Sony pictures in AD-supported medium. And also, there are several movies and programme that can be viewed only after the premium membership. For premium viewer are allowed to view the live sports contents and the original programmes that are exclusively produced by Sony LIV. They also provide HD video quality and ad free content for the premium subscriber. LIVFIT through this offered for premium subscriber to explore more on fitness, yoga etc. It can also access through on-device and smart tv.

Cash plan:

Plan name	Monthly subscription cost with number of screen	Annual subscription cost with number of screen
Sony LIV premium	RS.99(1 screen)	RS.499(1 screen)

1. Streaming platform: ALT Balaji

2. Streaming provider: Balaji Telefilm Limited

3. Headquarters: Maharashtra, Mumbai in India

4. Launched: 16 April, 2017

5. Available in: Marathi, Tamil, Bengali, Punjabi, Hindi and many languages.

6. Product: Streaming on media, Digital distribution, Video on demand.

7. Area where the streaming available:

8. Status: Active

9. URL: www.altbalaji.com

10. Model: subscription based

Accessibility:

It is a subscription-based app that they allow to view the content after the payment. They offer several contents for the subscriber with HD quality video, downloading facility, any new update notification etc.

Cash plan:

Plan name	Monthly subscription cost with number of screens	Annual subscription cost with number of screens
ALTBalaji binge watch	RS.43(1screen)	RS.300(1 screen)

1. Streaming platform: Disney+Hotstar

2. Streaming provider: Star India (Walt Disney company India)

3. Headquarters: Star House, Urmi Estate, Lower parel, Mumbai, India

4. Launched: 11 February 2015(as Hotstar), 3April 2020(as Disney+Hotstar)

5. Available in: Tamil, English, Hindi, Telugu, Malay, Malayalam, Marathi, Kannada, Indonesian

6.Product: streaming video, video on demand, digital distribution

7. Area where the streaming available: As Disney+Hotstar -India, Indonesia

As Hotstar-Canada, Singapore, United Kingdom, United States

8. Status: Active

9. URL: www.hotstar.com

10. Model: AD-Supported freemium and subscription-based premium

Accessibility:

Hotstar provide free selected Indian movie and star series after their television broadcast. Download, caption and audio description are featured here. Hotstar premium are made by VIP membership provide several features such that they can view the tv content before 24 hours of the television broadcast. Registration also available for access. Several international and web series are available for the premium subscriber.

Cash plan:

Plan name	Price	Duration
Disney+Hotstar(premium)	RS.299(1 screen)	1month
Disney+Hotstar (VIP)	RS.399(1 screen)	1year
Disney+Hotstar(premium)	RS.1499(2 screen)	1year

1. Streaming platform: ZEE5

2. Streaming provider: Zee Entertainment Enterprises (Essel group)

3. Headquarters: Mumbai

4. Launched: 14 February 2018, India

5. Available in: Tamil, Hindi, Malayalam, Telugu, Kannada and more language

6. Product: Streaming media, video on demand ENTERTAINMENT MEDIA-TOLLY SERIAL BUZZ, Digital distribution

7. Area where the streaming available: 190+ countries

8. Status: Active

9. URL: www.zee5.com

10. Model: Premium subscription, ad-supported freemium

Accessibility:

It provides free content to watch that are telecasted in the television. HiPi provides a unique video platform to express yourself, ZEE5 club is a premium platform where the tv shows and other original can be viewed without any advertisement. Live tv streaming also available with personalized recommendation, offline download, video content dubbed in 7 language etc. Binge through latest movies in all genres.

Cash plan:

Plan	Original price	Discount
6 months	RS.599	RS.180
1 year	RS.999	RS.300

1. **Streaming platform:** Jio cinema

2. **Streaming provider:** Jio platforms

3. **Headquarters:** Maharashtra, Mumbai, India

4. **Launched:** September 5,2016

5. **Available in:** Tamil, Hindi, Malayalam, English, Bengali, Telugu, Kannada, Marathi

6. **Product:** Streaming media, video on demand, Digital distribution

7. **Area where the streaming available:** India

8. **Status:** Active

9. **URL:** www.jiocinema.com

10. **Model:** video library with free access

Accessibility:

It allows us watch the video in our preferred language. Features such as multiple audio support, restriction of pop-up ads, allows us to choose the quality of video, resuming watching from where you left off across any compatible device, share functionals etc.

1. Streaming platform: YouTube Premium

2. Streaming provider: YouTube (Google)

3. Headquarters: California, US

4. Launched: November 2014

5. Available in: 80 different language

6. Area where the streaming available: 100 countries

7. Status: Active

8. URL: www.youtube.com/premium

9. Model: subscription based

You tube premium is the product of YouTube.

Accessibility:

Premium allows us to watch millions of videos without any advertisement restriction. There will be an embedded content of any promotion of product. They provide music, gaming and kids app. They provide YouTube original for free access. The video and music can be accessed in the background also.

2.1.2 Profile of Tamil Nadu Arasu Cable Tv Corporation Limited:

1. Name: Tamil Nadu Arasu Cable TV Corporation.

2. Head Quarters: Chennai.

3. Launched: 4 October 2007

4. Digitalization: According to the cable TV network Amendment act 2011, the entire cable TV service are digitalized and the implementation of set -up boxes are undertaken.

5. Four Digital Head Ends: Thanjavur, Tirunelveli, Coimbatore and Vellore.

6. Current Status: Tami Nadu arasu cable TV cooperation has taken on the lease of the willing private Multi system operator in 27 districts.

7. Cash plan:

Price	Channels
180/- per month	90-100

Along with these channels free to air, local channels are also available in the cable network.

District Office:

Name of the district	DM Name
Ariyalur	Umasankari
Chennai	Marimuthu
Chennai	Ram Prasath
Coimbatore	Satheesh
Cuddalore	Mohamed Asen
Dharmapuri	Revathi
Dindigul	Ramiah
Erode	TMT.V. Veeralakshmi
Kanchipuram	Pon Loganathan
Kanyakumari	Ramesh
Karur	Mukudeeswaran
Krishnagiri	S.G. Gurunathan
Madurai	Vikneshvarakumar
Nagapattinam	Elangovan
Namakkal	Kuppusamy
Perambalore	Muthu Kumaran
Puthukkottai	Ramesh
Ramanathapuram	Senthil Kumar
Selam	Prakash. A
Sivagangai	Kasi
Thanjavur	Manoharan
Nilgiris	J.B. Gopala Krishnan
Theni	Najimunnisha
Thoothukudi	Selvakumar
Tirunelveli	P.M. Mohamed Puhari
Tiruchirappalli	Prakash
Tirupur	Venkatesan
Tiruvannamalai	Ramesh Kumar

Tiruvarur	TMT.P. Lakshmi prabha
Vellore	Elanchezhiyan
Villupuram	Srivasan
Virudhunagar	R. Parmanand Raja

ANALYSIS AND INTERPRETATION

The collected data from the respondents are turned into analysis of the data and interpretations for easy understanding and clarity of the project. The data have been collected with techniques of analysis and presentation. The gathered data reflects the following tables and charts. The data is based on fulfilling the project objectives.

CHARTS

Charts used to make a graphical representation of any set of data. A chart is visual representation of data, in which the data is represented by templated like bar, line, pie etc. The chart types used in representing the data are:

- Pie Chart
- Bar Chart

Pie Chart is constructed by dividing a circle into two or more section or slices. The chart is used to show proportion that each part is of the whole.

Bar Chart is graphic representation of data. Bar charts displays vertical bars or cylinders going across the charts horizontally, with the values axis being displayed on the left side of the chart.

ANALYSIS AND TOOL:

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

$$\textbf{PERCENTAGE (\%)} = \frac{\textbf{NO. OF. RESPONDENTS}}{\textbf{TOTAL .NO. OF RESPONDENTS}} \times 100$$

Multiple factor analysis is a casual method devoted to the study of tables in which the group of individuals is described by a set of variables structured in group.

Table 3.1

Age of the respondents

Option	Frequency	Percentage
18-20	42	41.2
20-25	30	29.4
25-30	14	13.7
30-35	16	15.7
Total	102	100.0

Source: Primary Data

Inference:

It is inferred from the above table that 41.5% of respondents are 18-20 years,30(29.4%) of respondents are 20-25 years, 13.7% of respondents are 25-30 years,15.7% of respondents are 30-35 years.

Chart 3.1

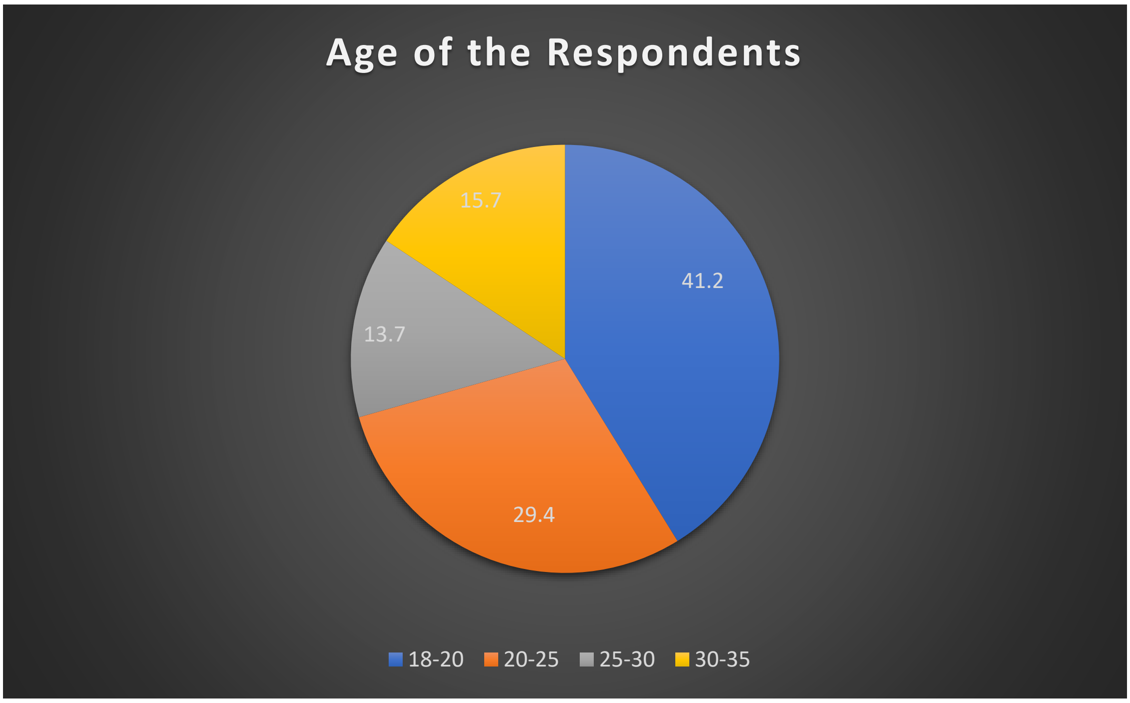


Table 3.2

Gender

Option	Frequency	Percentage
Male	26	25.5
Female	76	74.5
Transgender	0	0
Total	102	100.0

Source: Primary source

Inference:

It is inferred from the above that 25.5% of respondents are male,74.5% of respondents is female.

Chart 3.2

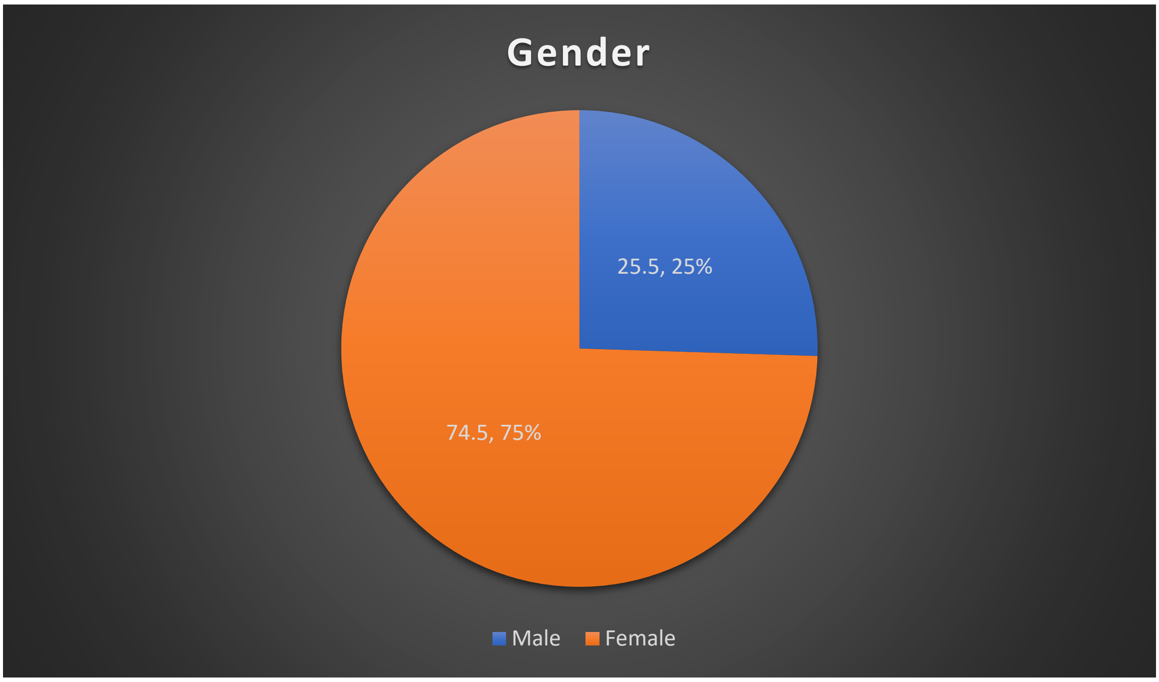


Table 3.3

Marital status

Option	Frequency	Percentage
Unmarried	75	73.5
Married	27	26.5
Total	102	100.0

Source: Primary data

Inference:

It is inferred that 73.5% of respondents are unmarried,26.5% of respondents is married.

Chart 3.3

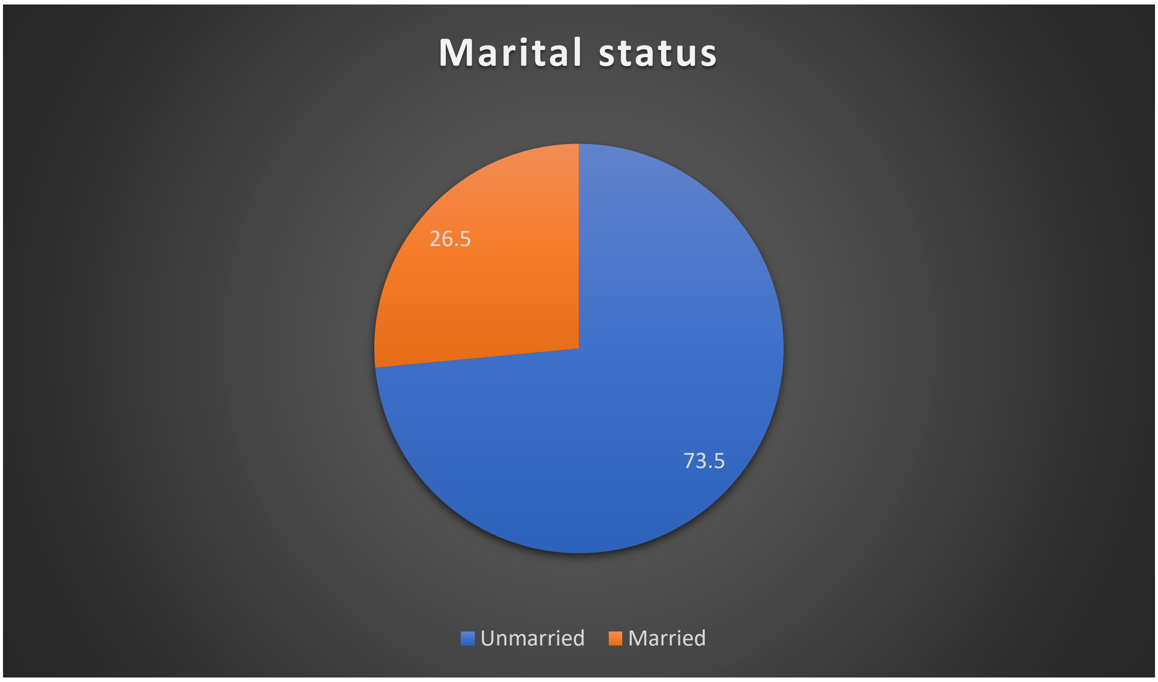


Table 3.4

Education status

Option	Frequency	Percentage
Illiterate	1	1
Primary level	3	2.9
HSLC	8	7.8
Under graduate	66	64.7
Post graduate	24	23.5
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 1% of respondents are illiterate,2.9% of respondents have completed primary level, 7.8% of respondents have completed HSLC,64.7% of respondents have completed under graduate,23.5% of respondents have completed post graduate.

Chart 3.4

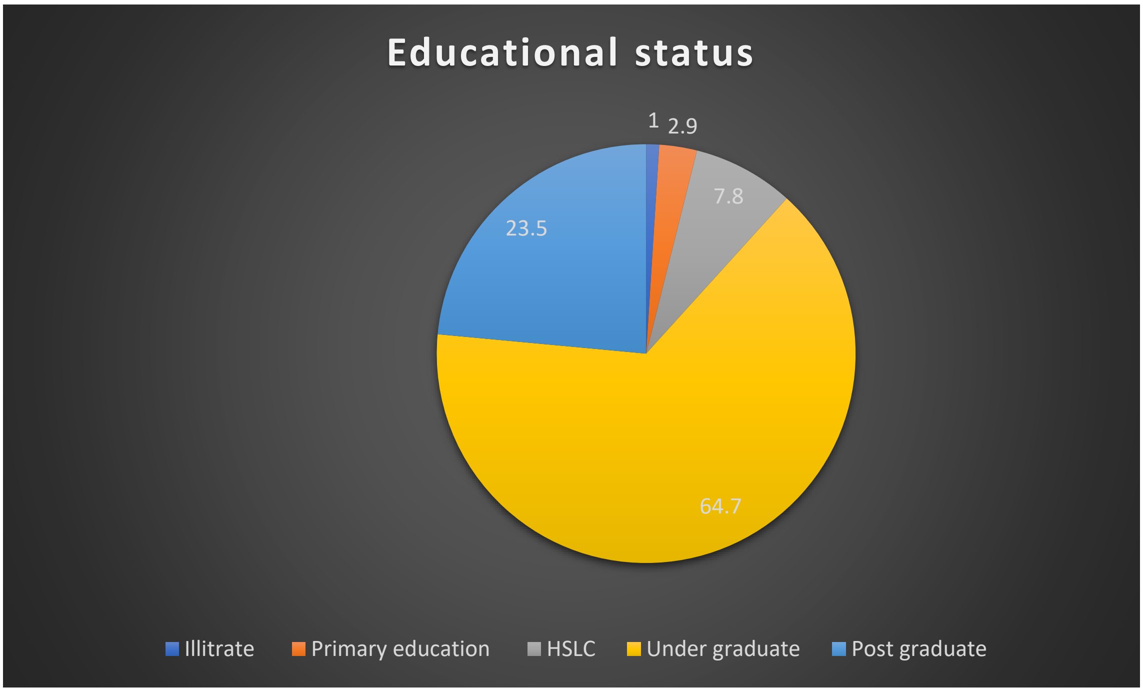


Table 3.5

Occupation

Option	Frequency	Percentage
Self employed	5	4.9
Working	25	24.5
Student	63	61.8
Home maker	9	8.8
Total	102	100.0

Source: Primary data

Inference:

It is inferred that 4.9% of respondents are self-employed,24.5% of the respondents is working, 61.8% of respondents are students,8.8% of respondents are home maker.

Chart 3.5

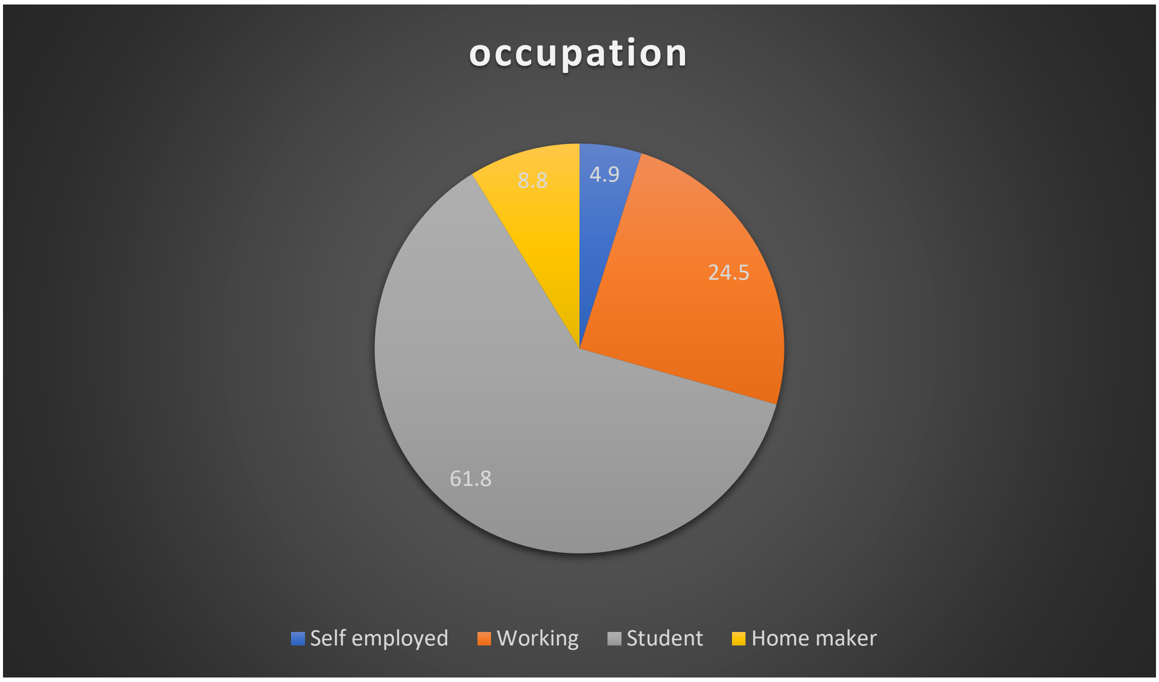


Table 3.6

Level of income

Option	Frequency	Percentage
No income	58	56.9
Less than 10,000	19	18.6
10,001-20,000	14	13.7
20,001-30,000	5	4.9
30,001-40,000	2	2
Above 40,000	4	3.9
Total	102	100.0

Source: Primary data

Inference:

It is inferred that 56.9% of the respondents earning no income,18.6% of the respondents earning less than 10,000,13.7% of the respondents earning 10,001-20,000,54.9% of respondents earning 20,001-30,000,2% of the respondents earning 30,001-40,000,3.9% of respondents earning above 40,000.

Chart 3.6

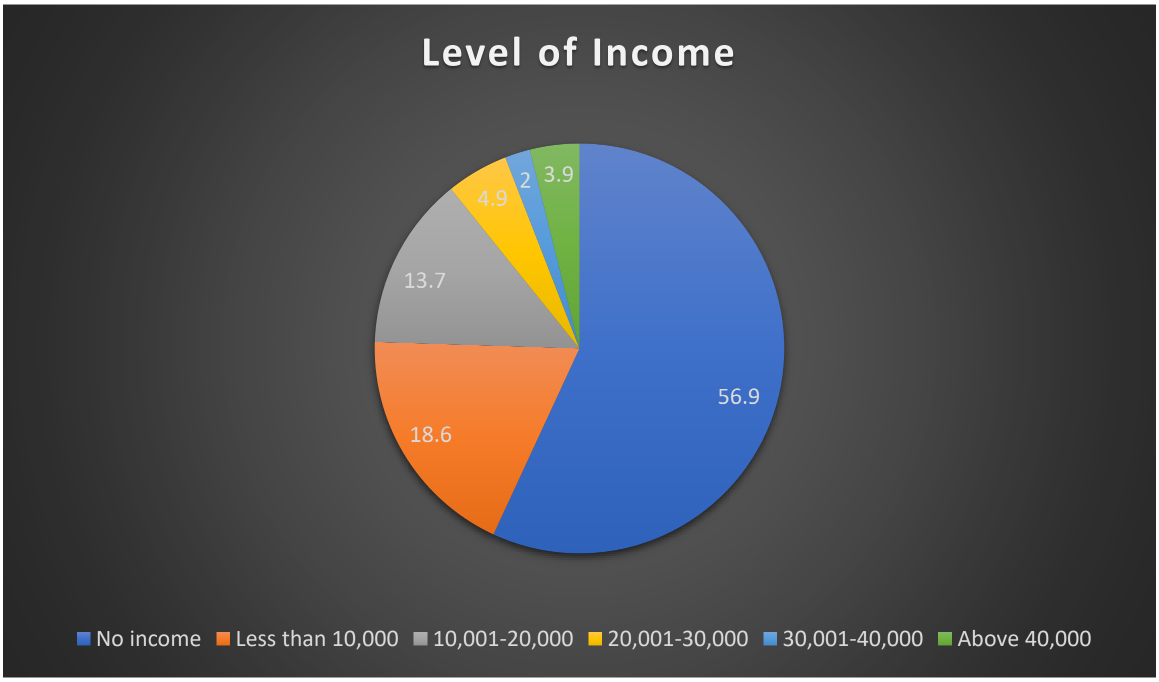


Table 3.7

Subscription of cable TV

Option	Frequency	Percentage
Yes	92	90.2
No	10	9.8
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 90.2% of the respondents have subscribed to the cable TV, 9.8% of the respondents haven't subscribed the cable TV.

Chart 3.7

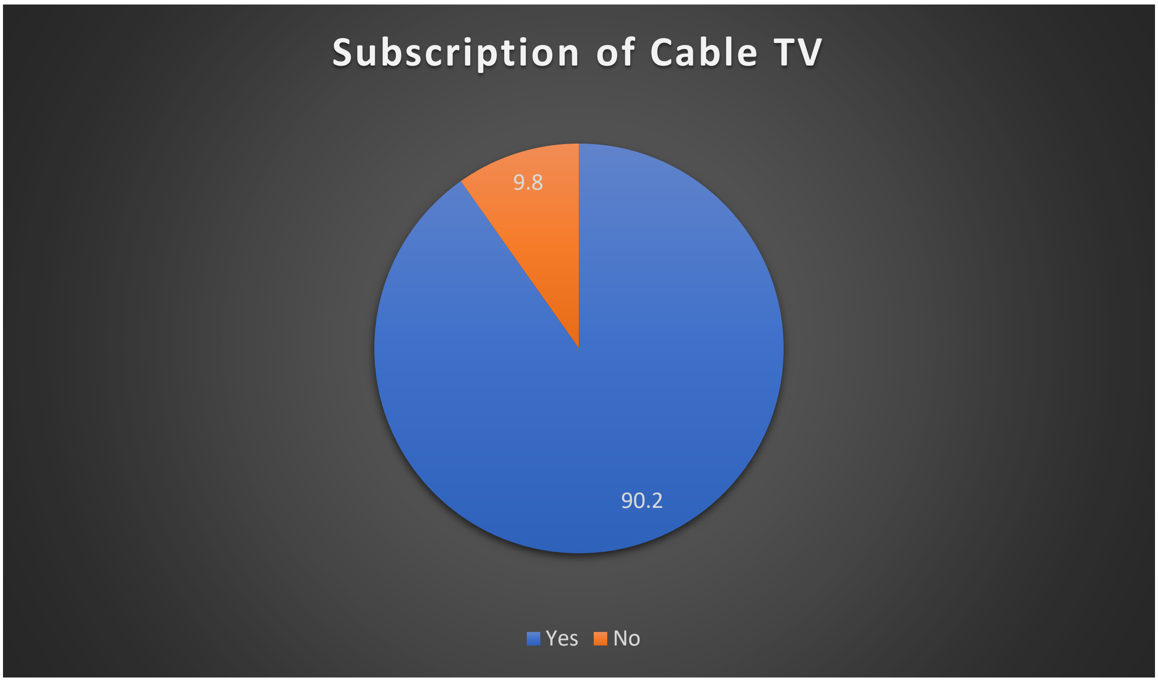


Table 3.8

Time period of subscription for cable TV

Option	Frequency	Percentage
Less than 6 months	20	19.6
More than 6 months less than 1 year	20	19.6
1-5 years	20	19.6
5-6 years	9	8.8
More than 6 years	33	32.4
Total	102	100.0

Source: Primary data

Inference:

It is inferred that 19.6% of respondents have subscribed cable TV for less than 6 months,19.6% of the respondents have subscribed cable Tv for more than 6 months less than 1 year,19.6% of the respondents have subscribed cable TV for 1-5 years,8.8% of the respondents have subscribed cable TV for 5-6 years, 32.4% of the respondents have subscribed cable TV for more than 6 years.

Chart 3.8

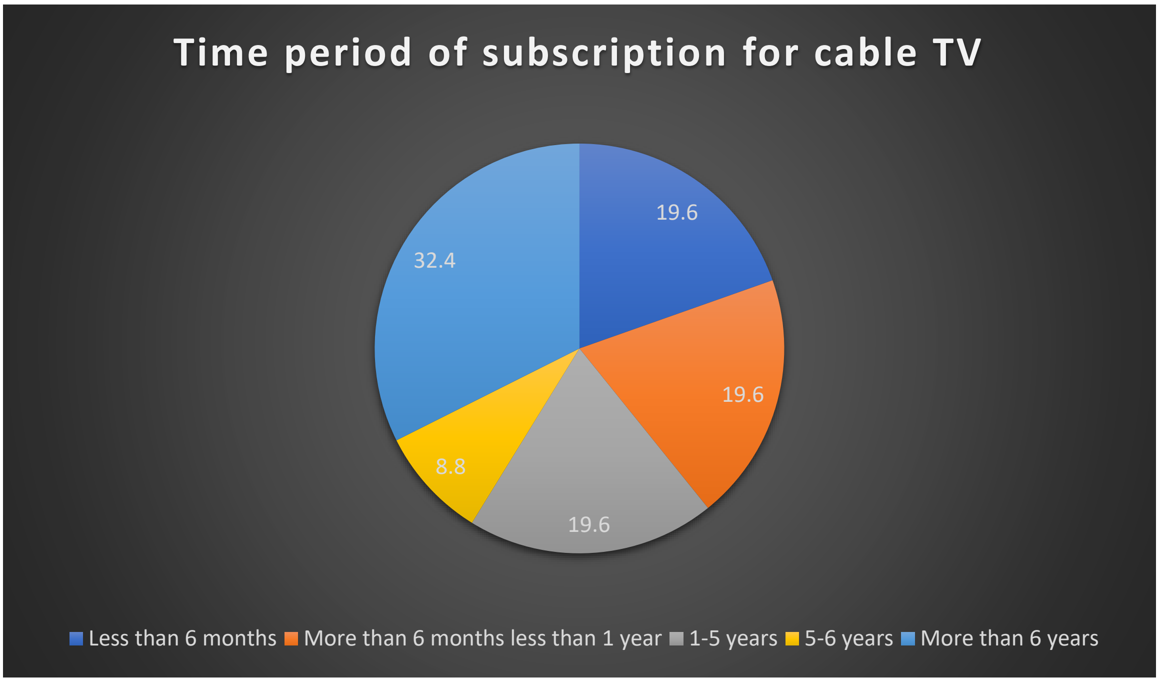


Table 3.9

Hours spent in watching TV

Option	Frequency	Percentage
1 to 2 hours	38	37.3
2 to 3 hours	39	38.2
3 to 5 hours	13	12.7
More than 5 hours	12	11.8
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 37.3% of the respondents spends 1 to 2 hours in watching TV,38.2% of the respondents spends 2 to 3 hours in watching TV, 12.7% of the respondents spends 3 to 5 hours in watching TV,11.8% of the respondents spends more than 5 hours in watching TV.

Chart 3.9

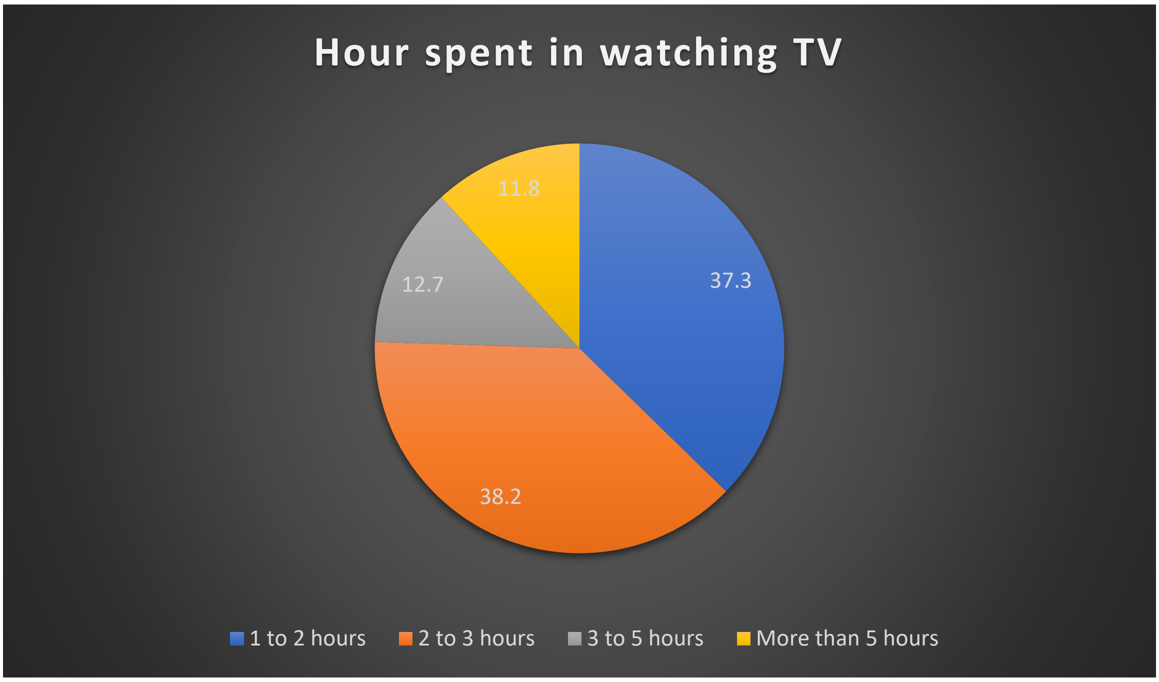


Table 3.10

Money spent for the subscription of cable TV

Option	Frequency	Percentage
No such amount is spent	2	2
RS 200 to RS 300	82	80.4
RS 300 to RS 400	15	14.7
RS 400 to RS 500	1	1
More than 500	2	2
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 2% of respondent are not spending any amount for subscription,80.4% of the respondents spending RS 200 to RS 300 for the subscription,14.7% of the respondents spending RS 300 to RS 400 for the subscription,1% of the respondents spending RS 400 to RS 500 for the subscription,2% of the respondents spending more than RS 500 for subscription.

Chart 3.10

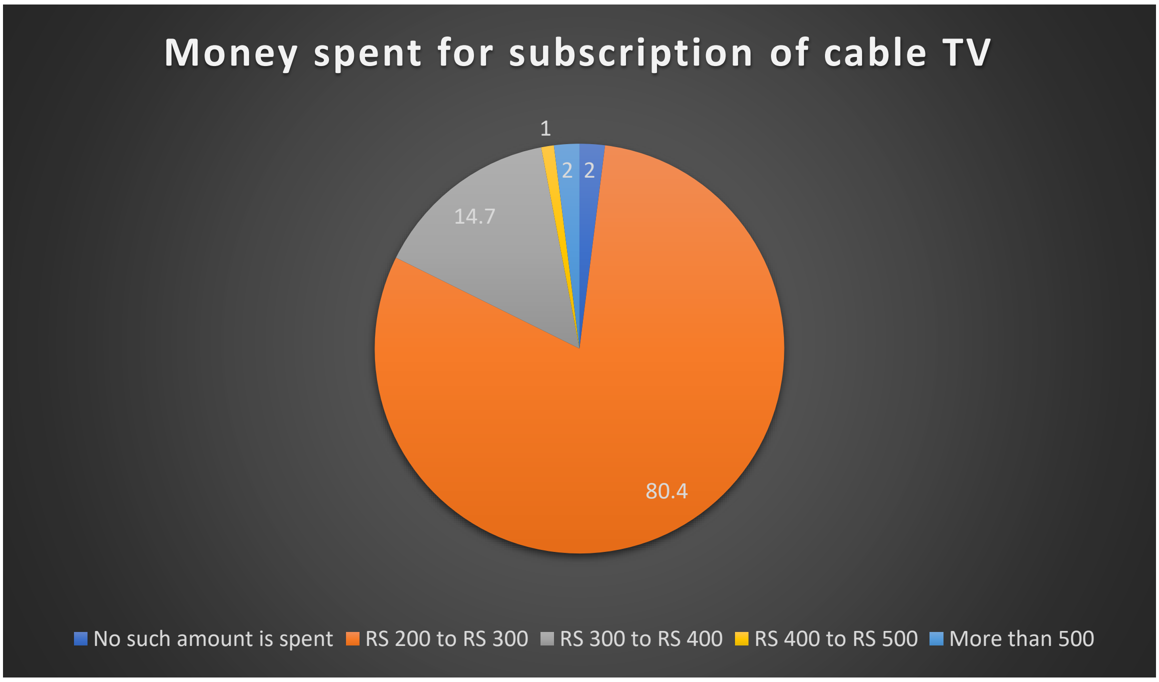


Table 3.11

Level of cable TV service

Option	Frequency	Percentage
Basic channel (12 local channel)	21	20.6
Standard channel (70+ channels)	43	42.2
Preferred channel (200+ channels)	31	30.4
Premier package (200+ channels+ premium channels)	7	6.9
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 20.6% of respondents have subscribed to basic channel (12 local channel),42.2% of the respondents have subscribed to standard channel (70+ channels),30.4% of the respondents have subscribed to preferred channels (200+ channels),6.9% of the respondents have subscribed to premier package (200+channels+ premium channels).

Chart 3.11

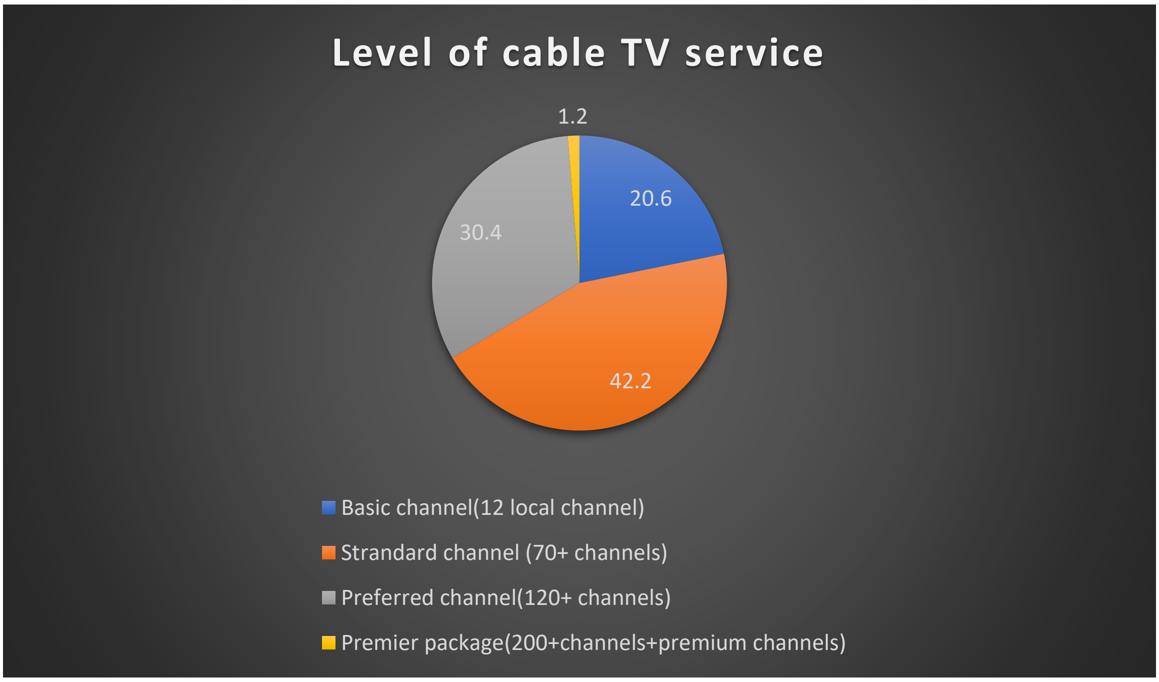


Table 3.12

Entertainment to watch on TV channel

Option	Frequency	Percentage
Sports	17	16.7
Series	9	8.8
Comedy	33	32.4
Music	18	17.6
Movie	25	24.5
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 16.7% of respondents choose sports as an entertainment to watch on TV channels, 8.8% of the respondents choose series as an entertainment to watch on TV channels,32.4% of the respondents choose comedy as an entertainment to watch on TV channels,17.6% of the respondents chooses music as an entertainment to watch on TV channels,24.5% of the respondents choose movie as an entertainment to watch on TV channels.

Chart 3.12

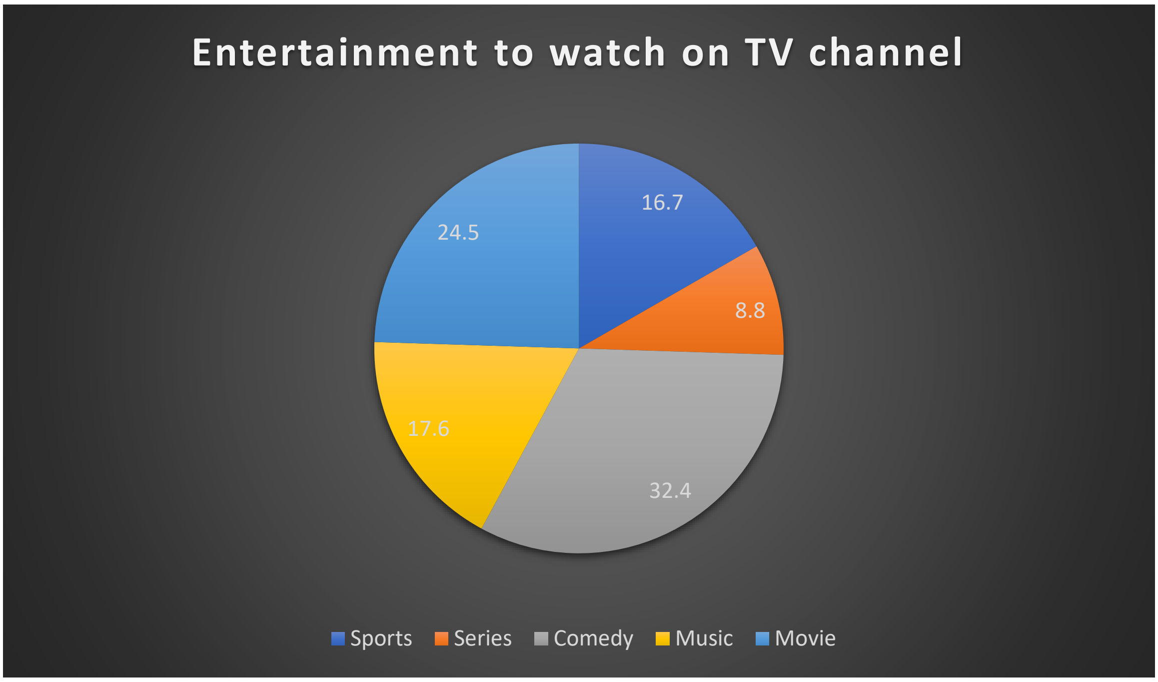


Table 3.13

Lost entire cable signal for 15 minutes or more

Option	Frequency	Percentage
1 to 2 times	36	35.3
3 to 5 times	43	42.2
6 to 10 times	10	9.8
More than 10 times	13	12.7
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 35.3% of respondents have lost 1 to 2 times their entire cable signal during the past year,42.2% of the respondents have lost 3 to 5 times their entire cable signal during the past year,9.8% of the respondents have lost 6 to10 times their entire cable signal during the past year,12.7% of the respondents have lost more than 10 times their entire cable signal during the past year.

Chart 3.13

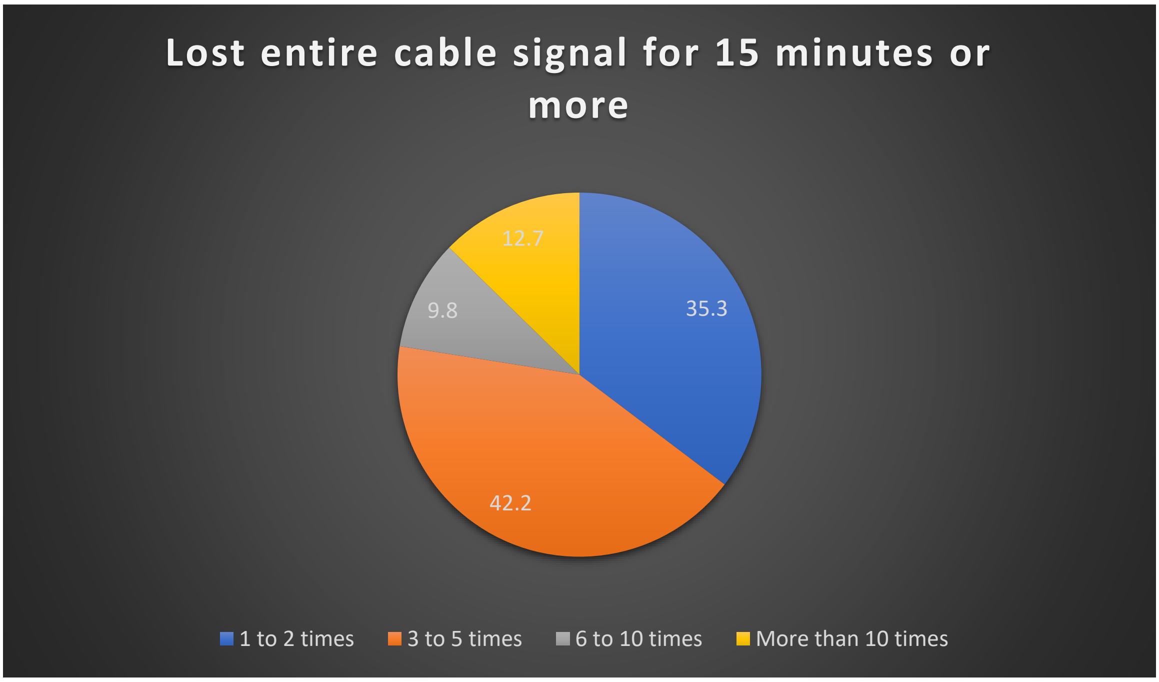


Table 3.14

Difficulties in watching TV cable

Option	Frequency	Percentage
Poor quality	16	15.7
Poor connectivity	32	31.4
Frequent advertisement	45	44.1
Time schedule	9	8.8
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 15.7% of respondents finds poor quality as their difficulty,31.4% of the respondents finds poor connectivity as their difficulty,44.1% of the respondents finds frequent advertisement as their difficulty,8.8% of the respondents finds time schedule as their difficulty.

Chart 3.14

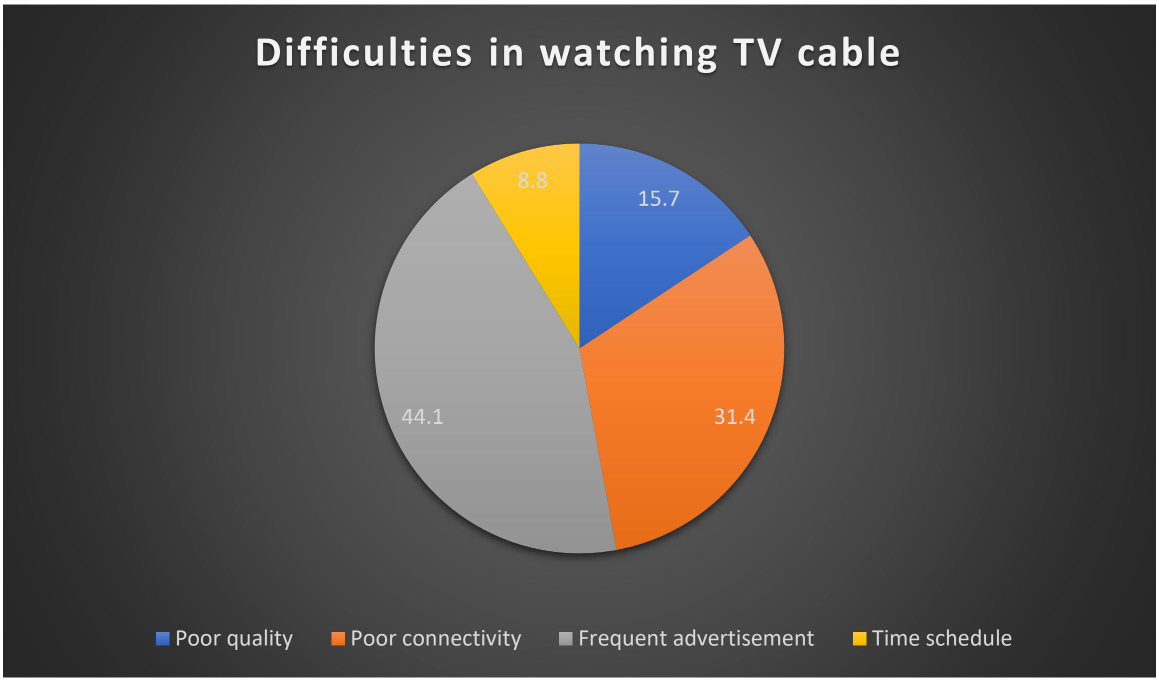


Table 3.15

Add on features of cable TV

Option	Frequency	Percentage
Quality content	22	21.6
Advertisement free	51	50
Automatic recording content	6	5.9
HD quality at affordable price	23	22.5
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 21.6% of the respondents expecting quality content to be add on,50% of the respondents expects advertisement free to be add on,5.9% of the respondents expects automatic recording content to be add on,22.5% of the respondents expects HD quality at affordable price to be add on.

Chart 3.15

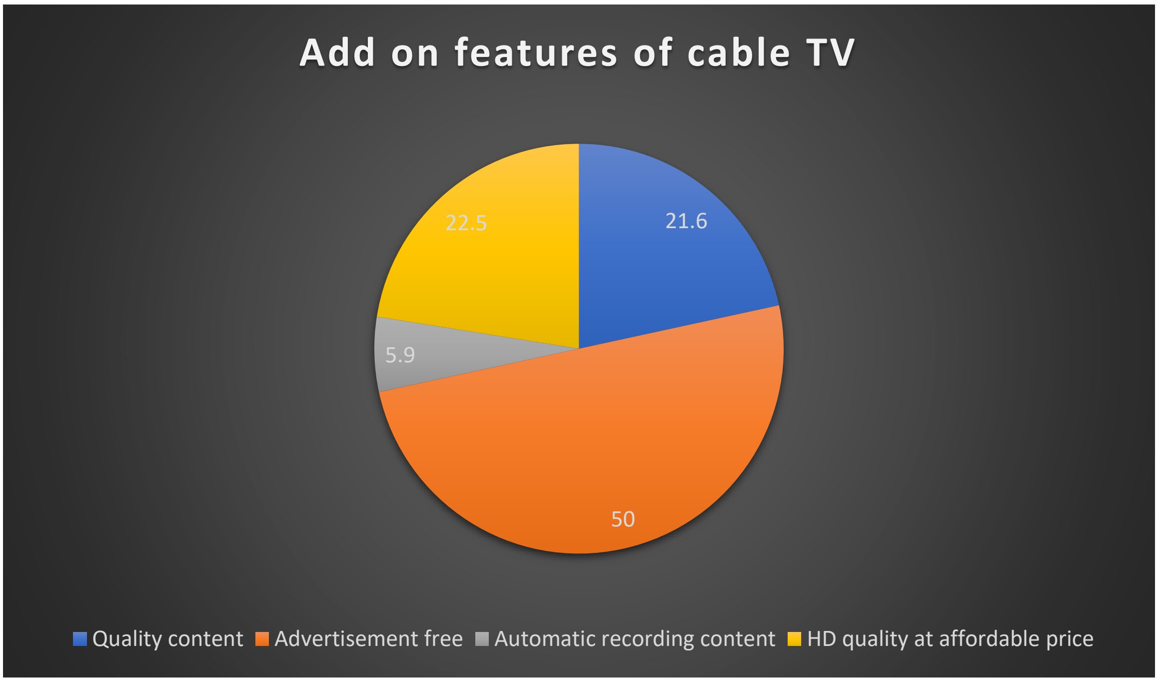


Table 3.16

Television viewing behavior

Table 3.16.1 It relaxes me.

Option	Frequency	Percentage
Strongly disagree	18	17.6
Disagree	8	7.8
Neither agree nor disagree	19	18.6
Agree	38	37.4
Strongly agree	19	18.6
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 17.6% of the respondents strongly disagree with this factor,7.8% of the respondents disagrees with this factor,18.6% of the respondents neither agree nor disagree with this factor,37.4% of the respondents agrees with the factor,18.6% of the respondents strongly agree with the factor.

Table 3.16.2 Scheduled freedom

Option	Frequency	Percentage
Strongly disagree	14	13.7
Disagree	26	25.5
Neither agree nor disagree	32	31.4
Agree	24	23.5
Strongly agree	6	5.9
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 13.7% of the respondents strongly disagree with this factor,25.5% of the respondents disagrees with this factor,31.4% of the respondents neither agree nor disagree with this factor, 23.5% of the respondents agrees with the factor,5.9% of the respondents strongly agree with the factor.

Table 3.16.3 Feeling of control.

Option	Frequency	Percentage
Strongly disagree	9	8.9
Disagree	26	25.5
Neither agree nor disagree	33	32.4
Agree	29	28.3
Strongly agree	5	4.9
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 8.9% of the respondents strongly disagree with this factor,25.5% of the respondents disagrees with this factor, 32.4% of the respondents neither agree nor disagree with this factor, 28.4% of the respondents agrees with the factor, 4.9% of the respondents strongly agree with the factor.

Table 3.16.4 Let's forget other responsibility.

Option	Frequency	Percentage
Strongly disagree	14	13.7
Disagree	23	22.5
Neither agree nor disagree	34	33.4
Agree	22	21.6
Strongly agree	9	8.8
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 13.7% of the respondents strongly disagree with this factor,22.5% of the respondents disagrees with this factor, 33.4% of the respondents neither agree nor disagree with this factor, 21.6% of the respondents agrees with the factor,8.8% of the respondents strongly agree with the factor.

Table 3.16.5 It entertains me.

Option	Frequency	Percentage
Strongly disagree	9	8.8
Disagree	12	11.8
Neither agree nor disagree	12	11.8
Agree	32	31.3
Strongly agree	37	36.3
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 8.8% of the respondents strongly disagree with this factor,11.8% of the respondents disagrees with this factor, 11.8% of the respondents neither agree nor disagree with this factor, 31.3% of the respondents agrees with the factor, 36.3% of the respondents strongly agree with the factor.

Table 3.16.6 To enjoy with Family and Friends

Option	Frequency	Percentage
Strongly disagree	12	11.8
Disagree	11	10.8
Neither agree nor disagree	18	17.6
Agree	35	34.3
Strongly agree	26	25.5
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 11.8% of the respondents strongly disagree with this factor,10.8% of the respondents disagrees with this factor,17.6% of the respondents neither agree nor disagree with this factor,34.3% of the respondents agrees with the factor,25.5% of the respondents strongly agree with the factor.

Table 3.16.7 It passes time.

Option	Frequency	Percentage
Strongly disagree	11	10.8
Disagree	13	12.7
Neither agree nor disagree	16	15.8
Agree	35	34.3
Strongly agree	27	26.5
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 10.8% of the respondents strongly disagree with this factor,12.7% of the respondents disagrees with this factor,15.8% of the respondents neither agree nor disagree with this factor, 34.3% of the respondents agrees with the factor,27(26.5%) of the respondents strongly agree with the factor.

Table 3.16.8 To watch when alone.

Option	Frequency	Percentage
Strongly disagree	11	10.8
Disagree	19	18.6
Neither agree nor disagree	23	22.5
Agree	33	32.4
Strongly agree	16	15.7
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 10.8% of the respondents strongly disagree with this factor, 18.6% of the respondents disagrees with this factor, 22.5% of the respondents neither agree nor disagree with this factor,32.4% of the respondents agrees with the factor, 15.7% of the respondents strongly agree with the factor.

Table 3.16.9 Choice of time and place

Option	Frequency	Percentage
Strongly disagree	15	14.7
Disagree	28	27.5
Neither agree nor disagree	24	23.5
Agree	21	20.6
Strongly agree	14	13.7
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 14.7% of the respondents strongly disagree with this factor, 27.5 of the respondents disagrees with this factor, 23.5% of the respondents neither agree nor disagree with this factor, 20.6% of the respondents agrees with the factor,13.7% of the respondents strongly agree with the factor.

Chart 3.16.9

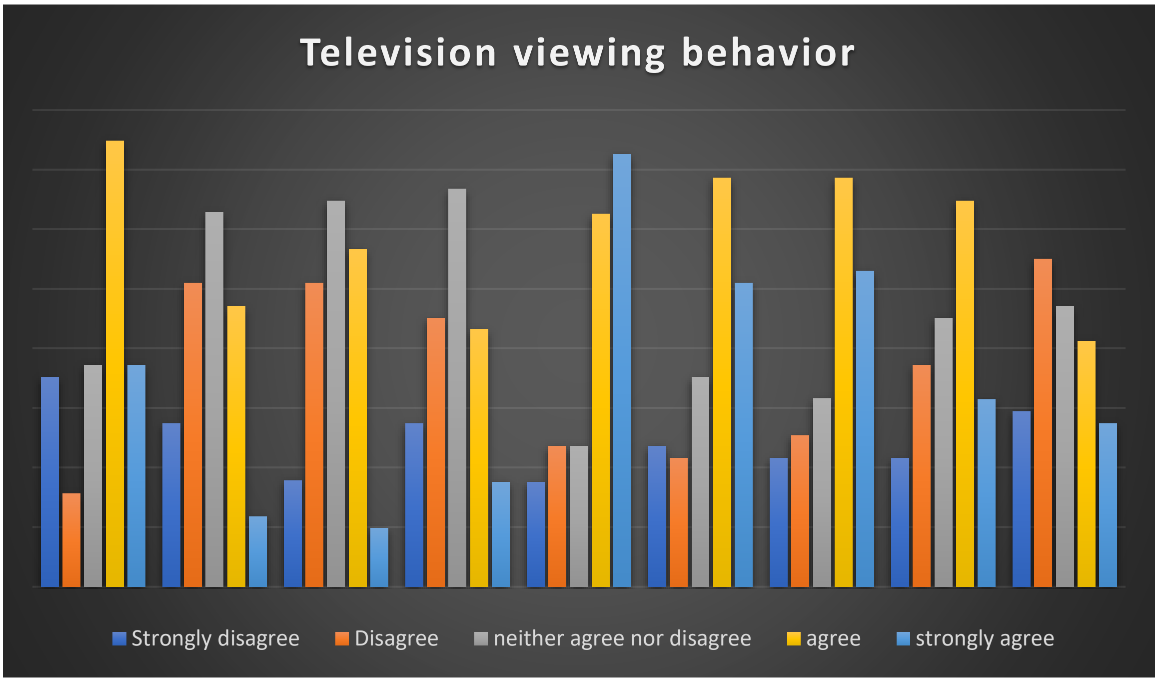


Table 3.17

Use of OTT streaming platform

Option	Frequency	Percentage
Yes	92	90.2
No	10	9.8
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 90.2% of respondents uses the OTT streaming platform,9.8% of respondents is not using the OTT streaming platform.

Chart 3.17

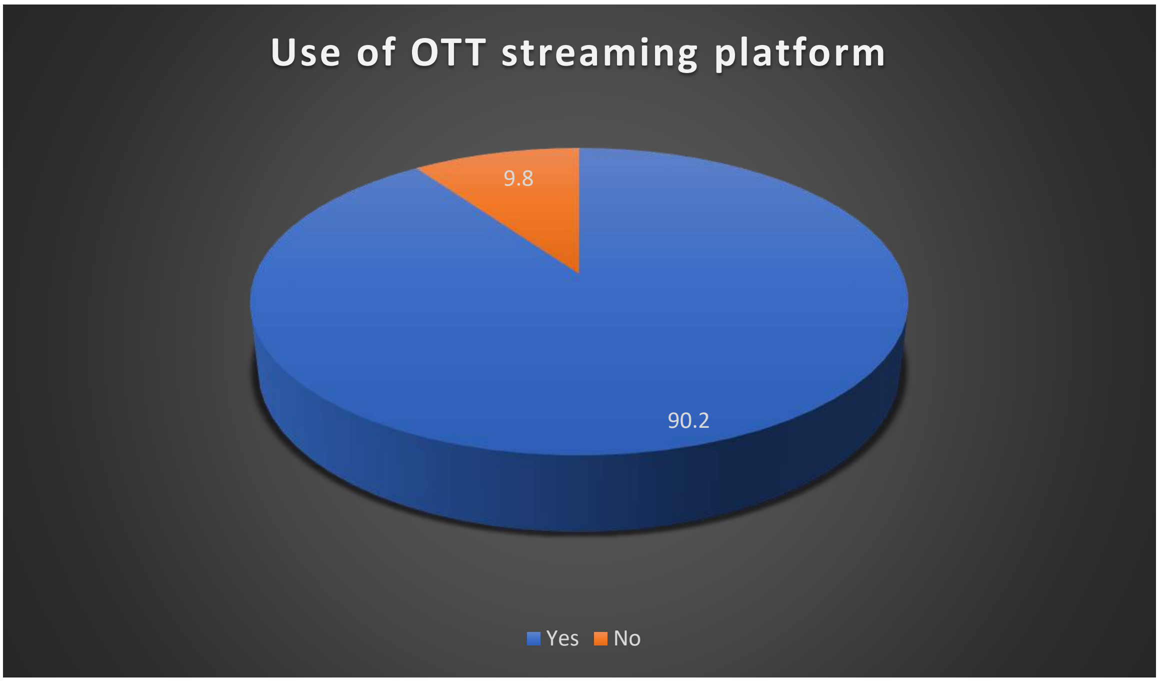


Table 3.18

Preferred OTT platform

Option	Frequency	Percentage
Hotstar	66	64.7
Netflix	18	17.6
Zee5	7	6.9
Sun next	8	7.8
Voot	3	2.9
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 64.7% of the respondents preferring Hotstar,17.6%) of the respondents preferring Netflix,6.9% of the respondents preferring Zee5, 7.8% of the respondence preferring Sun next,2.9% of the respondents preferring Voot.

Chart 4.18

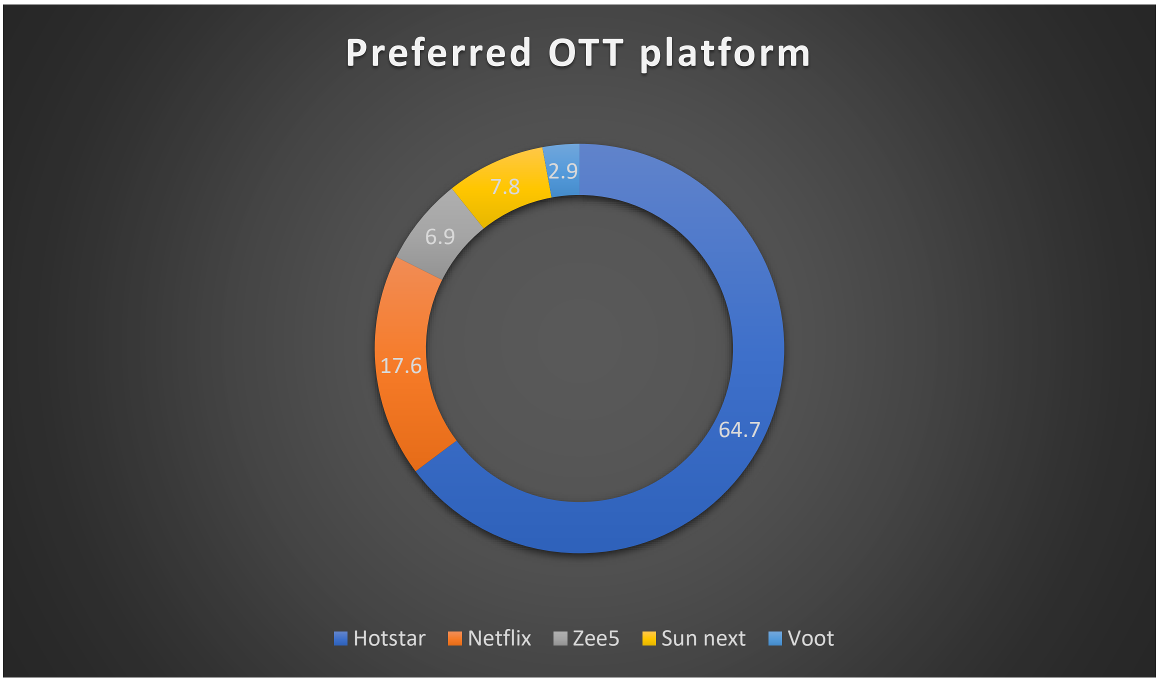


Table 3.19

Regular OTT streaming user

Option	Frequency	Percentage
Yes	58	56.9
No	44	43.1
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 56.9% of the respondents are regular OTT streaming user,43.1% of the respondents is not a regular OTT streaming user.

Chart 3.19

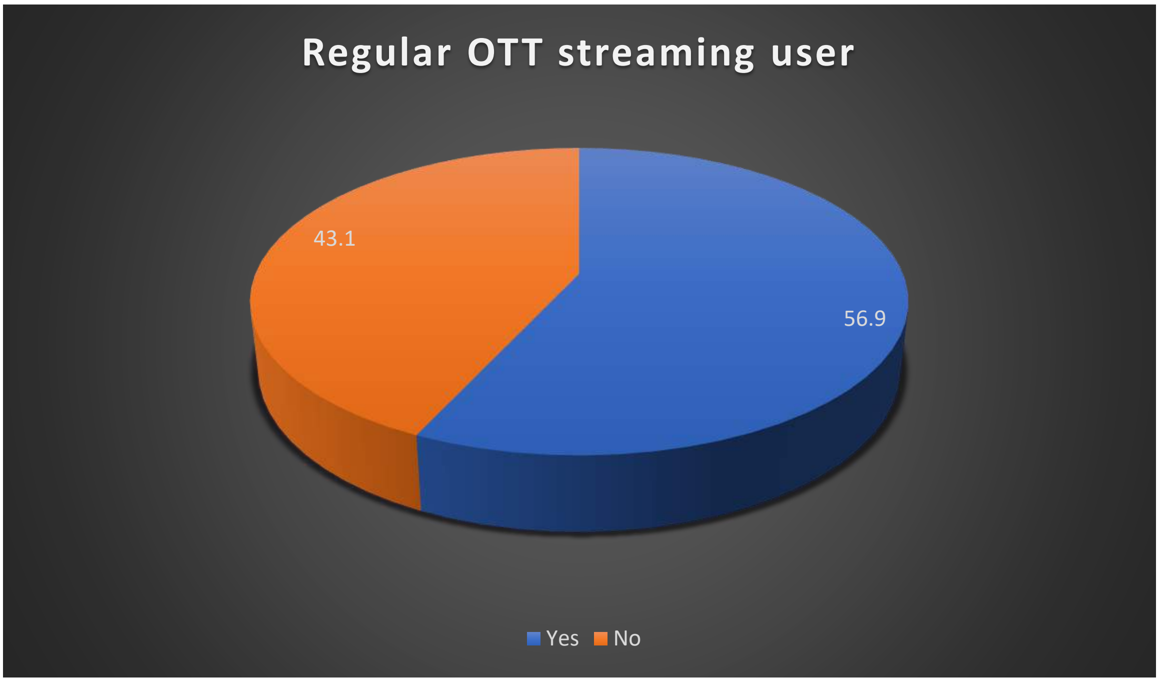


Table 3.20

Time spent for using OTT platform

Option	Frequency	Percentage
2 hours	42	41.2
2 to 3 hours	41	40.2
3 to 4 hours	12	11.8
Above 4 hours	7	6.9
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 41.2% of the respondents spends 2 hours in OTT platforms,40.2% of the respondents spends 2 to 3 hours in OTT platforms,11.8% of the respondents spends 3 to 4 hours in OTT platforms,6.9% of the respondents spends above 4 hours in OTT platforms.

Chart 3.20

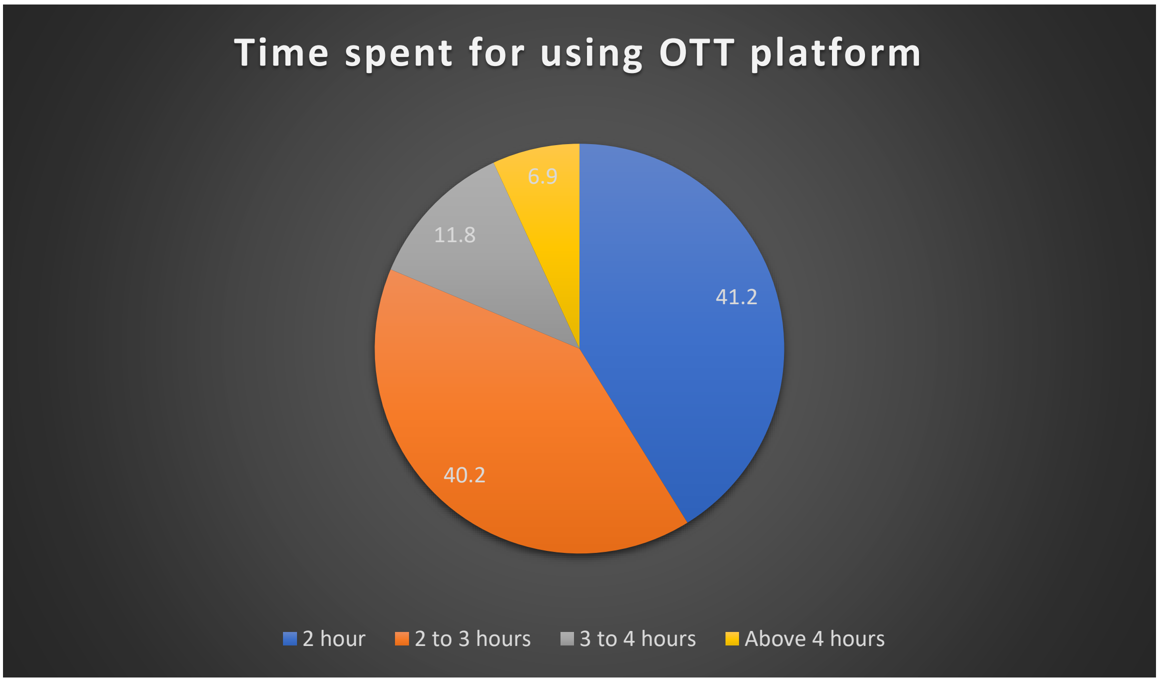


Table 3.21

Money spent for OTT platforms

Option	Frequency	Percentage
RS 100 to RS 200	40	39.2
RS 200 to RS 300	37	36.3
RS 300 to RS 400	16	15.7
Above RS 500	9	8.8
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 39.2% of the respondents spends RS 100 to RS 200 for OTT platforms,36.3% of the respondents spends RS 200 to RS 300 for OTT platforms,15.7% of the respondents spends RS 300 to RS 400 for OTT platforms,8.8% of the respondents spends above RS 500 for OTT platforms.

Chart 3.21

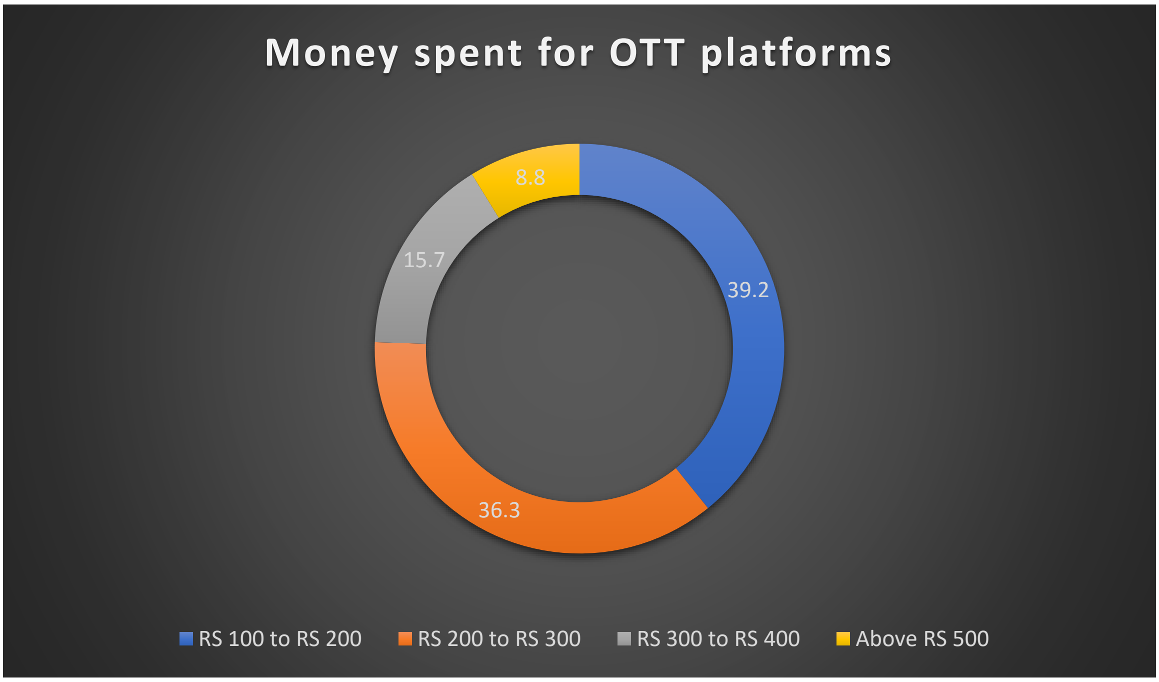


Table 3.22

Mostly watched content in OTT streaming platform

Option	Frequency	Percentage
Web series	28	27.5
Sports	15	14.7
Movies	25	24.5
TV shows	34	33.3
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 27.5% of the respondents mostly watches web series,14.7% of the respondents mostly watches sports in OTT platform,4.5%of the respondents mostly watches movie in OTT platform,33.3% of the respondents mostly watches TV shows in OTT platforms.

Chart 3.22

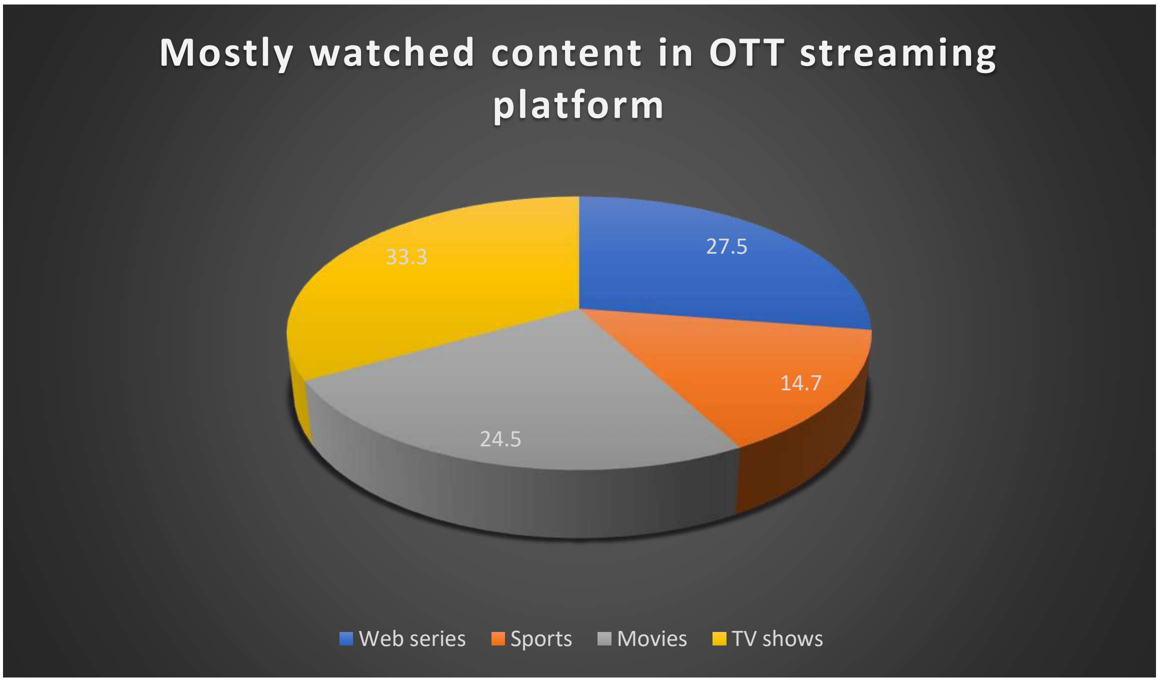


Table 3.23

Timing preferred to watch OTT platform

Option	Frequency	Percentage
Day time	23	22.5
Evening	56	54.9
Early night	13	12.7
Late night	10	9.8
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 22.5% of the respondents preferred to watch OTT platform in day time,54.9% of the respondents preferred to watch OTT platform in evening,12.7% of the respondents preferred to watch OTT platform in early night,9.8% of the respondents preferred to watch OTT platforms in late night.

Chart 3.23

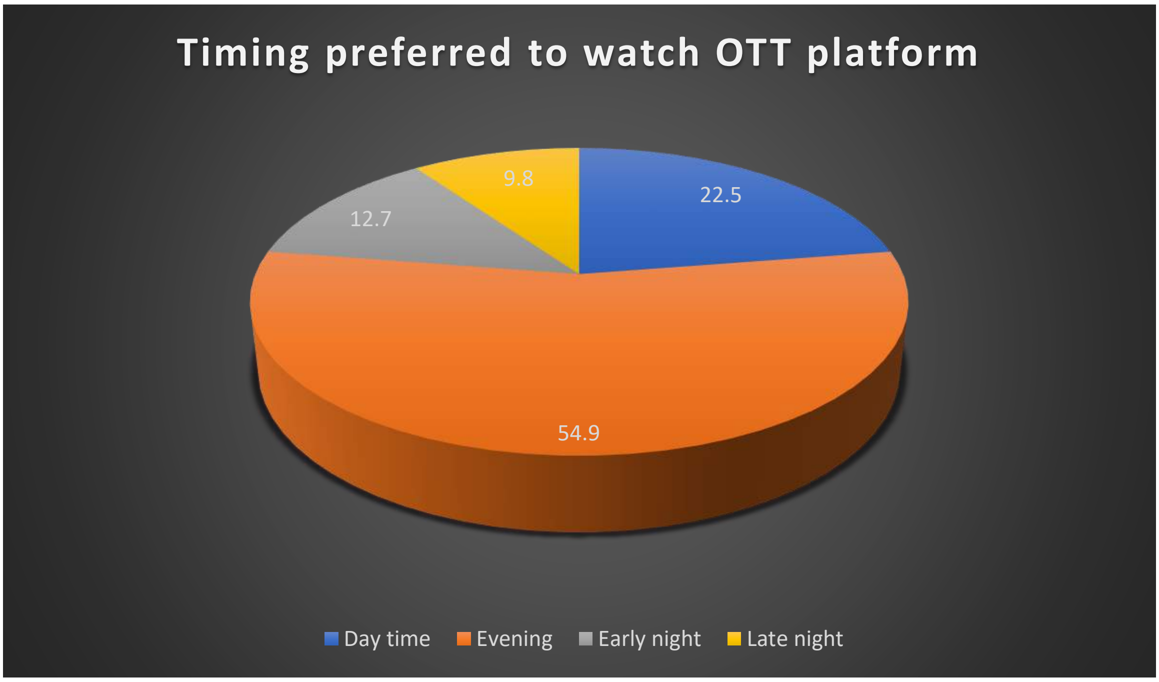


Table 3.24

Factor influence the choice of OTT platform

Option	Frequency	Percentage
Price	18	17.6
Content	47	46.1
Advertising	22	21.6
Shared account availability	7	6.9
Others	8	7.8
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 17.6% of the respondents influenced by the price,46.1% of the respondents influenced by the content offered,21.6% of the respondents influenced by the advertising,6.9% of the respondents influenced by the shared account availability,7.8% of the respondents chooses others.

Chart 3.24

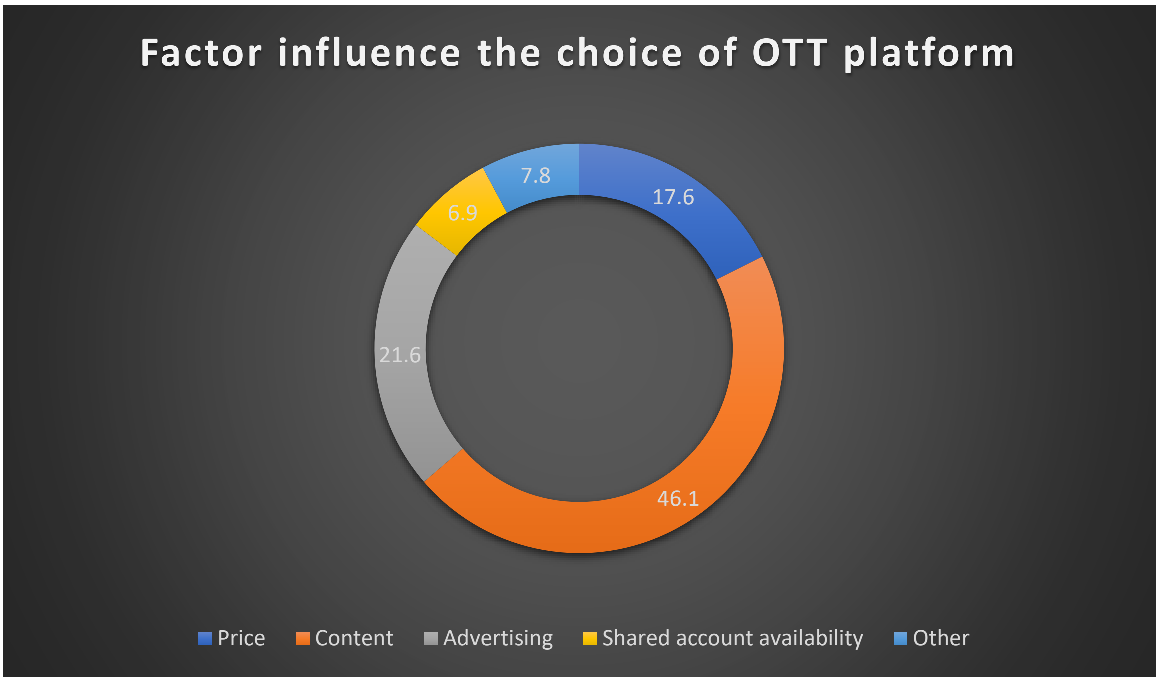


Table 3.25

Preferred language to watch in OTT platform

Option	Frequency	Percentage
Hindi	16	15.7
Tamil	64	62.7
English	22	21.6
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 15.7% of the respondents preferred Hindi language content to watch, 62.7% of the respondents preferred Tamil language content to watch in OTT platform,21.6% of the respondents preferred English language content to watch in OTT platform.

Chart 3.25

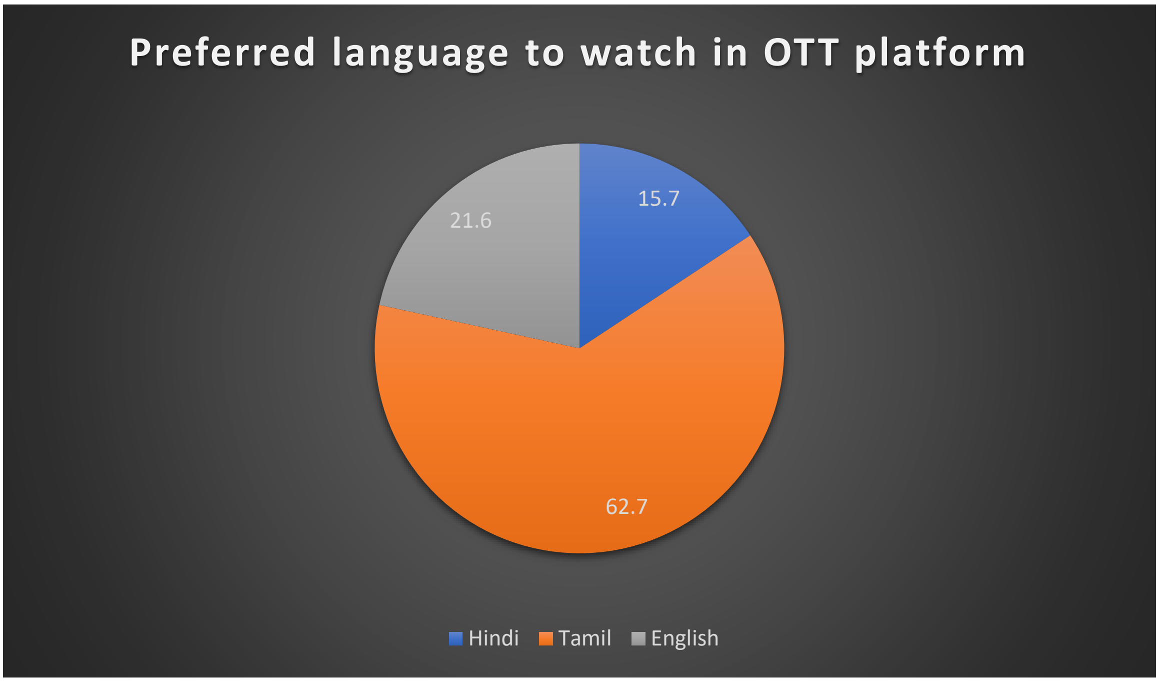


Table 3.26

Reason behind the use of OTT platform

Option	Frequency	Percentage
Entertainment	47	46.1
Easy to use	23	22.5
Content on demand	26	25.5
Unique content	5	4.9
Cost effectivity	1	1
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 46.1% of the respondents choose entertainment as the reason behind the use of OTT platform,22.5% of the respondents choose easy to use as the reason behind the use of OTT platform,25.5% of the respondents choose content on demand as the reason behind the use of OTT platform,4.9% of the respondents choose unique content as the reason behind the use of OTT platform,1% of the respondents choose cost effective as the reason behind the use of OTT platform.

Chart 3.26

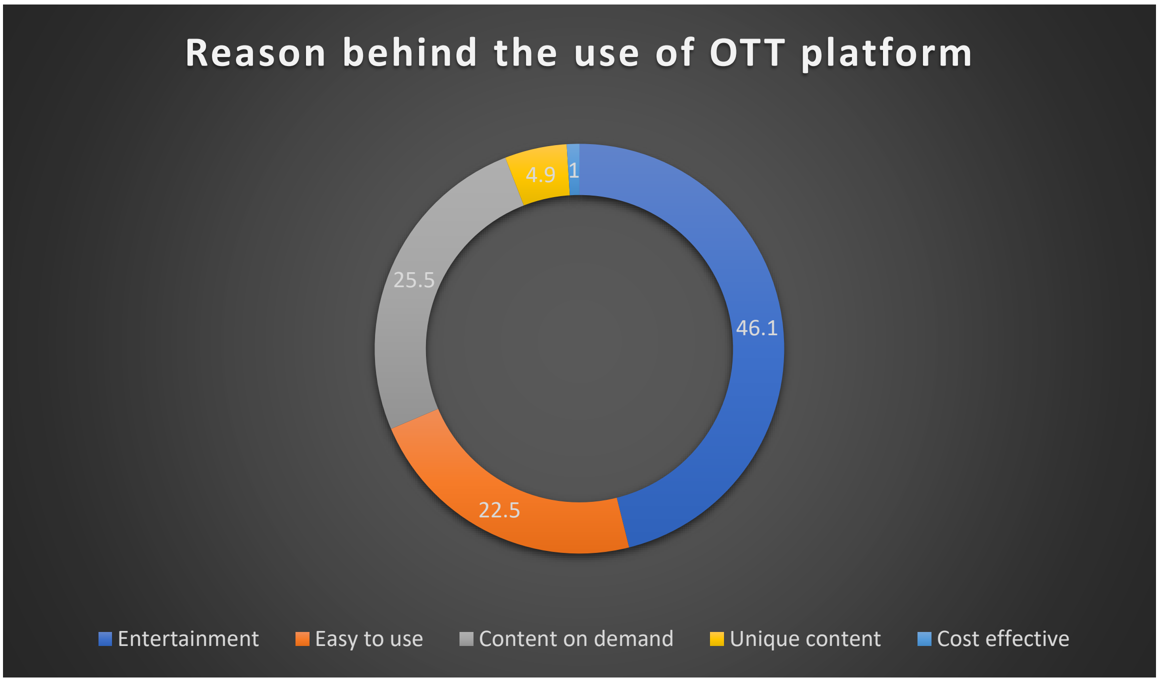


Table 3.27

Inducement for the use of OTT platform

Option	Frequency	Percentage
TV advertisement	37	36.3
Friends' recommendation	42	41.2
Online advertisement	20	19.6
Other	3	2.9
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 36.3% of the respondents choose TV advertisement as the inducing factor in the use of OTT platform,41.2% of the respondents chooses friends recommendation as the inducing factor in the use of OTT platform,19.6% of the respondents choose online advertisement as the inducing factor in the use of OTT platform,2.9% of the respondents choose others.

Chart 3.27

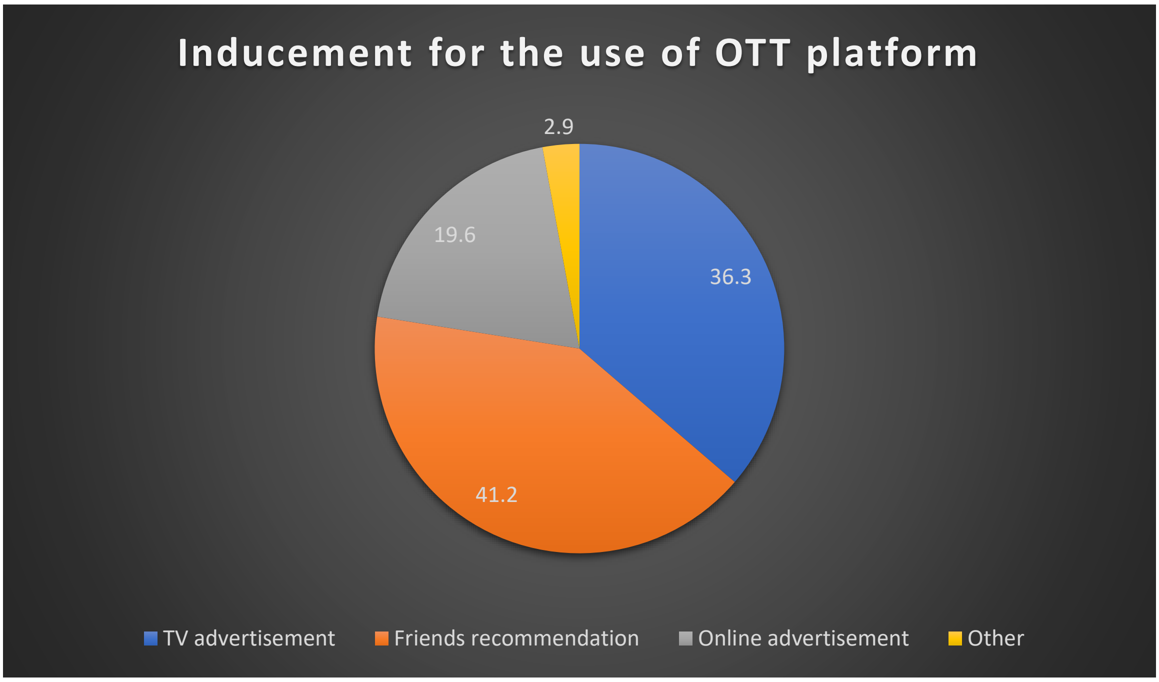


Table 3.28

Attracted features

Option	Frequency	Percentage
Personalized content	25	24.5
No frequent advertisement	35	34.3
Premium content	22	21.6
Mobility	20	19.6
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 24.5% of the respondents attracted to the personalized content feature in OTT platform,34.3% of the respondents attracted to no frequent advertisement feature in OTT platform,21.6% of the respondents attracted to the premium content feature in OTT platform,19.6% of the respondence attracted to the mobility feature in OTT platform.

Chart 3.28

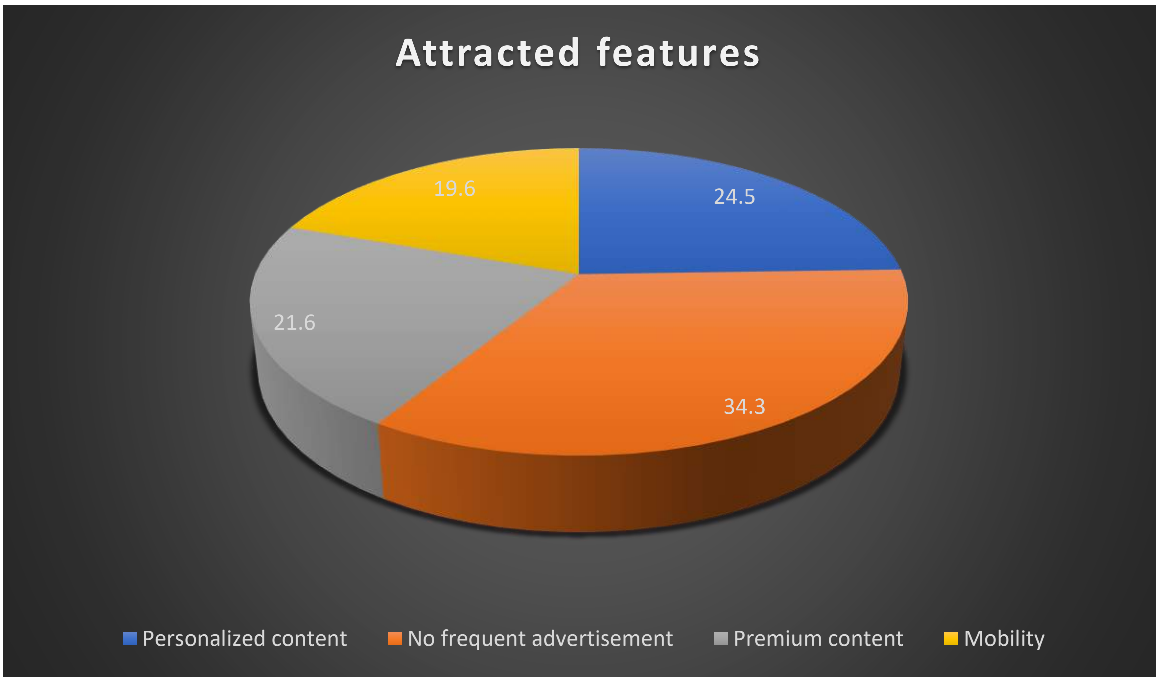


Table 3.29

Uncertainty in OTT platform

Option	Frequency	Percentage
Difficult in access to app	8	7.8
Internet connection	60	58.8
Access to payment	28	27.5
Others	6	6
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 7.8% of the respondents facing difficult in access to app,58.8% of the respondents facing uncertainty in internet connection,27.5% of the respondents facing difficulty in access to payment,6% of the respondents choose others as their uncertainty is other than the mentioned once.

Chart 3.29

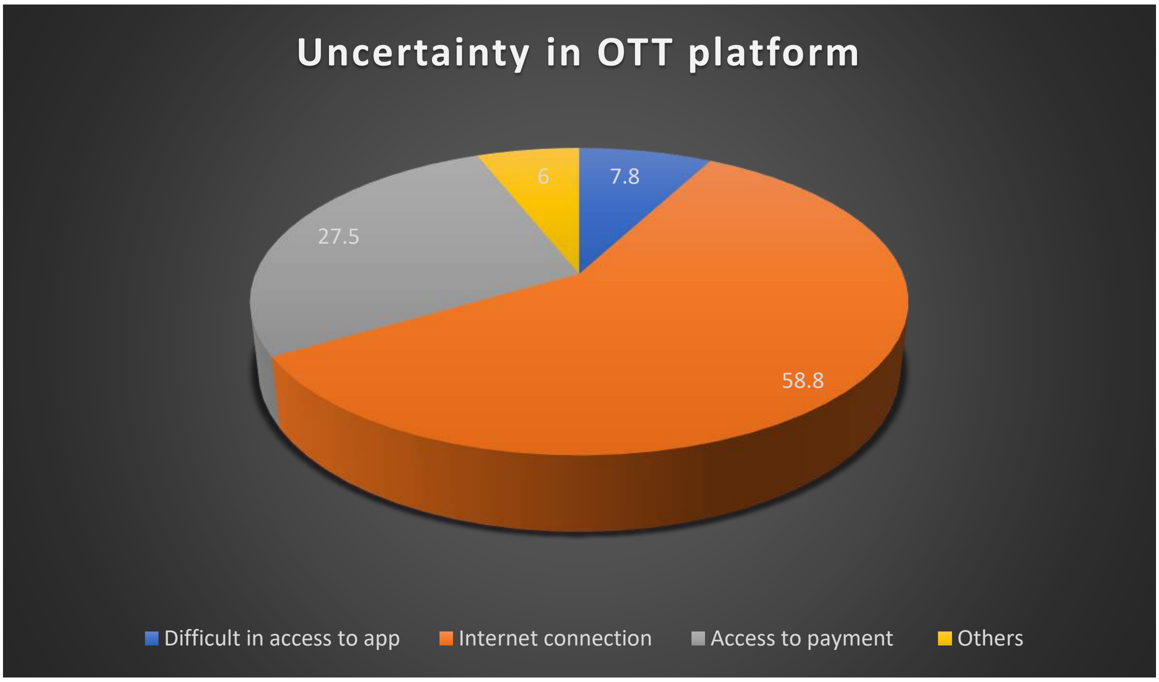


Table 3.30

OTT platform viewing behavior

Table 3.30.1 It relaxes me.

Option	Frequency	Percentage
Strongly disagree	15	14.7
Disagree	6	5.9
Neither agree nor disagree	12	11.8
Agree	39	38.2
Strongly agree	30	29.4
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 14.7% of the respondents strongly disagree with this factor,5.9% of the respondents disagrees with this factor, 11.8% of the respondents neither agree nor disagree with this factor, 38.2% of the respondents agrees with the factor, 29.4% of the respondents strongly agree with the factor.

Table 3.30.2 Scheduled freedom.

Option	Frequency	Percentage
Strongly disagree	6	5.9
Disagree	15	14.7
Neither agree nor disagree	23	22.5
Agree	28	27.5
Strongly agree	30	29.4
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 5.9% of the respondents strongly disagree with this factor,14.7% of the respondents disagrees with this factor, 22.5% of the respondents neither agree nor disagree with this factor, 27.5% of the respondents agrees with the factor, 29.4% of the respondents strongly agree with the factor.

Table 3.30.3 Feeling of control.

Option	Frequency	Percentage
Strongly disagree	9	8.9
Disagree	11	10.8
Neither agree nor disagree	37	36.6
Agree	26	25.5
Strongly agree	19	18.2
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 8.9% of the respondents strongly disagree with this factor,10.8% of the respondents disagrees with this factor, 36.6% of the respondents neither agree nor disagree with this factor, 25.5% of the respondents agrees with the factor, 18.2% of the respondents strongly agree with the factor.

Table 3.30.4 Let's forget other responsibility.

Option	Frequency	Percentage
Strongly disagree	6	5.8
Disagree	15	14.7
Neither agree nor disagree	28	27.5
Agree	27	26.5
Strongly agree	26	25.5
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 5.8% of the respondents strongly disagree with this factor,14.7% of the respondents disagrees with this factor, 27.5% of the respondents neither agree nor disagree with this factor, 26.5% of the respondents agrees with the factor,25.5% of the respondents strongly agree with the factor.

Table 3.30.5 It entertains me.

Option	Frequency	Percentage
Strongly disagree	6	5.9
Disagree	6	5.9
Neither agree nor disagree	11	10.8
Agree	38	37.4
Strongly agree	41	40.2
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 5.9% of the respondents strongly disagree with this factor, 5.9% of the respondents disagrees with this factor,10.8% of the respondents neither agree nor disagree with this factor, 37.4% of the respondents agrees with the factor, 40.2% of the respondents strongly agree with the factor.

Table 3.30.6 To enjoy with Family and Friends

Option	Frequency	Percentage
Strongly disagree	16	15.7
Disagree	9	8.8
Neither agree nor disagree	27	26.5
Agree	22	21.5
Strongly agree	28	27.5
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 15.7% of the respondents strongly disagree with this factor, 8.8% of the respondents disagrees with this factor, 26.5% of the respondents neither agree nor disagree with this factor,21.5% of the respondents agrees with the factor,27.5% of the respondents strongly agree with the factor.

Table 3.30.7 It passes time.

Option	Frequency	Percentage
Strongly disagree	10	9.8
Disagree	6	5.9
Neither agree nor disagree	18	17.6
Agree	35	34.3
Strongly agree	33	32.4
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 9.8% of the respondents strongly disagree with this factor, 5.9% of the respondents disagrees with this factor,17.6% of the respondents neither agree nor disagree with this factor, 34.3% of the respondents agrees with the factor,32.4% of the respondents strongly agree with the factor.

Table 3.30.8 To watch when alone.

Option	Frequency	Percentage
Strongly disagree	6	5.8
Disagree	11	10.8
Neither agree nor disagree	16	15.7
Agree	36	35.3
Strongly agree	33	32.4
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 5.8% of the respondents strongly disagree with this factor, 10.8% of the respondents disagrees with this factor, 15.7% of the respondents neither agree nor disagree with this factor,35.3% of the respondents agrees with the factor, 32.4% of the respondents strongly agree with the factor.

Table 3.30.9 Choice of time and place

Option	Frequency	Percentage
Strongly disagree	6	5.9
Disagree	10	9.8
Neither agree nor disagree	18	17.6
Agree	30	29.4
Strongly agree	38	37.3
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 5.9% of the respondents strongly disagree with this factor, 9.8% of the respondents disagrees with this factor, 17.6% of the respondents neither agree nor disagree with this factor, 29.4% of the respondents agrees with the factor,37.3% of the respondents strongly agree with the factor.

Chart 3.30.9

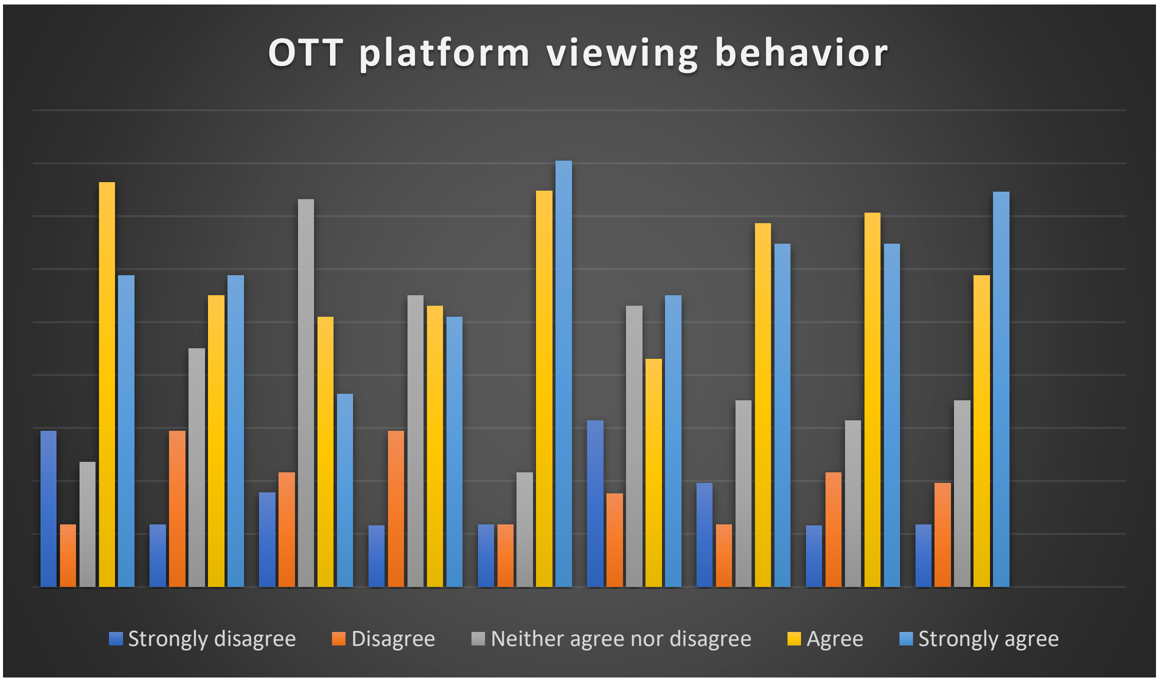


Table 3.31

Skip ad

Option	Frequency	Percentage
Yes	92	90.2
No	10	9.8
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 90.2% of the respondents looking for skip ad while watching in the OTT streaming service,9.8% of the respondents is not looking for skip ad while watching in the OTT streaming service.

Cable 3.31

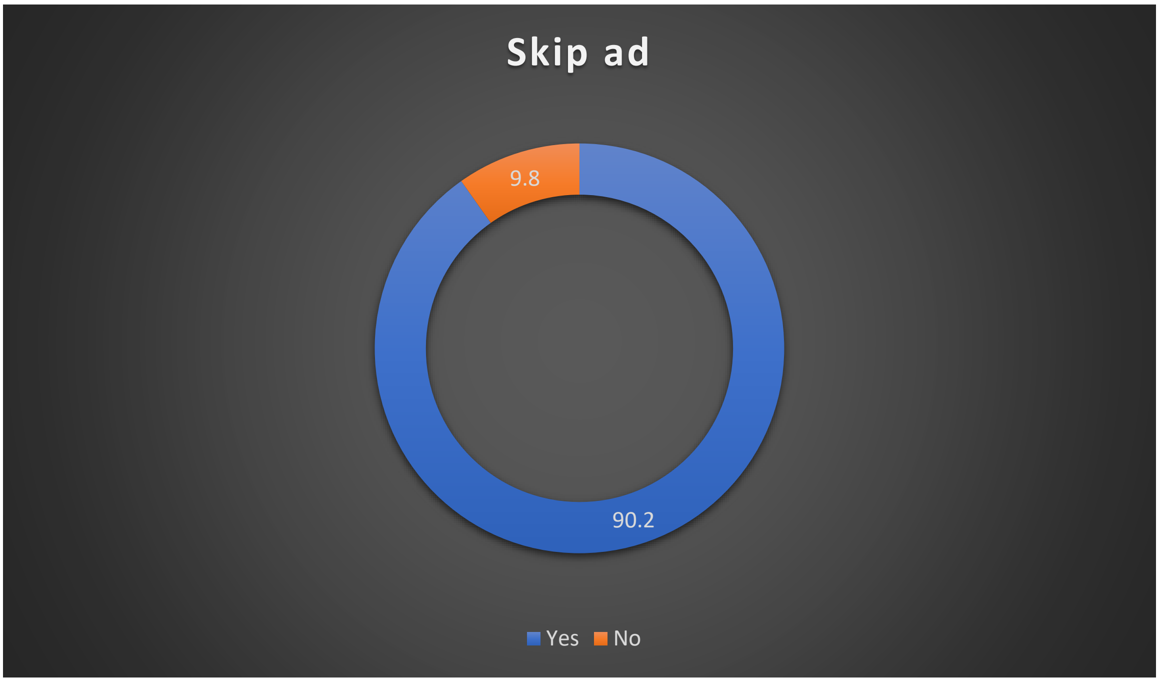


Table 3.32

Preferred model of OTT platform

Option	Frequency	Percentage
Subscription based	34	33.3
Free access app	68	66.7
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 33.3% of the respondents prefer subscription-based app,66.7% of the respondents prefer free access app.

Chart 3.32

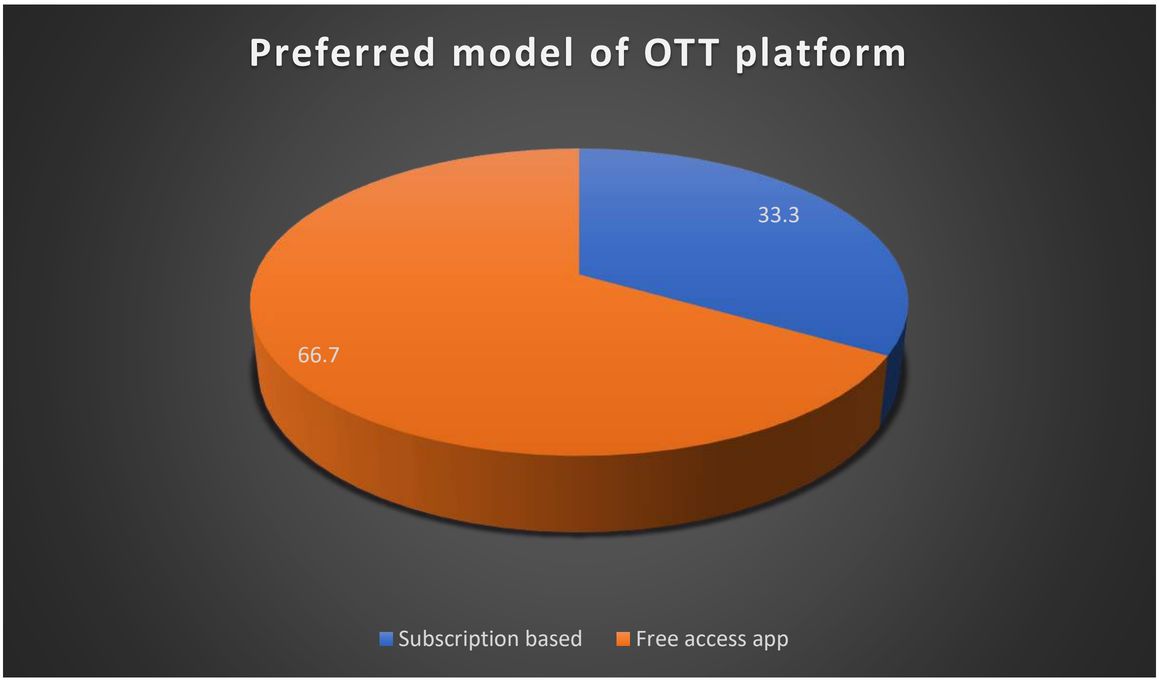


Table 3.33

Preferred streaming platform

Option	Frequency	Percentage
Cable TV	46	45.1
OTT streaming platform	56	54.9
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 45.1% of the respondents preferred cable TV,54.9 of the respondents preferred OTT streaming platform.

Chart 3.33

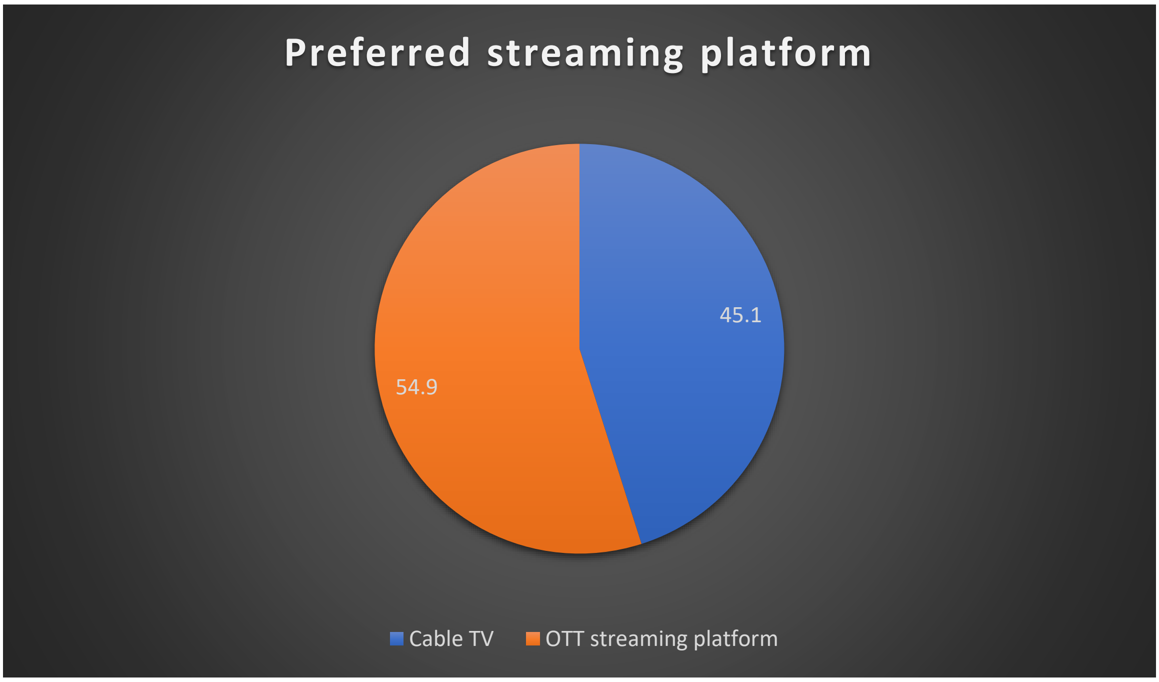


Table 3.34

Best streaming service experience

Option	Frequency	Percentage
Cable TV	45	44.1
OTT streaming platform	57	55.9
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 44.1% of the respondents choose cable TV service as the best,55.9% of the respondents chooses OTT streaming platform service as the best.

Cable 3.34

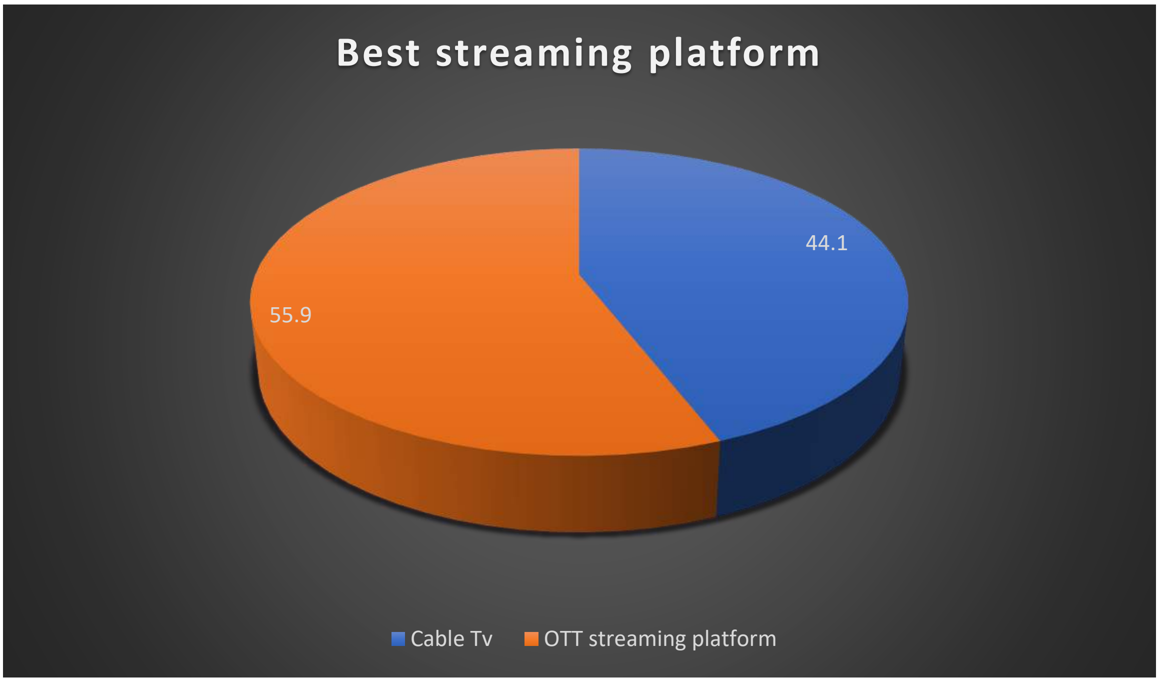


Table 3.35

Flexibility in streaming service

Option	Frequency	Percentage
Cable TV	34	33.3
OTT streaming platform	68	66.7
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 33.3% of the respondents feels cable TV is flexible in streaming service,66.7% of the respondents feels OTT streaming platform is flexible in streaming service.

Chart 3.35

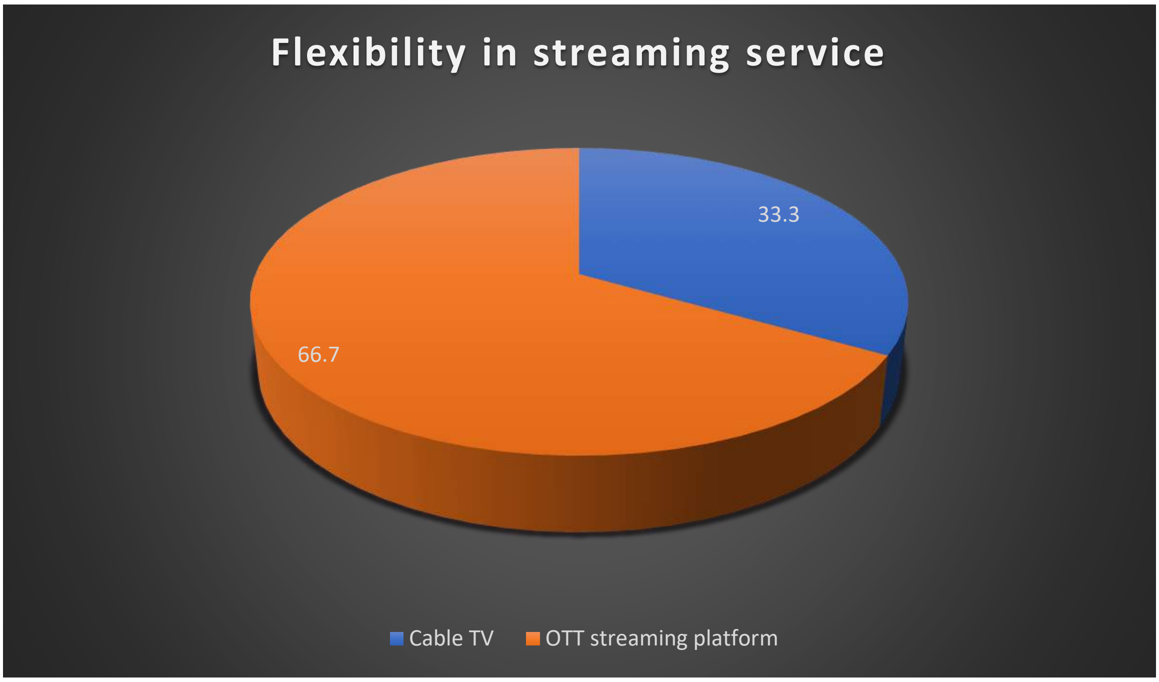


Table 3.36

Best content

Option	Frequency	Percentage
Cable TV	27	26.5
OTT streaming platform	75	73.5
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 26.5% of the respondents feels cable TV provides the best content,73.5% of the respondents feels OTT streaming platform provides the best content.

Cable 3.36

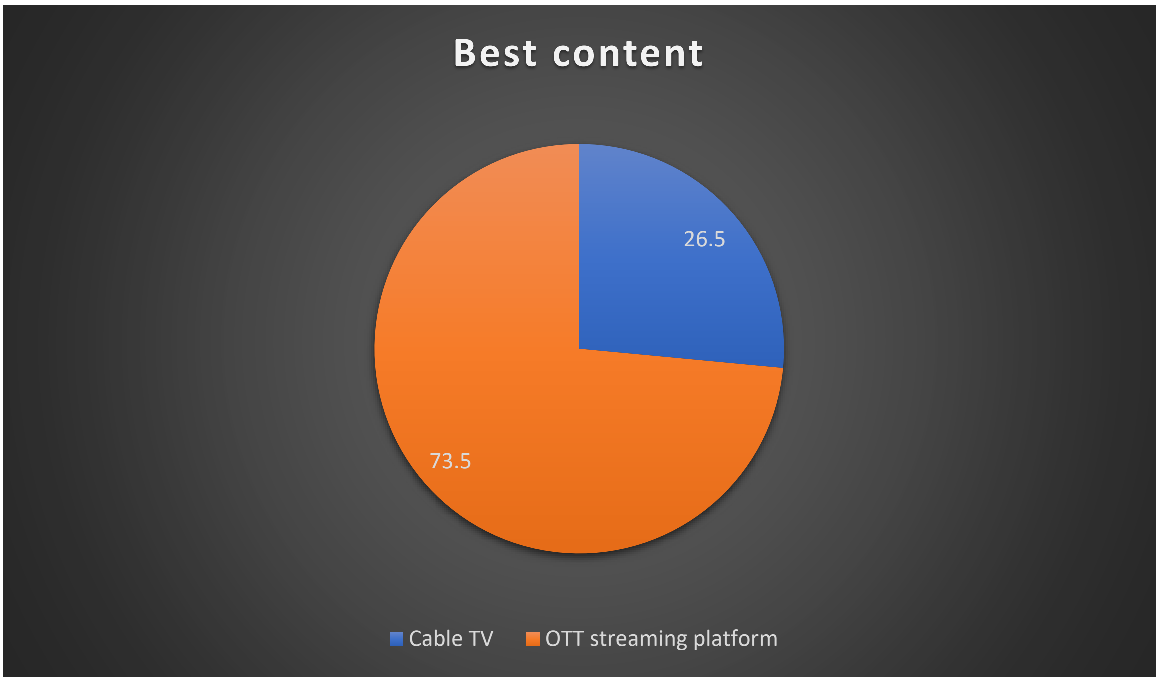


Table 3.37

Usefulness of Streaming platform

Option	Frequency	Percentage
Yes	85	83.3
No	17	16.7
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 83.3% of the respondents feels that the streaming platform is useful,16.7% of the respondents feels that the streaming platform are not useful.

Chart 3.37

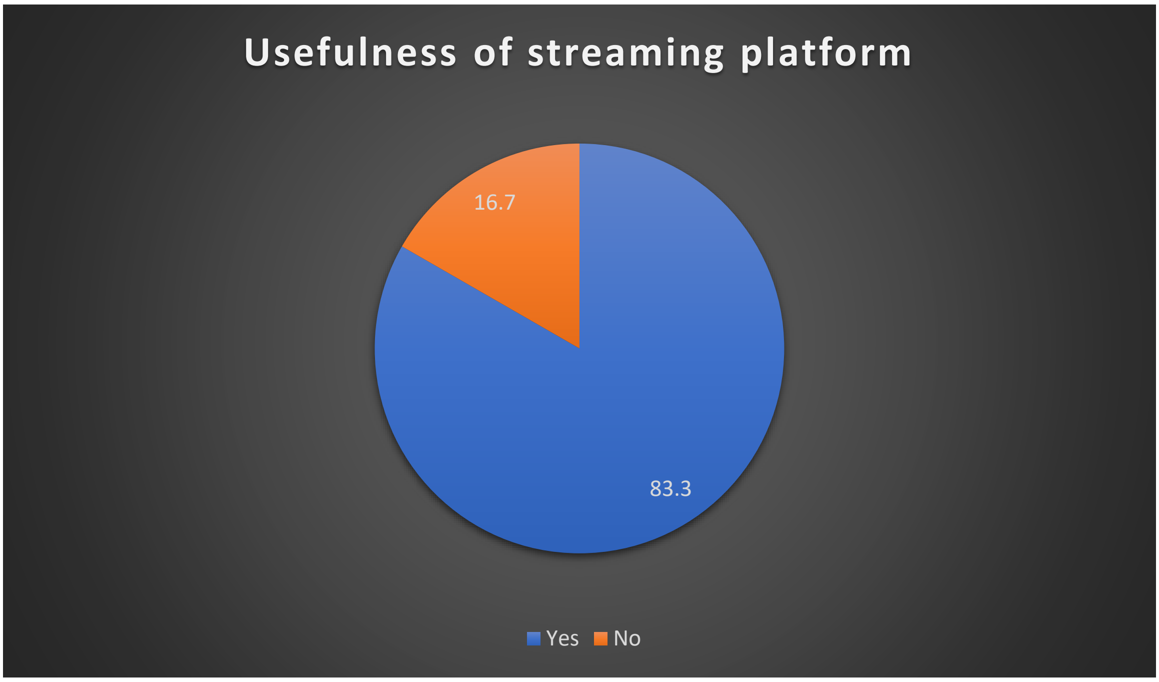


Table 3.38

Affordability of streaming platforms

Option	Frequency	Percentage
Cable TV	62	60.8
OTT streaming platform	40	39.2
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 60.8% of the respondents feels cable TV is affordable,39.2% of the respondents feels OTT streaming platform is affordable.

Chart 3.38

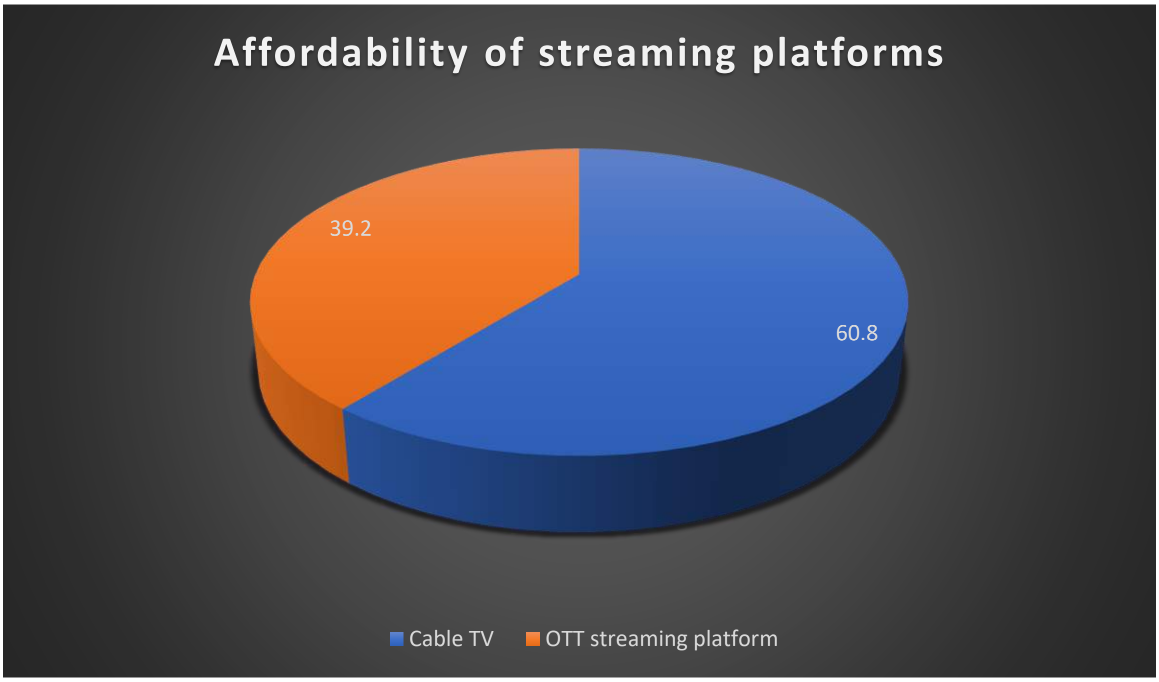


Table 3.39

Data reachability for OTT platform

Option	Frequency	Percentage
Yes	89	87.3
No	13	12.7
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that the 87.3% of the respondents feels that their data is reachable for streaming,12.7% of the respondents feels that their data is reachable for streaming.

Chart 3.39

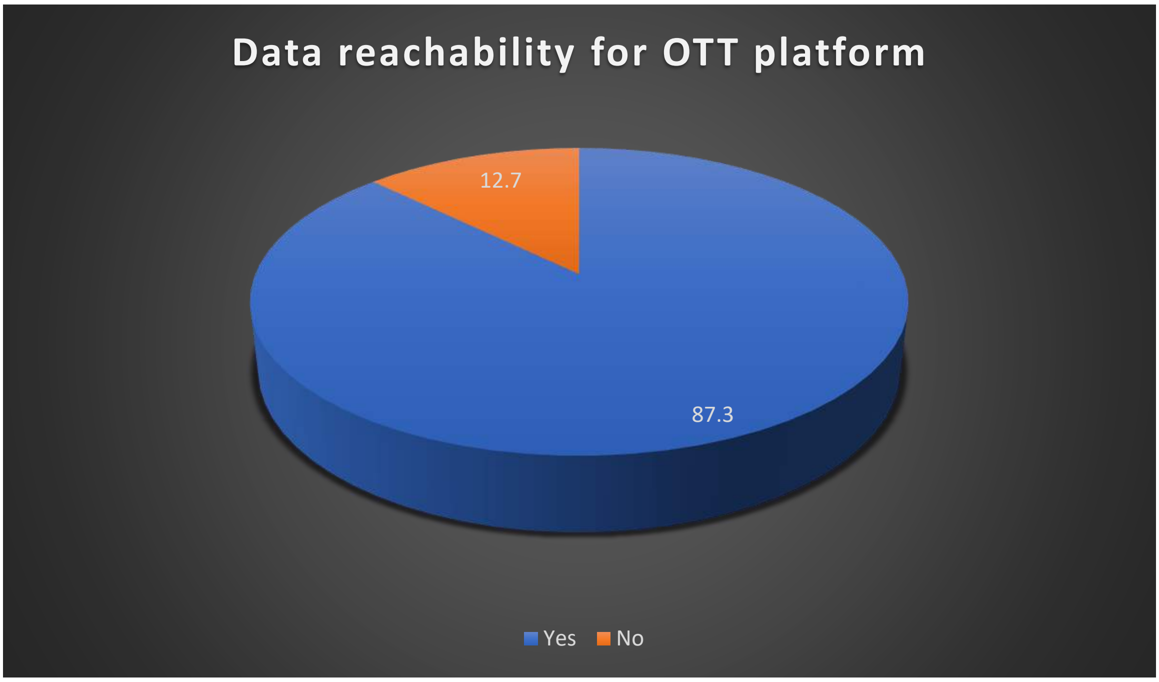


Table 3.40

Change in habits

Option	Frequency	Percentage
Yes	78	76.5
No	24	23.5
Total	102	100.0

Source: Primary data

Inference:

It is inferred from above that 76.5% of the respondents feels that there is a change in television and movie watching habits due to OTT streaming service,23.5% of the respondents feels that there is no change in television and movie watching habits due to OTT streaming service.

Chart 3.40

Table 3.41

If any, reason:

Option	Frequency	Percentage
Convenience in choosing time	32	41.0
Cost of effectivity	24	30.8
International content	16	20.5
Premium release of content	7	7.7
Total	78	100.0

Source: Primary data

Inference:

It is inferred from the above that 41% of the respondents feels convenience in choosing time as the reason,30.8% of the respondents feels cost of effectivity as the reason,20.5% of the respondents feels international content as the reason,7.7% of the respondents feels premium release of content as the reason.

Chart 3.41

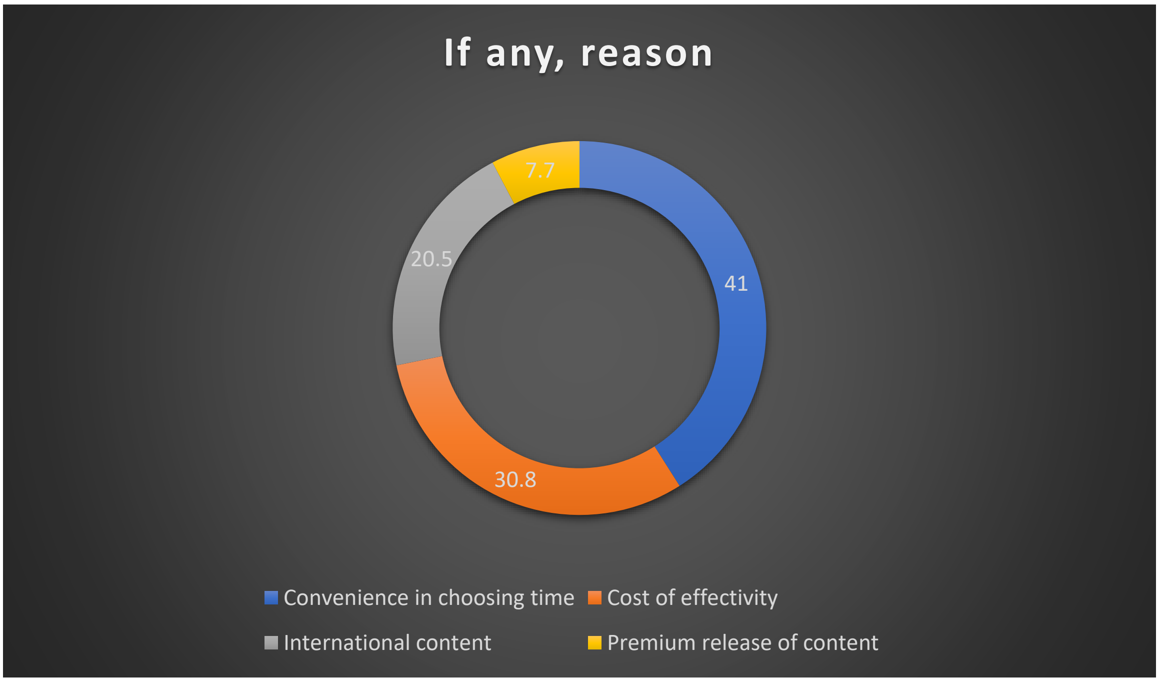


Table 3.42

Watching live TV content in OTT platform

Option	Frequency	Percentage
Yes	88	86.3
No	14	13.7
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 86.3% of the respondents choose watching live TV contents in OTT platform,13.7% of the respondents is not using OTT platforms for watching live content.

Chart 3.42

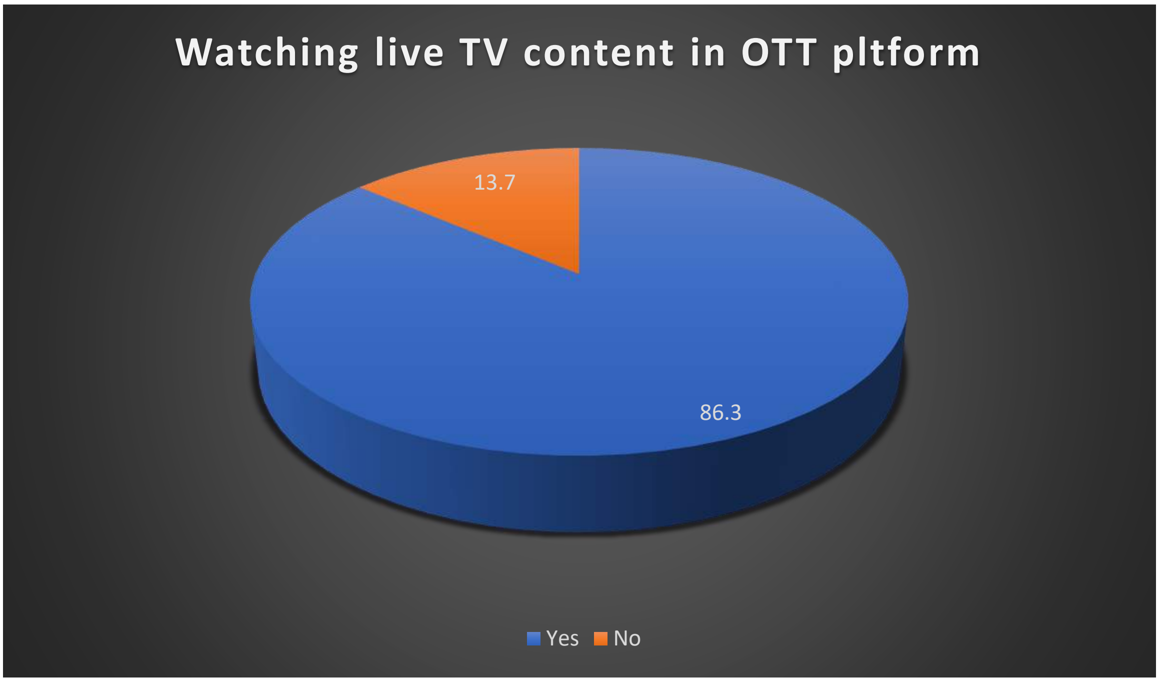


Table 3.43

If yes, use of OTT platform in watching live content

Option	Frequency	Percentage
While travelling	29	33.0
Poor connectivity	34	38.6
When there is Power cut or shutdown	17	19.3
Climatic change causing loss of signal	8	9.1
Total	88	100.0

Source: Primary data

Inference:

It is inferred from the above that 33% of the respondents use OTT platform in watching live content while travelling,38.6% of the respondents uses OTT platform in watching live content while there is poor connectivity in signal,19.3% of the respondents uses OTT platform in watching live content when there is power cut or shutdown,9.1% of the respondents uses OTT platform in watching live content when there is climatic change causing loss of signal.

Chart 3.43

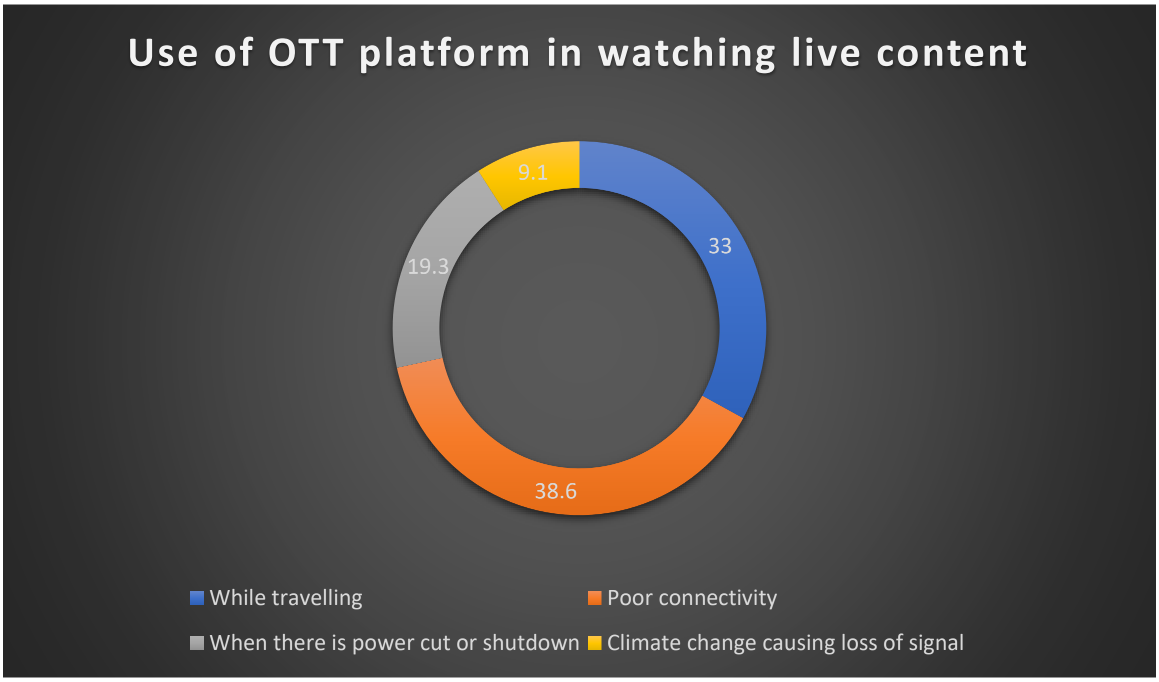


Table 3.44

Movie in OTT platform

Option	Frequency	Percentage
Yes	71	69.6
No	31	30.4
Total	102	100.0

Source: Primary data

Inference:

It is inferred from the above that 69.6% of the respondents watching movie in OTT platform,30.4% of the respondents is not watching movie in OTT platform.

Chart 4.44

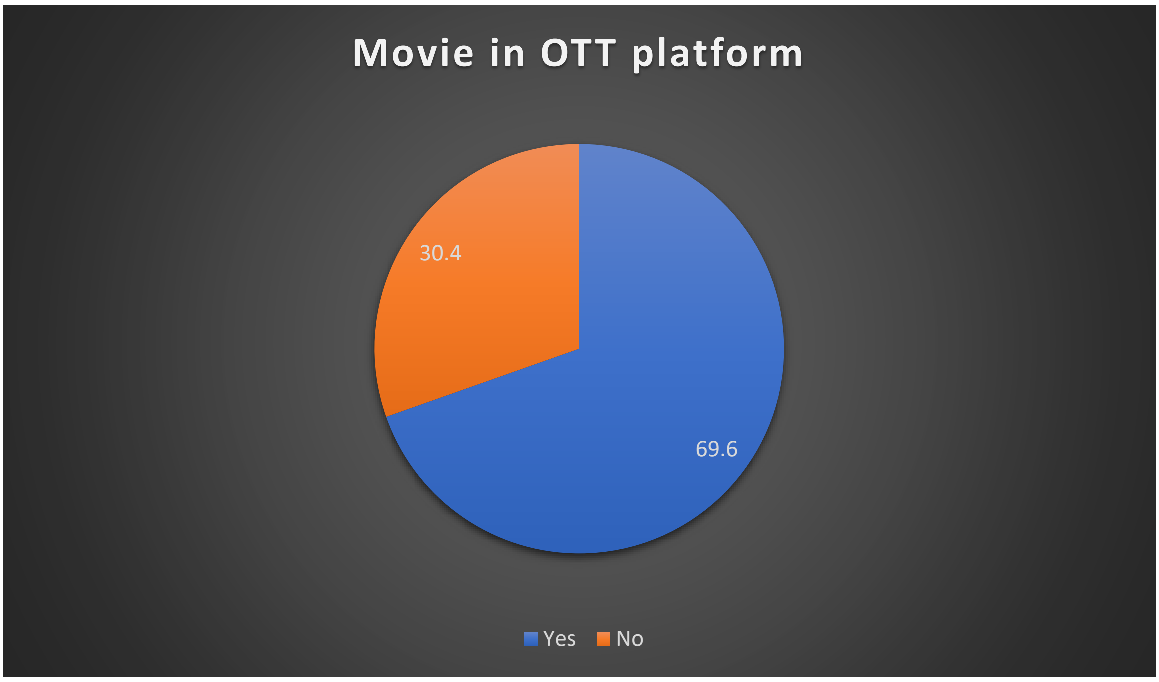


Table 4.45

Increase Use of OTT application in Tamil Nadu

Option	Frequency	Percentage
Yes	90	88.2
No	12	11.8
Total	102	100.0

Source: Primary data

Inference:

It is inferred from above that 88.2% of the respondents feels that the use of OTT application will increase in Tamil nadu,11.8% of the respondents feels there will be no increase in use of OTT application

Chart 4.45

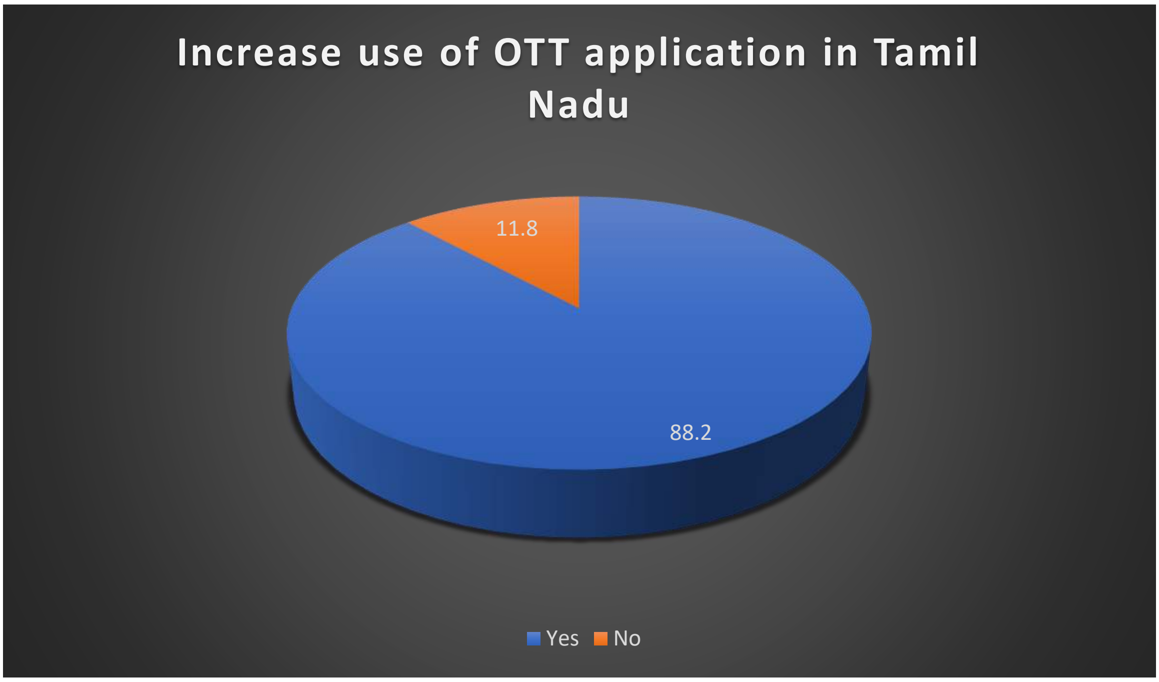


Table 4.46

If yes, the reason:

Option	Frequency	Percentage
Smartphone penetration	40	44.4
International collaboration	11	12.2
Digital quality	34	37.8
Cost effectivity	5	5.6
Total	90	100.0

Source: Primary data

Inference:

It is inferred from the above that 44.4% of the respondents feels smartphone penetration as the reason,12.2% of the respondents feels international collaboration as the reason,37.8% of the respondents feels digital quality as the reason,5.6% of the respondents feels cost effectivity as the reason.

Chart 4.46

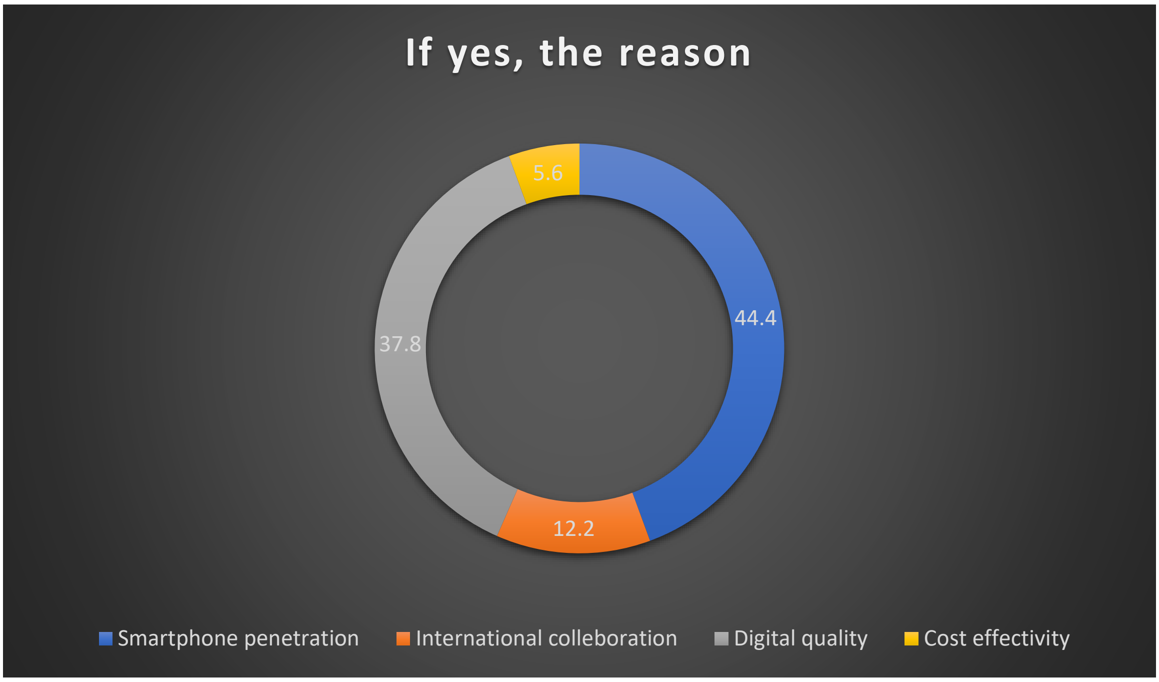


Table 4.47

Ranking between OTT platforms and cable TV

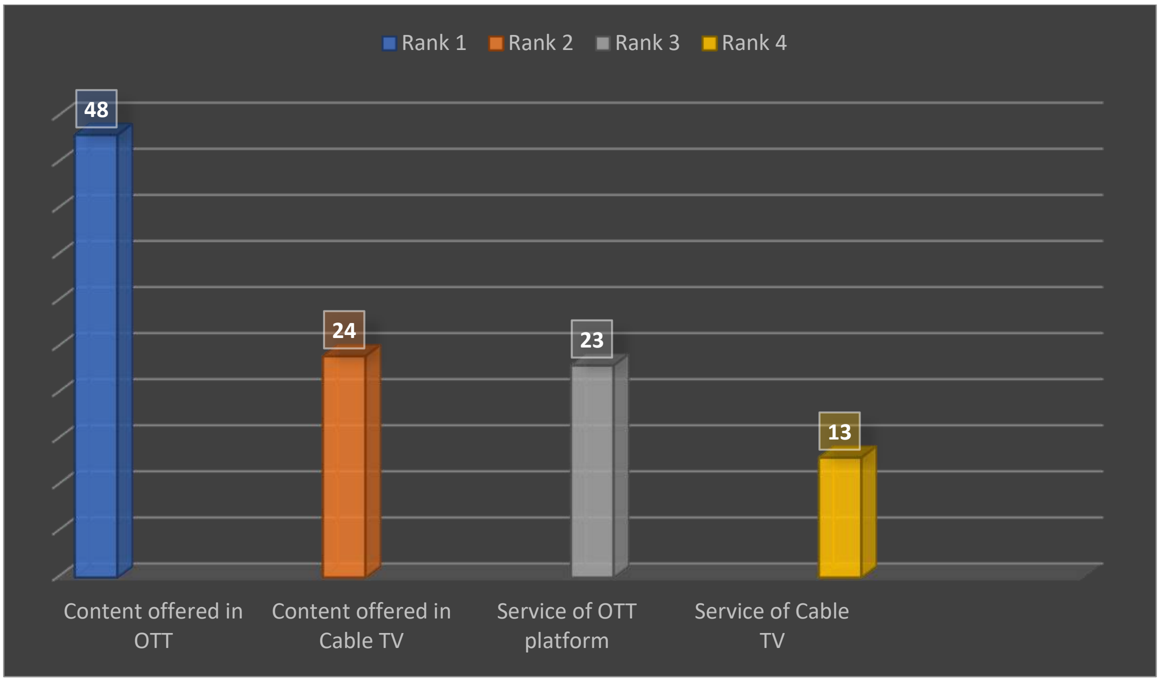
Features	Rank
Content offered in OTT	1
Content offered in cable TV	2
Service of OTT platform	3
Service of cable TV	4
Total	4

Source: Primary data

Inference:

It is inferred from the above that 48% of respondents feels content offered in OTT platform has the highest position,24% of the respondents feels content offered in cable TV has the second position,23% of the respondents feels the service of OTT platform has the third position,13% of the respondents feels the service of cable TV has the fourth position.

Chart 3.47



Findings:

The findings of the study based on the response of the respondents:

1. 24.5% of the respondents are male and 74.5% of the respondents are female.
2. 41.5% of respondents are 18-20 years,29.4% of respondents are 20-25 years,13.7% of respondents are 25-30 years and 15.7% of respondents are 30-35 years.
3. 73.5% of respondents are unmarried and 26.5% of respondents is married.
4. 64.7% of respondents have completed under graduate, 23.5% of respondents have completed post graduate, 7.8% of respondents have completed HSLC,2.9% of respondents have completed primary level and also 1% of respondents are illiterate.
5. 61.8% of respondents are students, 24.5% of the respondents are working,8.8% of respondents are home maker and 4.9% of respondents are self-employed.
6. 56.9% of the respondents earning no income,18.6% of the respondents earning less than 10,000, 13.7% of the respondents earning 10,001-20,000 ,4.9% of respondents earning 20,001-30,000,3.9% of respondents earning above 40,000 and also 2% of the respondents earning 30,001-40,000.
7. 90.2% of respondents are subscribed to cable TV.
8. Majority of the respondents subscribed for cable TV above 6 years
9. 80.4% of the respondents spends Rs 200 – Rs 300 for cable TV.
10. 42.2% of the respondents have subscribed to standard channel (70+ channels),30.4% of the respondents have subscribed to preferred channels (200+ channels), 20.6% of respondents have subscribed to basic channel (12 local channel) and 6.9% of the respondents have subscribed to premier package (200+channels+ premium channels).
11. 32.4% of the respondents choose comedy as an entertainment to watch on TV channels,24.5% of the respondents choose movie as an entertainment to watch on TV channels, 17.6% of the respondents chooses music as an entertainment to watch on TV channels,16.7% of respondents choose sports as an entertainment to watch on TV channels and 8.8% of the respondents choose series as an entertainment to watch on TV channels.
12. 42.2% of the respondents lost their entire cable TV signal for 15 minutes or more than that during the past year.
13. 44.1% of the respondents feels frequent advertisement as their main difficulties in using cable TV.
14. 50% of the respondents feels that advertisement free must be an add-on feature.

15. Majority of the respondents strongly agrees that the cable TV viewing behaviour relaxes them.
16. 90.2% of respondents use OTT streaming platform.
17. Majority of respondents preferred Hotstar for their streaming purpose.
18. 56.9% of respondents are regular OTT platform user.
19. Majority of the respondents spends 2 hours for the purpose of streaming OTT platform.
20. 39.2% of the respondents spends Rs 100 to Rs 200 in OTT platform
21. Majority of the respondents preferred to watch TV shows in the OTT platform.
22. 54.9% of the respondents uses OTT applications in evening
23. 46.1% of the respondents feels content offered in OTT platform as the influencing factor for the choice of that platform.
24. 62.7% of the respondents choose Tamil language content to watch in OTT platform.
25. Majority of the respondents choose entertainment as the reason behind the use of OTT platform.
26. 41.2% of the respondents choose friends recommendation as the inducement in the use of OTT platform.
27. 34.3% of the respondents feels no frequent advertisement as the attracted feature in OTT platform.
28. 58.8% of the respondents feels internet connection is an uncertainty in using the OTT platform.
29. Majority of the respondents strongly agrees that the OTT streaming platform entertains them.
30. Majority of the respondents looking for skip ad in OTT streaming platform.
31. 66.7% of the respondents prefer free access OTT application.
32. 54.9% of the respondents prefer OTT streaming platform and 45.1% of the respondents prefer cable TV.
33. 55.9% of the respondents feels OTT platform as the best streaming platform.
34. 66.7% of the respondents feels OTT platforms are more flexible.
35. Majority of the respondents choose OTT platform for providing best content.
36. 83.3% of the respondents choose streaming platform is useful.
37. 60.8% of the respondents prefer cable TV as most affordable platform.
38. 87.3% of the respondents internet connection is reachable for the OTT platform.

39. Majority of the respondents feels change in habit in watching television and movie habits and majority of the respondents feel convince in time and place is the major reason.
40. 86.3% of the respondents prefer watching live in OTT platform and majority of the respondents feels poor connectivity is the major reason.
41. 69.6% of the respondents agrees watching movies in OTT platform.
42. Majority of the respondents feels the use of OTT application will increase in future and most respondents feels smartphone penetration will be the major reason.

Suggestion:

Based on the finding of the study the following suggestion are listed below:

1. Cable TV can provide some add-on features to their cable model.
2. Cable TV can provide improved techniques so that the uncertainty which cause loss in cable signals can be reduced.
3. As cable TV have some loyal viewer modification quality of contents offered may also help in the development of the system.
4. HD quality at affordable price can be featured in cable TV service.
5. Flexible terms and condition in accessing the OTT streaming platform should be implemented.
6. Affordable price stranded can be fixed for the subscription-based OTT application.
7. Unwanted pop-up ads should be avoided in OTT platforms.
8. OTT applications accession to the personal details should be avoided.

Conclusion:

The digital penetration grows rapidly in day to day. The technological changes may result a bright future for the OTT streaming applications. Every advancement in the technology reshapes the way of providing service. However, in this huge world of entertainment both the cable TV and OTT streaming platform plays an equal role. As the result of the study, the major factor influences the use of OTT platforms is the availability of quality content because that content provided in the streaming platforms can be considered as the king. Preference of streaming platforms is also based on the factor.

This study results that OTT streaming platform considerable take a part in the viewers streaming behavior. Every consumer is aware of the presence of OTT platforms. Features of OTT platform such as choice of time and place, mobility, personalized content and so on creates a great competition for the other streaming system especially for cable TV. Intervention of OTT platforms is being the competition for the cable TV. The streaming through cable TV is inevitable. There are many loyal viewers for cable TV, the add-on feature may give the viewer retainment toward the cable TV service. Therefore, the increase in competition of the OTT streaming platform will not entirely replace the presence of cable TV in Tamil Nadu. Both the cable TV and the OTT streaming platform coevolve simultaneously.

PERSONAL DETAILS:

1. Name:

2. District:

3. Age:

a) 18-20	b) 20-25
c) 25-30	d) 30-35

4. Gender:

a) Male	b) Female

5. Marital status:

a) Single	b) Married

6. Education status:

a) Illiterate	b) Primary level
c) HSLC	d) Under graduate
e) Post graduate	

7. Occupation:

a) Self-employed	b) Working
c) Student	d) Home maker
e) Servicing	

8. Level of income:

a) No income	b) Less than 10,000
c) 10,001- 20,000	d) 20,001-30,000
e) 30,001-40,000	f) More than 40,000

9. Have you subscribed for cable TV?

a) Yes b) No

10. How long have you subscribed for cable TV?

a) Less than 6 months b) More than 6 months less than 1 year

c) 1-5 years d) 5-6 years

e) More than 6 years

11. How many hours do you spent in watching TV?

a) 1-2 hours b) 2-3 hours

c) 3-5 hours d) More than 5 hours

12. How much do you spend monthly subscription on cable TV?

a) No such amount is spent b) RS.200 to RS.300

c) RS.300 to RS.400 d) RS.400 to RS.500

e) More than RS. 500

13. What level of cable TV service do you subscribe to?

a) Basic channels (12 local channels) b) Standard channels (70+ channels)

c) Preferred channels (200+ channels) d) Premier package (200+ channels + Premium channels)

14. What type of entertainment you choose to watch on TV channels?

a) Sports b) Series

c) Comedy d) Movie

e) Music

15. During the past year, how many times have you lost entire cable signal for a period of 15 minutes or more?

a) 1 to 2 times b) 3 to 5 times

c) 6 to 10 times d) More than 10

16. What are the difficulties you are facing while watching in TV cable?

a) Poor quality b) Poor connectivity

c) Frequent advertisement d) Time schedule

17. What feature do you expect to the TV cable to add on?

a) Quality content b) Advertisement free

c) Automatic recording content d) HD quality at affordable price

18. Rate the cable television viewing behaviour?

Factor	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
It relaxes me					
Scheduled freedom					
Feeling of control					
Let's forget other responsibility					
It entertains me					
To enjoy with family and friend					
It passes the time					
To watch when alone					
Choice of time and place					

19. Do you use any OTT streaming app?

a) Yes b) No

20. Which of the following OTT platform you prefer to stream the most?

a) Hotstar b) Netflix

c) Zee5 d) Sun next

e) Voot

21. Are you regular OTT streaming user?

a) Yes b) No

22. How much hours do you spend on OTT platform?

a) 2 hours b) 2 to 3 hours

c) 3 to 4 hours d) Above 4 hours

23. How much do you spend for OTT platform?

a) RS. 100 to RS.200 b) RS. 200 to RS. 300

c) RS. 300 to RS. RS.400 d) Above RS. 500

24. What do you watch the most on OTT streaming app?

a) Web series b) Sports

c) Movies d) TV shows

25. What timing do you prefer for watching streaming apps?

a) Day time b) Evening

c) Early night d) Late night

26. Which factor influences your choice of OTT streaming service?

a) Price b) Content

c) Advertising d) Shared account availability

e) Other

27. What is the preferred language to watch OTT content?

a) Hindi
b) Tamil
c) English

28. Reason behind the use of OTT apps.

a) Entertainment
b) Easy to use
c) Content on demand
d) Unique demand
e) Cost effectiveness

29. How did you first know about OTT platform?

a) TV advertisement
b) Friend's recommendation
c) Online advertisement
d) Other

30. What is the feature attached to you in OTT platform?

a) Personalized content
b) No frequent advertisement
c) Premium content
d) Mobility

31. What kind of uncertainty do you face in OTT platform?

a) Difficult in access to app
b) Internet connection
c) Access to payment
d) Other

32. Rate the OTT viewing behaviour.

Factor	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
It relaxes me					
Scheduled freedom					
Feeling of control					

Let’s forget other responsibility					
It entertains me					
To enjoy with family and friends					
It passes the time					
To watch when alone					
Choice of time and place					

33. Are you a person looking for skip ad while watching anything in the OTT streaming service?

a) Yes　　　　b) No

34. Which OTT platform do you prefer the most?

a) Subscription based　　　　b) Free access app

35. Which platform do you prefer to watch?

a) Cable TV　　　　b) OTT streaming platform

36. Rank the following.

Factor	1	2	3	4
Content offered in OTT				
Service of cable TV				

Content offered in cable TV				
Service of OTT platform				

37. Which is the best streaming service that you have experience?

a) Cable TV b) OTT streaming app

38. Which platform gives an easy access flexibility in streaming service?

a) Cable TV b) OTT streaming platform

39. Which platform provide the best content?

a) Cable TV b) OTT streaming platform

40. Is streaming platform useful for you?

a) Yes b) No

41. Which platform is most affordable to you?

a) Cable TV b) OTT streaming platform

42. Is your data connectivity reachable for your accessibility of OTT apps?

a) Yes b) No

43. Do you have any change in television and movie watching habits due to OTT streaming apps?

a) Yes b) No

44. If any reason,

a) Convenience in choosing time b) Cost of effectiveness

c) International content d) Other

45. Do you prefer watching live TV content in OTT platform?

a) Yes b) No

46. If yes when will you use OTT platform to watch live streaming TV content?

a) While travelling b) Poor cable connection

c) When there is power cut or shut down d) Climatic change causing loss of signal

47. Do you watch movie in OTT platform?

a) Yes b) No

48. Do you think coming future the use of OTT application will be increased in Tamil Nadu?

a) Yes b) No

49. If yes, what will be reason?

a) Smartphone penetration b) International collaboration

c) Digital quality d) Cost effectiveness

50. Suggestions on cable TV & OTT platforms:

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AN EMPIRICAL STUDY ON JOINT HINDU FAMILY BUSINESS

A Project Submitted to Department of BBA

St. Mary's college (Autonomous), Thoothukudi.

Affiliated to

MANONMANIAM SUNDARNAR UNIVERSITY, TIRUNELVELI

In partial fulfilment of the requirement for the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

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THOOTHUKUDI-628 001

MARCH – 2021

DECLARATION

We hereby declare that the project entitled, "**AN EMPIRICAL STUDY ON JOINT HINDU FAMILY BUSINESS** (submitted with reference to the Joint Hindu family business in THOOTHUKUDI Corporation)" submitted for the B.B.A degree is our original work and the project has not formed the basis for the award of any degree, diploma, fellowship or any other similar titles.

Place: Thoothukudi

Date: 08.04.2021

Signature of the student

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5. S. Shalini

CERTIFICATE

This is to certify that this project work entitles **"AN EMPIRICAL STUDY ON JOINT HINDU FAMILY BUSINESS"** is submitted to **St. Mary's college (Autonomous), Thoothukudi** affiliated to **MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI.** In partial fulfilment for the award of degree of **Bachelor of Business Administration** and is a work done during the year 2018 – 2021 by the following students.

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ACTKNOWLEDGMENT

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CHAPTERIZATION

CHAPTER NO.	TITLE	PAGE NO.
I	Introduction	
II	Profile of the study	
III	Analysis and Interpretation	
IV	Findings and Suggestion	
V	Conclusion	
ANNEXURE-I	Questionnaire	
ANNEXURE-II	Bibliography	

LIST OF TABLES

Table No.	Titles	Page No.
3.01	Table showing Age of Joint Hindu Family business	
3.02	Table showing the Continued generation of Joint Hindu Family business	
3.03	Table showing the Place of Joint Hindu Family business	
3.04	Table showing the Present coparceners in Joint Hindu Family business	
3.05	Table showing the Annual income of Joint Hindu family business	
3.06	Table showing the Difficulties of Joint Hindu family business	
3.07	Table showing the Current market reach of Joint Hindu family business	
3.08	Table showing the Reason for continuing Joint Hindu Family business	
3.09	Table showing the Registered in DIC of Joint Hindu family business	
3.10	Table showing the Participation of minor in Joint Hindu business	
3.11	Table showing the Time spent in Joint Hindu family business	
3.12	Table showing the Medium of Joint Hindu family business	
3.13	Table showing the Location of Joint Hindu Family business	

3.14	Table showing Created impact on society of Joint Hindu family business	
3.15	Table showing the Counselor for psychological Joint Hindu family business	
3.16	Table showing the Generation in entrepreneurship of Joint Hindu Family business	
3.17	Table showing the Second or more in the Joint Hindu Family business	
3.18	Table showing How do you mobilize your fund of Joint Hindu Family business	
3.19	Table showing the Do you pay tax in correct manner of Joint Hindu Family business	
3.20	Table showing the Freedom in working atmosphere of Joint Hindu Family business	
3.21	Table showing the Proper medical care for Joint Family business	
3.22	Table showing the How many Karta has been passed in present generation of Joint Hindu Family business	
3.23	Table showing the Government should pass any schemes for Joint Hindu Family business	
3.24	Table showing the Role of Karta a head of the Joint Hindu Family business	
3.25	Table showing the Difficult in taking minor in the Joint Hindu Family business	
3.26	Table showing the Coparceners part of Joint Hindu Family business	

3.27	Table showing the Method of work inception Joint Hindu Family business	
3.28	Table showing the Method of work currently Joint Hindu Family business	
3.29	Table showing the Rate the overall Joint Hindu family business	
3.30	Table showing the Infrastructural problem of Joint Hindu Family business	

LIST OF CHART

Chart No.	Title	Page No.
3.01	Chart showing the age of joint Hindu family business	
3.02	Chart showing the continued generation of joint Hindu family business	
3.03	Chart showing the place of joint Hindu family business	
3.04	Chart showing the present coparceners of joint Hindu family business	
3.05	Chart showing the annual income of joint Hindu family business	
3.06	Chart showing the difficulties face by of joint Hindu family business	
3.07	Chart showing the current market reach of joint Hindu family business	
3.08	Chart showing the reason for continuing of joint Hindu family business	
3.09	Chart showing the registered in DIC of joint Hindu family business	
3.10	Chart showing the participation of minor in joint Hindu family business	
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3.13	Chart showing the location of joint Hindu family business	
3.14	Chart showing the created impact on society of joint Hindu family business	
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3.16	Chart showing the generation in entrepreneurship of joint family business	
3.17	Chart showing the second or more in the joint Hindu family business	
3.18	Chart showing the mobilization of fund for joint Hindu family business	
3.19	Chart showing the payment of tax in correct manner of joint Hindu family business	
3.20	Chart showing the freedom in working atmosphere of joint Hindu family business	
3.21	Chart showing the proper medical care of joint Hindu family business	
3.22	Chart showing how many Karta has been passed in present generation of joint Hindu family business	
3.23	Chart showing the government should passed any scheme for joint Hindu family business	
3.24	Chart showing the role of Karta has a head of joint Hindu family business	
3.25	Chart showing the difficulties in taking minor in the joint Hindu family business	
3.26	Chart showing the coparceners as a part in the joint Hindu family business	
3.27	Chart showing the method of worth inception of joint in the Hindu family business	
3.28	Chart showing the method of word done currently in the joint Hindu family business	
3.29	Chart showing the overall rate of joint Hindu family business	
3.30	Chart showing the infrastructural problem of joint Hindu family business	

Introduction

Chapter 1

1.1 Joint Hindu Family Entrepreneurs

1.1.1 INTRODUCTION

Joint Hindu family is one of the traditional ways of business, which is only followed by our Indians. Joint Hindu family business is unique to India. This type of business is owned and carried on jointly by the numbers of the Hindu undivided Joint Hindu family business is also known as 'Hindu undivided family''. In this type of business organization, the membership is acquired only by birth or by marriage to a made person who is already a member of JHF. It is governed by the Hindu law and it is regulation at Hindu success on Act 1956.

In joint Hindu family business. The head of the family is the decision maker of the business. Hindu undivided family was formed to empower the traditional business of the Hindu community. Further continuation of the firm is done by next generation of the family. When two or more families agree to live and work together, throw their resources and labor with joint stock and share profits and losses, then this family is known as composite family. In the 16^{th} and 18^{th} centuries, family owned business were run within the family house, which made it easier for the owners children become his own apprentices. HUF includes family assets as part of the process; family member typically plays a controlling role in both management of succession as well the ownership. In recent times, joint family businesses have been said to be largely in form of micro, small and medium entities, while some are gigantic multinational entities. Joint family businesses in all over the world, it has been backbone of major economic, significantly contributing to the gross domestic product, employment creation and economic development in general. It has been estimated that total economic impact of joint Hindu family business to the global (GDP) Gross domestic product is over 70%. A joint family business can be differentiated from regular business on the basis of its possession and the management. The owner of the business plays a role of chief executive officer among the major roles. The other coparceners are needed not to possess the relevant qualification to enter in their family business. In Joint family business, all members of the family are included for making decision, successful planning and coordination plays an important role for their success of the business.

According to the author

DONNELLEY defined a Joint Hindu Family Business as follows, A company is considered a family business when it has been closely identified with at least two generations of a family and when this link has had a mutual influence on company policy and on the interests and objectives of the family.

According to DAVIS and TAGIURI, Joint Hindu Family business are organization where two or more extended family members influence the direction of the business through the exercise of Kinship its, management roles, or ownership rights.

BARNES and HERSHON defined a Joint Hindu Family business in which controlling ownership is rested in the hands of an individual or of the members of a single family.

1.1.2 MEANING

The Hindu Family Firm is the oldest form of business organization in India. In this form of business organization family possesses some inherited property which is managed by the Head of the family, known as 'KARTA'. The business is owned by owners or coparceners of the ancestral property which may be successively owned by three generations in the male line i.e. son, grandson and great-grand son. The members of the Joint Hindu Family firm are called coparceners. This type of business organization is run only in India, and as its name indicates, only the Hindus can establish such a business. Joint Hindu Business is governed under Hindu Law.

The 'KARTA' Business is a distinct form of organization peculiar to India. The business of Hindu family is controlled under the Hindu law instead of partnership act. It does not have any separate distinct legal entity form that of its member.

The membership in this form of business organization can be acquired only by birth or by Marriage to a Male person who is already a member of Joint Hindu Family.

Hindu Undivided Family Business refers to a form of business organization which is owned and carried on jointly by members of the Joint Hindu Family Business.

1.1.3 OBJECTIVES OF THE STUDY

- To learn about what is Joint Hindu Family Business.
- To learn about the problem in Joint Hindu Family Business.
- To know about the benefits of Joint Hindu Family Business.
- To know the obstacles, feature of the Joint Hindu Family Business.

1.1.4 IMPORTANCE

- Joint Hindu Family Business play crucial role in economic development of most of the countries. Retail sector, small scale industry, and service sector are owned by Joint Hindu family business.
- Joint Hindu Family Business as contributes towards development and has been successful in country like India it paves way to various families to initiate and bring up new ventures in country.
- Partnership and other forms of business involving outsiders usually leads to conflict in long run. In case of family business as all the parties in family are affected by loss incurred in company do not involve any sought of conflict and difference in point of view arises they try and solve it internally in the family ensuring business is not affected by the same.
- Joint Family Business is small compare to other form of business decision making process involves less period of time which helps to take timely decision.

1.1.5BENEFITS OF JOINT FAMILY BUSINESS:

- Perfect for next generation family business owner it was no change at all.
- It was more stable whenever compare to other business.

- ❖ The management will control of our business in the family.
- ❖ They take decision by the elders thoughts and then go according to it.
- ❖ The correct limited membership only can run the business.
- ❖ The limited resources of capital under this kind of business.
- ❖ The whole business management will control the elder so don't lie to the electing.

1.1.6 FACTORS OF JOINT FAMILY BUSINESS.

- ❖ The main source of disadvantages is limited funds only available.
- ❖ In Joint Family Business they lack skill or experience because the family members plays a major role.
- ❖ Conflicts progress enough to harm the business, cause it to break up, or even initiate legal action between family members.
- ❖ Then easy taken to misuse of your power also.
- ❖ The limited membership of business is the main reason to lack our business.
- ❖ HUF mostly focus on small and medium enterprises.
- ❖ The lack of management skill also.

1.1.7PRINCIPLES OF JOINT HINDU FAMILY BUSINESS:

- ❖ Joint Hindu family is created according to the law
- ❖ Hindu undivided family, three must be a minimum of two related family members
- ❖ The formation of a Hindu undivided family does not requires any documentation and admission of new members in by birth
- ❖ The entire control of the organization lies with the Karta. At the e death of the Karta, the next eldest member will become the Karta
- ❖ Minor member are the co-parceners by the virtue of their birth into family
- ❖ Minor members will be a part of the Hindu undivided family Bur they will enjoy the benefits of the organization.

1.1.8 JOINT HINDU FAMILY BUSINESS IN WORLD:

- India has largest and efficient history of family business. The country norms and cultures have developed various characters in world.
- Joint Hindu Family system was the strengthen of these business and provides developmental growth, population, and capital, resource facilities.
- Joint Hindu Family Business also activate in social benefit and other institute were maintained by cultural and traditional religion of the world.
- The multi generation business house mainly focused on expansion, constructing, controlling within the new frame works by expertise overseas companies to enter new firm.
- Some areas like iron and steel (TATAS) ,and shipping (WALCHANDS) to introduces newly formed government firm.
- In new generation of technology savvy entrepreneurs were well qualified with degrees from other country.
- Therefore, this situation also witness than older form of Joint Hindu Family business in their third generation goes through splits due to warning family.

1.1.9 JOINT HINDU FAMILY BUSINESS IN INDIA

- Hindu undivided family business has a separate legal entity of business, the archaeological model is very traditional in India. It falls under the ages of law, and it is control by certain rules of law codes.
- It is simple to state that Hindu undivided family business members of family have no separate legal identity with the organization came to existence of taxes, profits and losses. Ex of Joint Family Business in India, tells about the reliance industries limited and Mahindra and Mahindra limited.
- A Joint Hindu Family business has regulate all business deals by the Hindu law, which partnership act does not control over business models.

1.1.10 FAMOUS JOINT HINDU FAMILY ENTREPRENEURS IN WORLD

FORD MOTOR COMPANY

FAMILY: FORD

SECTOR: Automotives

COUNTRY: United States

NO. OF EMPLOYEES: 2, 14,836

REVENUE: US$ 146.91 billion

America's second largest automaker posted one of the best years in its history in 2013 as strong North American sales expanded its market share and increased revenue. All eyes are on the 2014 launch of its best selling F-150 pickup, which was redesigned using lighter steel in order to raise fuel efficiency. Surging sales in China are also expected to make up for mixed performance in Europe, while North American sales will continue to be the most important market for Ford

SAMSUNG ELECTRONICS

FAMILY: Lee

COUNTRY: South Korea

SECTOR: Electronics

NO. OF EMPLOYEES: 2, 87,439

REVENUE: US$ 208.93 billion

2014 is set to be a rough year for Samsung Electronics after a record-breaking 2013 in which the South Korean conglomerate established itself as the leader in the global Smartphone market. An increasingly crowded market in developed economies combined with surging Chinese rivals boasting cheap lineups mean that the company will post falling profits for the foreseeable future.

VOLKSWAGEN

FAMILY : Piëch / Psyche

COUNTRY : Germany

SECTOR : Automotive

NO. OF EMPLOYEES : 6, 65,000

REVENUE : US$ 261.53 billion

Germany's largest automaker had a mixed year, as the acquisition of Porsche did little to alleviate the struggling European auto sector. In fact, sales of automobiles in Europe fell to its lowest level in twenty years, as the region continues to fight economic doldrums. Things are looking up in 2014 however, as China's sustained demand for luxury vehicles buoys sales for Volkswagen's subsidiaries Audi and Bentley.

WAL- MART

FAMILY: Walton

COUNTRY: United States

SECTOR: retail

NO.OF EMPLOYEES: 2.2million

REVENUE: US$ 476.29 billion

WALMART holds the distinction of being not only the largest family business in the world, but also the largest company in the world. The famed (and often vilified) American retailer has experienced nearly two years of declining traffic in their U.S. stores, and the company has lowered its outlook this year due to increased health-care costs and higher e-commerce spending. While own whereas sales have been solid, the crucial U.S. retail market looks to have another gloomy year, posing a challenge for Wal-Mart and other retailers.

SK HOLDINGS

FAMILY: Chey

COUNTRY: South Korea

SECTOR: energy

NO.OF EMPLOYEES: 1, 07,983

REVENUE: US$ 102.12 billion

SK HOLDING had a remarkably tough 3013, which saw Chairman Chey Tae Won, sentenced to four years in prison for embezzling funds from SK companies to pay for losses incurred from his investments in derivatives. The resulting leadership vacuum has caused the company to post its worst consolidated earnings in the fourth quarter of 3013. While performance have improved in 2014, it remains to be seen how South Korea‘s 3rd largest conglomerate will maintain momentum without the family leader.

1.1.11 FAMOUS JOINT HINDU FAMILY ENTREPRENEURS IN INDIA

ADITYA BIRLA GROUP


KARTA NAME: Kumar Mangalam Birla

COPARCENRS: Santruptmisra

MEMBERS INVOLVED IN HUF: 8

BLOOD RELATION: son.

AGE: 53

OCCUPATION: Industrialist

KNOWN FOR: Aditya Birla Group

NATURE OF BUSINESS: Producing (cement, chemical, agribusiness, telecommunication)

NO. OF YEARS IN HUF BUSINESS:164

NO. OF EMPLOYEES: 120000

Kumar Mangalam Birla is an industrialist and a family business man. He is a chairman of Aditya Birla Group. He is also the chancellor of the Birla Institute of Technology and Science, and the chairman of the Indian Institute of Technology Delhi and Indian Institute of Management Ahmadabad. The group has interests in viscose staple fibre, metals, cement, viscose filament yarn, branded apparel, carbon black chemicals, fertilizers, insulators, financial.

GODREJ GROUP

KARTA NAME: Adi Burjorjigodrej

COPARCENER: Nisabaadigodrej, Pirojshaadigodrej, Tanya adigodrej

MEMBERS INVOLVED IN HUF: 8

BLOOD RELATION: CHILDREN

AGE: 78

OCCUPATION: chairman of godrej group

KNOWN FOR: Godrej Industries

NATURE OF BUSINESS: Producing (consumer product, agrovet, properties)

NO. OF YEARS IN HUF BUSINESS: 124

NO.OF EMPLOYEES: 28000

Adi Burjorji Godrej is a chairman of Godrej group. After his return to India, he joined the family business. He heads the group alongside his brother, managing director of godrej industries. Some of the major brands are produced.

Such as CINTHOL, Godrej Exper, hit, Good Knights etc.

Objective is to delights its customer in both India and Abroad. Vision is to globalize rapidly and to enrich the quality of life everyday everywhere.

KIRLOSKAR GROUP


KARTA NAME: Sanjay kirloskar

COPARCENER: Atul Kirloskar, Rahulkirloskar

MEMBERS INVOLVED IN HUF: 7

BLOOD RELATION: Brothers

AGE: 63

OCCUPATION: MD & Chairman of Kirloskar brothers

KNOWN FOR: largest maker of (pump and valves)

NATURE OF BUSINESS: Producing (Pumps, Engines, Bridges, Construction)

NO. OF YEARS IN HUF BUSINESS: 133

NO. OF EMPLOYEES: 18000

Sanjayis a chair KIRLOSKAR man of joint Hindu business of KIRLOSKAR brother's Ltd. one of the largest conglomerate corporation in India. He has setup the all women operated and managed manufacturing plant at Coimbatore as part of a drive to have more women in the core engineering industry. Today KIRLOSKARbrothers in India's largest pump and VAVE manufacture and one of the world's largest by market capitalization. Their aims to be a strategic partner of our customers in improving life cycle and performance of their Equipment and also conserve resources by providing reliable corrosion protection and energy conservation.

TATA GROUP

KARTA NAME: Ratan Tata

COPARCENER: NatrajanChandrasekaran

MEMBERS INVOLVED IN HUF: 8

BLOOD RELATION: son

AGE: 83

OCCUPATION: Businessman, philanthropist, investor

KNOWN FOR: Industrialist (Tata group)

NATURE OF BUSINESS: Producing (steel, chemical, consumer product) etc.

NO OF YEARS IN HUF BUSINESS: 153

NO. OF EMPLOYEES: 750000

RATAN Tata is an Indian industrialist and philanthropist, chairman of Tata group. He worked for the shop floor of Tata steel, and was the apparent successor. Tata motors to acquire Jaguar land rover and Tata steels to acquire Corus.

Vision : To be the most reliable global network for customers and supplier, that delivers value through product and services.

TVS MOTORS

KARTA NAME: VenuSrinivasan

COPARCENERS: Suresh Krishna

MEMBERS INVOLVED IN HUF: 8

BLOOD RELATION: Brother

AGE: 68

OCCUPATION: Industrialist

KNOWN FOR: TVS motors

NATURE OF BUSINESS: producing (Automobiles, Tyres, Motorcycle, Finance)

NO. OF YEARS IN HUF BUSINESS: 110

NO. OF EMPLOYEES: More than 60000

VENU Srinivasan is an Indian family business industrialist. He became the chairman of TVS motors company.Srinivasan's leadership as a managing directors wants to achieve distinctive performance improvement through application of companywide quality and control.

Vision: Committed to being a highly profitable, social responsible and leading manufacturer of high value for money, environmentally friendly.

1.1.12 REVIEW OF THE LITERATURE :

- SHAEAMA et al 2012, so that the importance of family business however, one major deficit of family business research with regard to its consolidation and its ultimate establishment in economic sciences might be that there is still no clarity what is meant by family firm.
- RUTHERFORD et al 2008 however, even if it might be helpful to review and cluster different family business definition for the further improvement of a unified family business research this study should be supplemented by a deeper look at the reasons for the current heterogeneity in defining the object of investigation.
- ASTRACHAN AND ZELLWEGER 2008 consequently, a literature review covering 267 family business articles has been conducted to find indication to respond to the central research question and to contribute to a consolidation of the field of family business research.
- FRANKETAL 2010,only a few reviews on different aspects of family, business distinctiveness have been carried out in the last decade. However, these studies mostly focused on specific topics such as financial performance, family corporate governance and internationalization.
- PUKALL AND CALABRO 2013,but did not aim to analyse how researcher define their object of investigation, the family business. They often placed special emphasis on particular issues with out discussing about the choice of a suitable definition in detail instead of explicitly trying to systematically analyse which definition should be applied under conditions.
- BHATTACHERJCE 2012, first review studies, which refer to the ongoing debate about a consistent concept to uniformly ,family business , predominantly discussed advantages and drawbacks of different definitional approaches and pointed to the need to undertake effort so as to establish a basis for a unified definition.
- SHARSMA in 2004 , this overview about the field of family business studies focused on reasoning why family firms should be analysed separately by exclusively looking at the level of family involvement. Research succeeded in distinguishing family firms since they differ in terms of control mechanism, visions or creation of resources.

- DONNELLEY’S article, “The family business” published in Harvard business review in 1964 .he pointed to specific features of family business such as family member involvement in the business , consequence of their influence on key business success factors, the composition of the management board or succession decisions.
- ZACHARY 2011”A Company is considered a family business when it has been closely identified with at least two generations of a family and when this link has had a mutual influence on company policy and on interests and objectives of the family”.
- HANDLER 1989 After years of advancements; research on family business apparently reached on family businesses apparently reached a breakthrough with the release of family business Review (1988) the first regularly published self contained journal.
- LANSBERG family business did not give an explicit definition of what they understand by family firms but rather critically considered that previous studies had neglected family firms as unique organised structures.
- YUET 2012 To name just a few selected researchers, who on family business studies and therefore played a decisive part in developing an extensive theory in early family business research.
- DAILY and DOLLINGER found in 1992 that there seems to be no possibility to reliably define family firms a priori, researchers outlined in recent publications that disagreement about the definition of a family business persists, but stressed hope to come closer to a unified definition.
- KRAUS ET 2011 but also enables researchers and other interested groups to easily understand the scientific discourse about family business research especially considering the dynamics in the chronological development and in terms of contents.
- SCHRADER and HENNIG-THURAU 2009 The selection procedure should ensure that only family business related publications of high quality are considered for this review.

- CHUAETAL criticized that previous research exclusively focused on components of involvement such as ownership, control, management and transgenerational succession because this may lead to the insufficient simplification that “family business definitions should be based upon multiple dimensions of family involvement”.
- FIEGENER 2010 as studies emphasized, especially those based on handler. Instead of solely considering combinations of these elements of family involvement the authors recommended to integrate “SOFT” factors such as family members vision and intentions.
- CHAUETAL (1999) “we call these human processes the “politics of value determinations” in family firms this concept is entirely consistent with the two concept of transgenerational intentionality and the familial coalitions vision that was used by CHUAETAL to develop a theoretical definition of family firms.
- HABBERSHON ET AL 2003 Further more they pointed to the different characteristics family business possess so that this definitional cluster served as trigger for further thoughts about the family business definition and as catalyst for the progress of the research area.

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Profile of the study

chapter 2

2.1.1 SELVAMARYS READYMADES

KARTA NAME:M. Backiyaraj

CO PARCENER: B. Jaikumar, B.Pondurai

MEMBER INVOLVED IN HUF: 3

BLOOD RELATION: parental

AGE: 76

OCCUPATION: Entrepreneur

KNOWN FOR:Selvamary readymade

NATURE OFBUSINESS: clothing’s

NO.OF YEARS IN THE BUSINESS: 56 years

NO.OF EMPLOYEES: 10

BACKYARAJ is a founder of selvamary textiles. It was started in the year of 1965. They have wide variety of garments which includes. Saree, kurti, shirt, t-shirts, all they type of branded clothes. Are available at the Reasonable price they have two branches in Thoothukudi. These two branches are controlled by their two sons. They have a experience of 65 years. The Karta says that the businesses are continued by their sons. Who is also a well known businessman?

ACCOMPLISHMENT: Providing good quality of cloths and making profit out of it.

2.1.2 S T TRAVEL AGENCIES

KARTA NAME: Shanmugam nadar

CO PARCENER: sriram, rajagopal, kathir, natraj

MEMBER **INVOLVED IN HUF**: 5

BLOOD RELATION: parental

AGE: 63

OCCUPATION: Entrepreneur

KNOWN FOR: ST TRAVELS

NATURE OF BUSINESS: Transport

NO.OF YEARS IN THE BUSINESS: 56 years

NO.OF EMPLOYEES: 15

SHANMUGA NADAR is the owner of the travel agency. Now this business is now controlled by their four children's. They are well known traveler in the city. They have more than 20 transport and 15 employees. Thus have a good reach in the market level. They are joint in their business as well as in their family

ACCOMPLISHMENT: Being with their family and earning profit

2.1.3 SRI BAJARANG FANCY STORE

KARTA NAME : Juharmal

COPARCENER : Lakshmansingh

MEMBERS INVOLVED IN HUF : 5

BLOOD RELATION : Brother-hood

AGE : 45

OCCUPATION : Entrepreneur

KNOWN FOR : Bagarang fancy store

NATURE OF BUSINESS : Cosmetic items

NO.OF.YRS IN HUF BUSINESS : Since 1974

NO.OF.EMPLOYEES : 2

JUFARMAL is a founder and owner of Bajarang fancy. It was business started in the year of 1974 has a experience of 47 years. This business is how continued by their co-parcener lakshmansingh, 5 members are involved in the business. This shop is well known to the cutomers of tuticorin.

They provides more collection and variety of jewellery, fancy items, Bride make overitems, wollen, and all type accessories are available one of the successful family business man in tuticorin.

ACCOMPISHMENT: Providing standard quality of product.

2.1.4 DEVOTTASTORES

KARTA NAME :J.P. Pitchaiahdevotta

COPARCENER :P.Sahaya raj

MEMBERS INVOLVED IN HUF :2

BLOOD RELATION :Parential

AGE :58

OCCUPATION :Entrepreneur

KNOWN FOR :Devotta store

NATURE OF BUSINESS : Grocessor product

NO.OF.YRS.IN HUF BUSINESS :1926

NO.OF.EMPLOYEES :3

PITCHAIAH devotta is the owner of the business. This shop is now controlled by Sahara raj and with other two members. This business is continued by the 4th generation of their family. This business is survived with the experience of 95 years. This business was started in the year of 1926. This shop is ment for grocessary product and other eatable products like lays, napkins, chocolates, etc. They provide many products at a reasonable price. They have a good level of reach in the market.

ACCOMPLISHMENT: Earning profit in the business

2.1.5 SANTHINI ELECTRICAL &ELECTRONIC

KARTA NAME : Suresh Machado

COPARCENER : Vantory Machado

MEMBERS INVOLVED IN HUF : 5

BLOOD RELATION : Parential

AGE :49

OCCUPATION : Entrepreneur

KNOWN FOR : Santhini electrical &eletronical

NATURE OF BUSINESS : Electrical shopkeeper

NO.OF..YRS IN HUF BUSINESS : 25years

NO.OF.EMPLOYEES : 2

M.SURESH MACHADO is the founder of Santhini electrical; it was in the year 1995. This family Business is continued by 3rd generation of their family. This generation business is continued by his grandson. He has three shops across tuticorin. His current market reached was is district level.This shop provides more variety of Electrical items like electrical connector, bulb, electricalwine and cable, switch board, circuitbearer, Electrical box.

This Electrical shop has service experience more than 25 years. He faced lot of struggle at when he took the business in hand, with the help of their members he reached it to a good and well known to the customer

ACCOMPLISHMENT: Earning profit and being a businessman.

2.1.6 PAPPA STORE

KARTA NAME : Subbiah nadar

COPARCENER : Pon mariyappan

MEMBERS INVOLVED IN HUF : 1

BLOOD RELATION : Parental

AGE : 50

OCCUPATION : Entrepreneur

KNOWN FOR : Pappas store

NATURE OF BUSINESS : Utensil seller

NO.OF.YRS IN HUF BUSINESS : 1956

NO.OF.EMPLOYEES :2

This shop was founded by the Subbiah nadar in 1965, and had 65years of experience. Pon-mariyappan is existing co-parcener .who is take overing the business. This business was started for motive of caring money ,but they continued as their Tamil business , because they had a good reach in the market and know to all the customer ,and know to all the customer, got good earning in their business

This shop provides all type of utensils, steel plates, tumbler are available at reasonable price.

ACCOMPLISHMENT ; Satisfaction from customer and being a good family businessman.

2.1.7 JAYWIN MACHINERIES

KARTA NAME : Muthu Krishna Kumar

COPARCENER : KARTHI

MEMBERS INVOLVED IN HUF : 4

BLOOD RELATION : BROTHER

AGE : 30

OCCUPATION : Entrepreneur

KNOWN FOR : Jay win machineries

NATURE OF BUSINESS : Pouch, packing machine, impulses sealer and bond, sealing machine manufacture from Tirunelveli.

NO.OF YRS IN HUF BUSINESS : 58

NO.OF. EMPLOYEES : 15

KANNAN is the owner of the jaywin machinery. This business was established in the year of 2006, and this is the second generation who is running the business. There are 10 employees in the business their infrastructural is very vast and robust, equipped with sophisticate machines which support as in the operation.

There machines are easy to operate and possess great productivity which makes very easier to undertake the huge productivity. There are regularly upgrading their machines to improve their level of performance and production capacity.

ACCOMPLISHMENT: Extremely reliable range of product and well managed service

2.1.8 VPS LAKSHMI ELACTRONICS


KARTA NAME: P.Raja

COPARCENER : 2

BLOOD RELATION: brother

AGE : 48

OCCUPATION: Entrepreneur

KNOWN FOR: VPS electronics

NATURE OF BUSINESS: electrical shop, general purpose battery dealers and ect…

NO.OF YRS IN HUF BUSINESS: 16

NO.OF. EMPLOYEES: 5

MEMBERS INVOLVED IN HUF: 3

P. RAJA is the founder of VPS electronics; it was in the year 1995. This family Business is continued by 3rd generation of their family. This generation business is continued by his grandson. He has three shops across tuticorin. His current market reached was is district level.This shop provides more variety of Electrical items like electrical connector, bulb, electricalwine and cable, switch board, circuitbearer, Electrical box.

This Electrical shop has service experience more than 25 years. He faced lot of struggle at when he took the business in hand, with the help of their members he reached it to a good and well known to the customer

ACCOMPLISHMENT: To gain good name among the customer and earn profit.

2.1.9 RANJITHAM STORE

KARTA NAME: R. Jeyaselan

COPARCENER: J. Madhan Kumar

MEMBERS INVOLVED IN HUF: 1

BLOOD RELATIONS: Parental

AGE: 70

OCCUPATION: Entrepreneur

KNOWN FOR: Ranjitham store

NATURE OF BUSINESS: Fancy items, decoration material

NO.OF.YRS IN HUF BUSINESS: since 1946

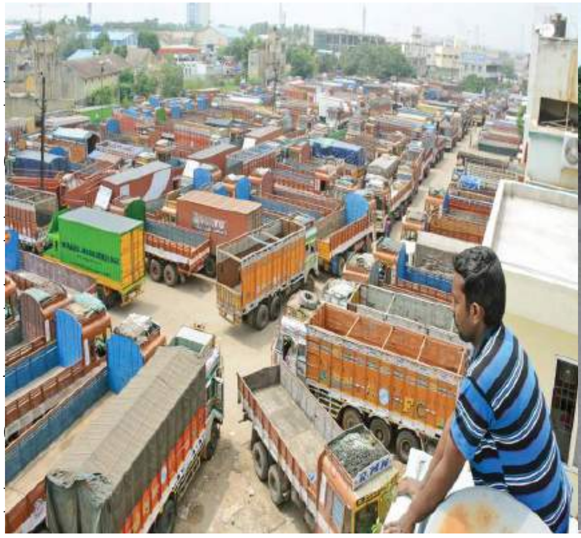
NO.OF EMPLOYEES: 5

R.JEYASELAN is a founder and owner of ranjitham stores. It was business started in the year of 1946 has an experience of 47 years. This business is how continued by their one co-parcener, 5 members are involved in the business. This shop is well known to the customers of tuticorin.

They provides more collection and variety of jewellery, fancy items, Bride make overitems, wollen, and all type accessories are available one of the successful family business man in tuticorin.

ACCOMPLISHMENT: To satisfy the customers and to earn profit.

2.1.10 MARIAPPAN TRANSPORT




NATURE OF BUSINESS: Transport

NO. OF YEARS IN HUF: since 1963

NO. OF EMPLOYEES: 15

MARIAAPAN is the founder of Murugan transport. This business has a experience of 58 years. Now this business is runned by their three sons. Who divided their works and are more dedicated towards their family business.

They have 20 taros lorry is running in all over tamilnadu. They load Naga rava. Some branded product to Madurai and to far places. This business survived in the motive of earning profit and to have family together in the Business.

ACCOMPLISHMENT: To being with family and to earn profit.

Analysis and Interpretation

chapter 3

TABLE3.1

AGE

OPTION	FREQUENCY	PERCENT
VALID 30-40	10	20.0
40-50	11	22.0
ABOVE 50	28	56.0
5.00	1	2.0
TOTAL	50	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 20%of joint family entrepreneurs are under the age of below 30
- 22% of joint family entrepreneurs are under the age of 30-40
- 56% of joint family entrepreneurs are under the age of 40-50
- 2% of joint family entrepreneurs are under the age ofabove 50

CHART 3.1

AGE

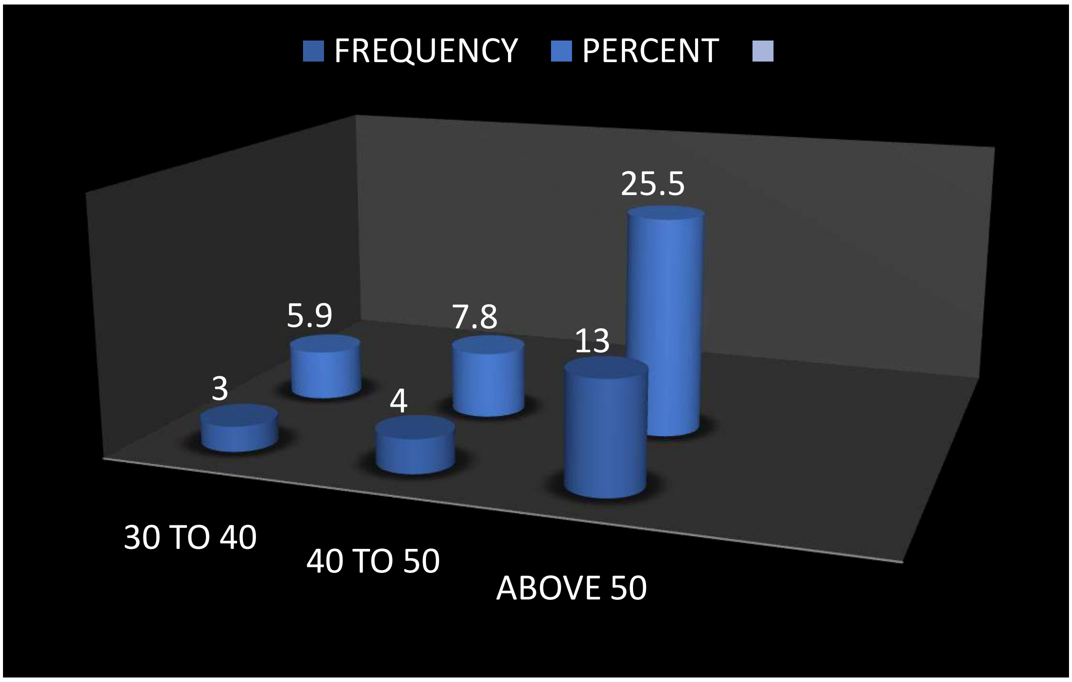


TABLE 3.2

CONTINUED GENERATION

OPTION	FREQUENCY	PERCENT
VALID 2	26	51.0
2-4	22	43.1
5-10	2	3.9
TOTAL: MORE THAN 10	50	98.0
MISSING SYSTEM	1	2.0
TOTAL	51	100.0

SOURCE:PRIMARY DATA

INFERENCE:

The above table shows,

- 51.0 %of joint family entrepreneurs are continued generation of 2
- 43.1% of joint family entrepreneurs are continued generation of 2-4
- 3.9% of joint family entrepreneurs are continued generation of 5-10
- 98.0% of joint family entrepreneurs are continued generation MORE THAN 10

CHART 3.2

CONTINUED GENERATION

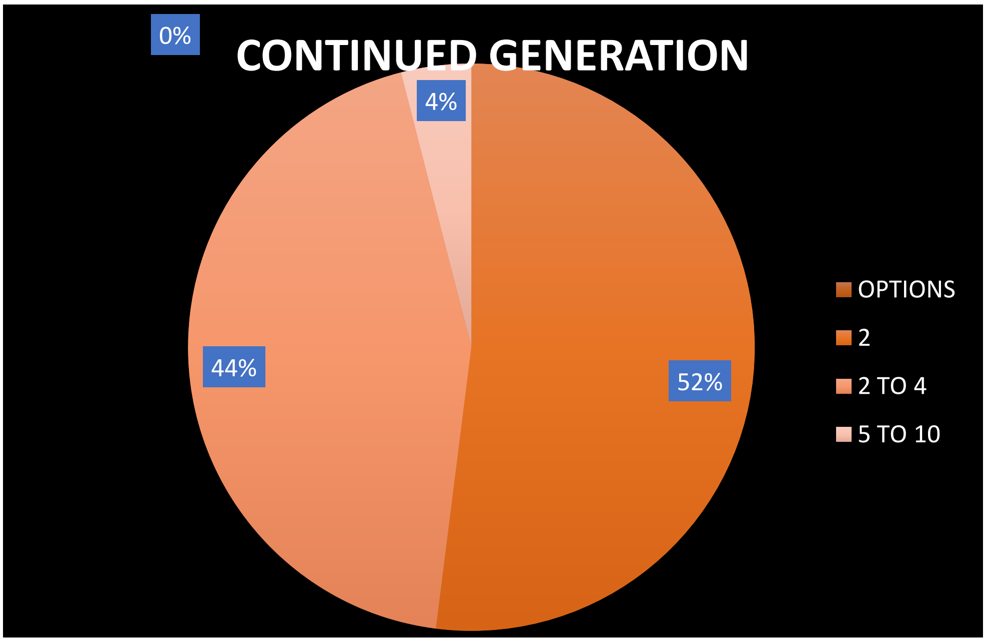


TABLE 3.3

PLACE

OPTION	FREQUENCY	PERCENT
VALID OUTSIDE	50	98.0
MISSING SYSTEM	1	2.0
TOTAL	51	100.0

<u>SOURCE:PRIMARY DATA</u>

<u>INFERENCE</u>

The above table shows,

- 98% of joint Hindu family entrepreneurs are outside
- 2% of joint Hindu family entrepreneurs are home based

CHART 3.3

PLACE

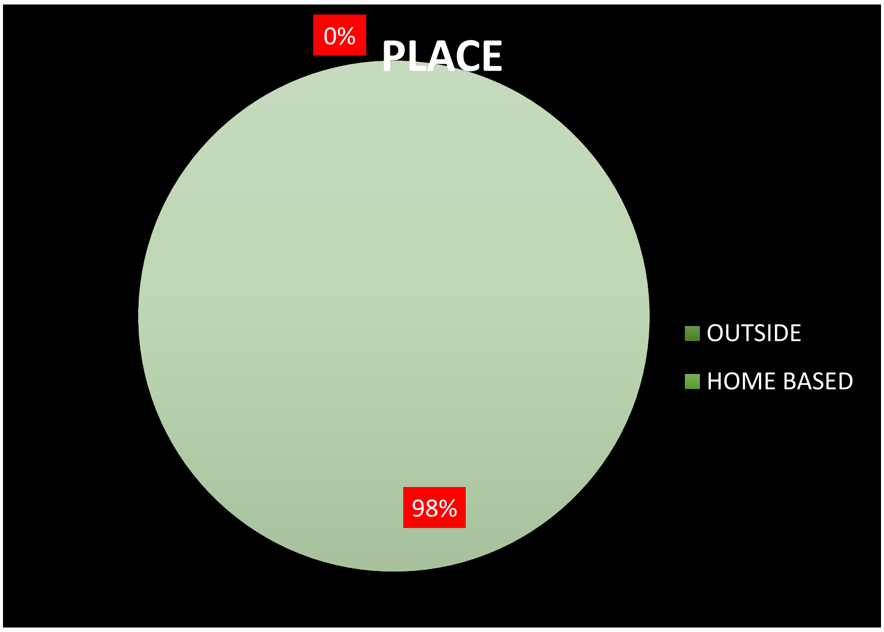


TABLE 3.4

PRESENT COPARCENERS

OPTION	FREQUENCY	PERCENT
VALID 2	4	7.8
2-4	21	41.2
4-6	12	23.5
MORE THAN 6	13	25.5
TOTAL	50	98.0
MISSING SYSTEM	1	2.0
TOTAL	51	100.0

SOURCE: PRIMARY DATA

INFERENCE

The above table shows,

- 7.8% of present coparceners of 2 are there in joint Hindu family business.
- 41.2% of present coparceners of 2-4 are there in joint Hindu family business.
- 23.5% of present coparceners of 4-6 are there in joint Hindu family business.
- 25.5% of present coparceners 6 are there in joint Hindu family business.

CHART 3.4

PRESENT COPARCENERS

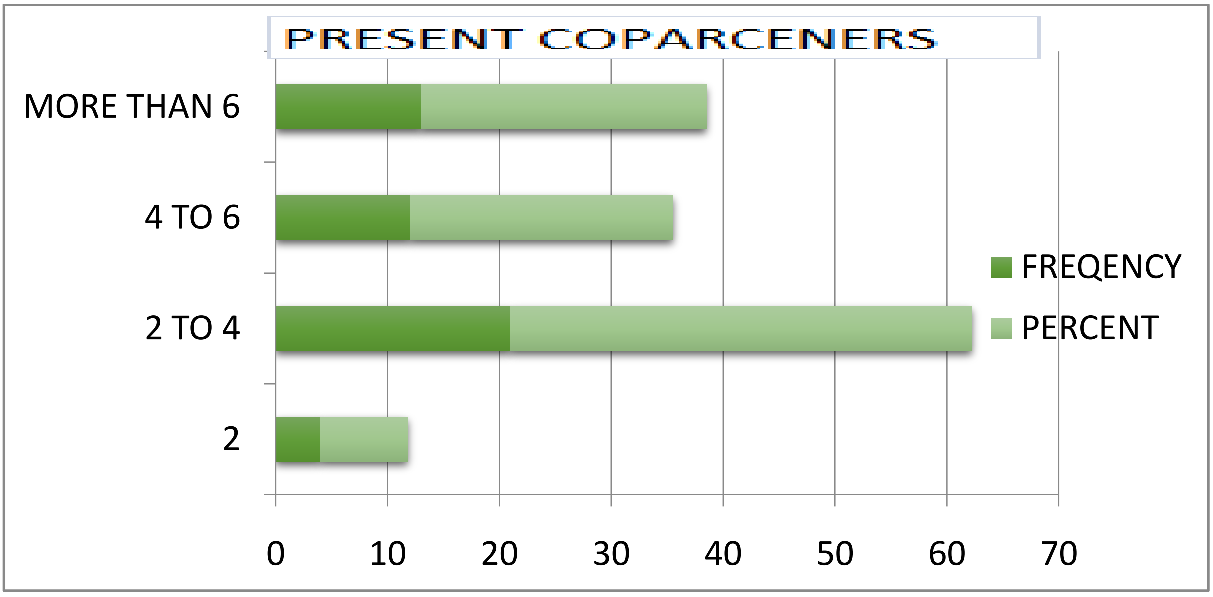


TABLE 3.5

ANNUAL INCOME

OPTION	FREQUENCY	PERCENT
VALID BELOW 1LK	1	2.0
1-5LK	17	33.3
5-10	20	39.2
MORE THAN 10 LK	12	23.5
TOTAL	50	98.0
MISSING SYSTEM	1	2.0
TOTAL	51	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 2.0 of joint family Hindu family entrepreneurs earnings below 1LK
- 33.3% of joint family Hindu family entrepreneurs earnings1-5 LK
- 39.2% of joint family Hindu family entrepreneurs earnings 5-10 LK
- 23.5% of joint family Hindu family entrepreneurs earnings more than 10 LK.

CHART 3.5

ANNUAL INCOME

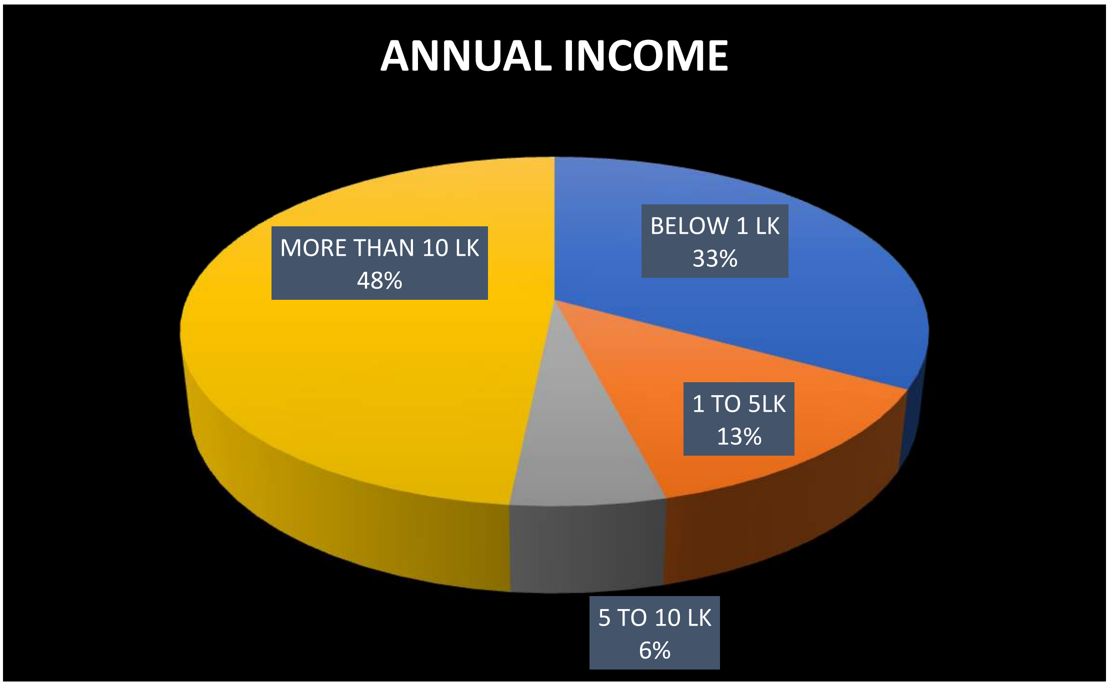


TABLE 3.6

DIFFICULTIES OF HUF

OPTION	FREQUENCY	PERCENT
VALID:STRESS OF FAMILY MEMBERS	18	25.2
LACK OF MENTOR	8	15.7
LACK OF KNOWLEDGE	12	22.5
OTHERS	12	23.5
TOTAL	50	98.0
MISSING SYSTEM	1	2.0
TOTAL	51	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 25.2% of joint Hindu family business entrepreneurs are facing stress of family members.
- 15.7% of joint Hindu family business entrepreneurs are facing lack of mento.
- 22.5% of joint Hindu family business entrepreneurs are facing lack of knowledge.
- 23.5% of joint Hindu family business entrepreneurs are facing others.

CHART 3.6

DIFFICULTIES OF HUF

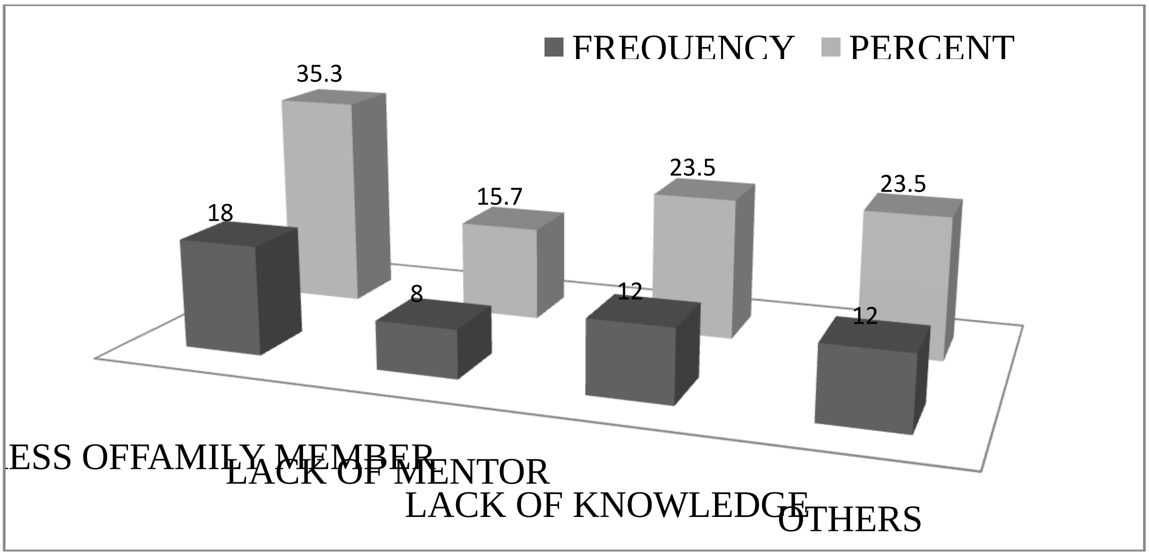


TABLE 3.7

CURRENT MARKET REACH

OPTION	FREQUENCY	PERCENT
VALID:LOCAL	45	88.2
NATIONAL	4	7.8
INTERNATIONAL	1	2.0
TOTAL	50	98.0
MISSING SYSTEM	1	2.0
TOTAL	51	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 88.2% of Local Reach in Hindu Undivided Family Business.
- 7.8% of National Reach in Hindu Undivided Family Business.
- 2.0% of International Reach in Hindu Undivided Family Business.

CHART 3.7

CURRENT MARKET REACH

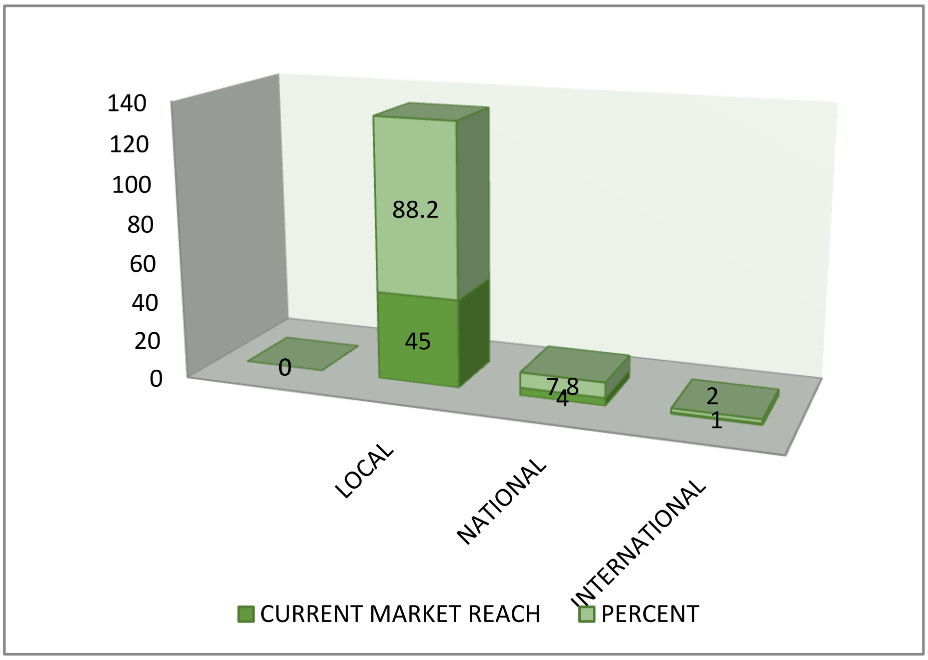


TABLE 3.8
REASON FOR CONTINUING HINDU UNDIVIDED FAMILY BUSINESS

OPTION	FREQUENCY	PERCENT
VALID PASSION	2	3.9
CREATE SPECIAL IMPACT	4	7.8
TO EARN MONEY	31	60.8
TO BE WITH FAMILY	13	25.5
TOTAL	50	98.0
MISSING SYSTEM	1	2.0
TOTAL	51	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 3.9% of passion reason for continuing Hindu Undivided Family Business.
- 7.8% of create special impact reason for continuing Hindu Undivided Family Business.
- 60.8% of earn money reason for continuing Hindu Undivided Family Business.
- 25.5% of to be with family reason for continuing Hindu Undivided Family Business.

CHART 3.8
REASON FOR CONTINUING HINDU UNDIVIDED FAMILY BUSINESS

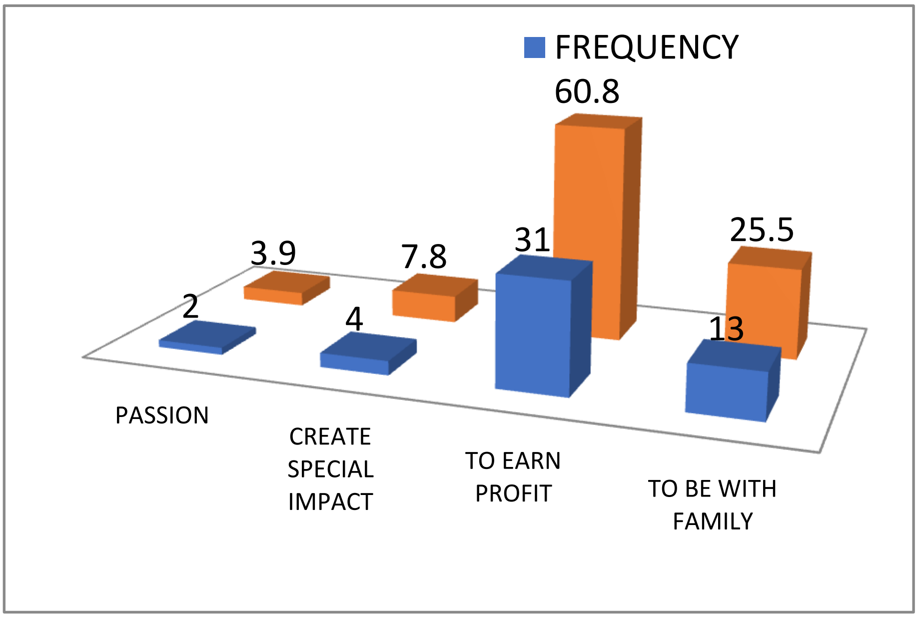


TABLE 3.9

REGISTERED IN DIC

OPTION	FREQUENCY	PERCENT
VALID YES	39	76.5
NO	11	21.6
TOTAL	50	98.0
MISSING SYSTEM	1	2.0
TOTAL	51	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 76.5% of joint Hindu family entrepreneurs were registered their business in DIC.
- 21.6% of joint Hindu family entrepreneurs have not registered their business in DIC.

CHART 3.9

REGISTERED IN DIC

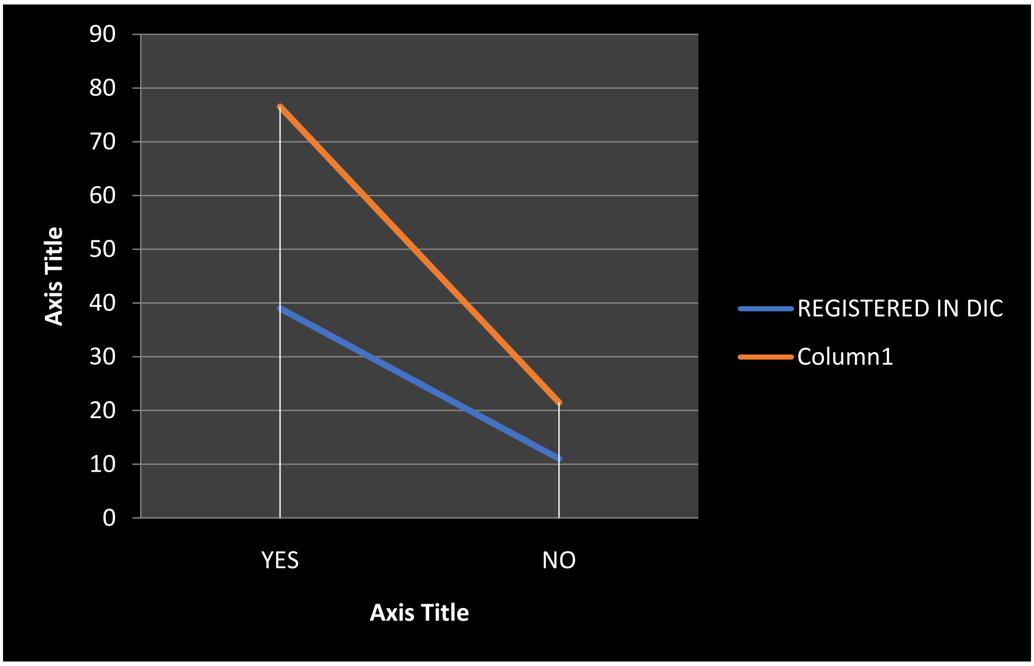


TABLE 3.10

PARTICIPATION OF MINOR IN BUSINESS

OPTION	FREQUENCY	PERCENT
VALID YES	39	76.5
NO	10	19.6
TOTAL	49	96.1
MISSING SYSTEM	2	3.9
TOTAL	51	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 76.5% are been part in Hindu Undivided Family Business.
- 19.6% are not a part of Hindu Undivided Family Business.

CHART 3.10

PARTICIPATION OF MINOR IN BUSINESS

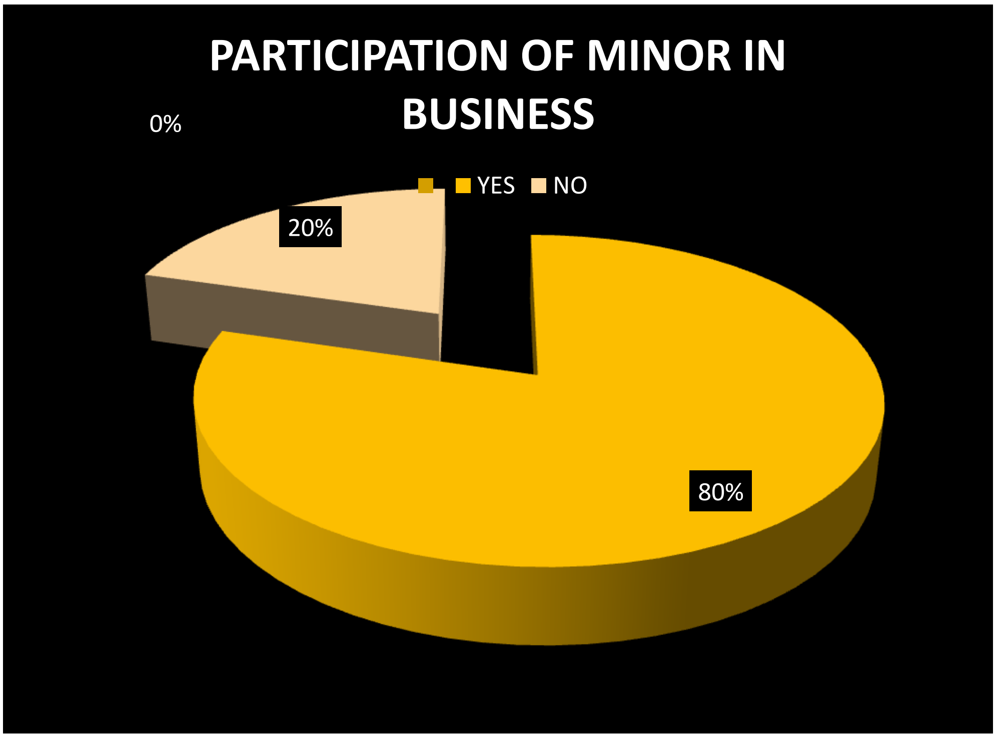


TABLE 3.11

TIME SPENT

OPTION	FREQUENCY	PERCENT
VALID 6-8	25	50.0
MORE THAN 8	25	50.0
TOTAL	50	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 50% of joint Hindu family entrepreneurs spent in 6-8 hours.
- 50% of joint Hindu family entrepreneurs spent in more than 8 hours.

CHART 3.11

TIME SPENT

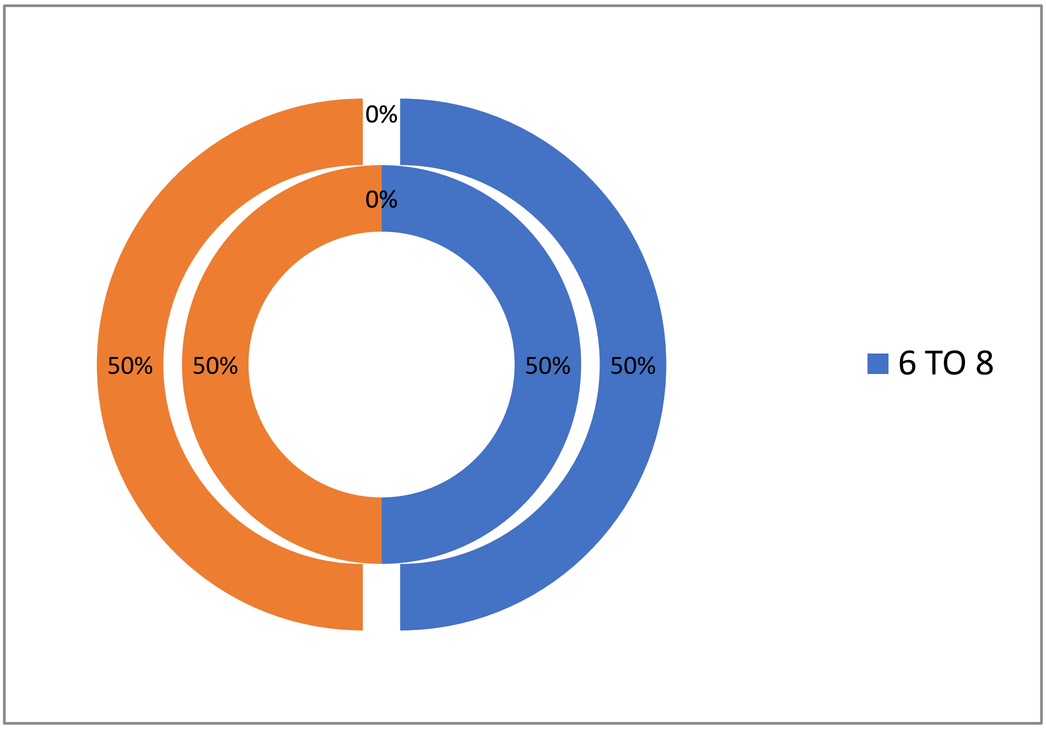


TABLE 3.12

MEDIUM OF HINDU UNDIVIDED FAMILY BUSINESS

OPTION	FREQUENCY	PERCENT
VALID SMALL	2	4.0
MEDIUM	32	64.0
LARGE	16	32.0
TOTAL	50	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 4.0% of small Hindu Undivided Family Business.
- 64.0% of medium Hindu Undivided Family Business.
- 32% of large Hindu Undivided Family Business.

CHART 3.12

MEDIUM OF HINDU UNDIVIDED FAMILY BUSINESS

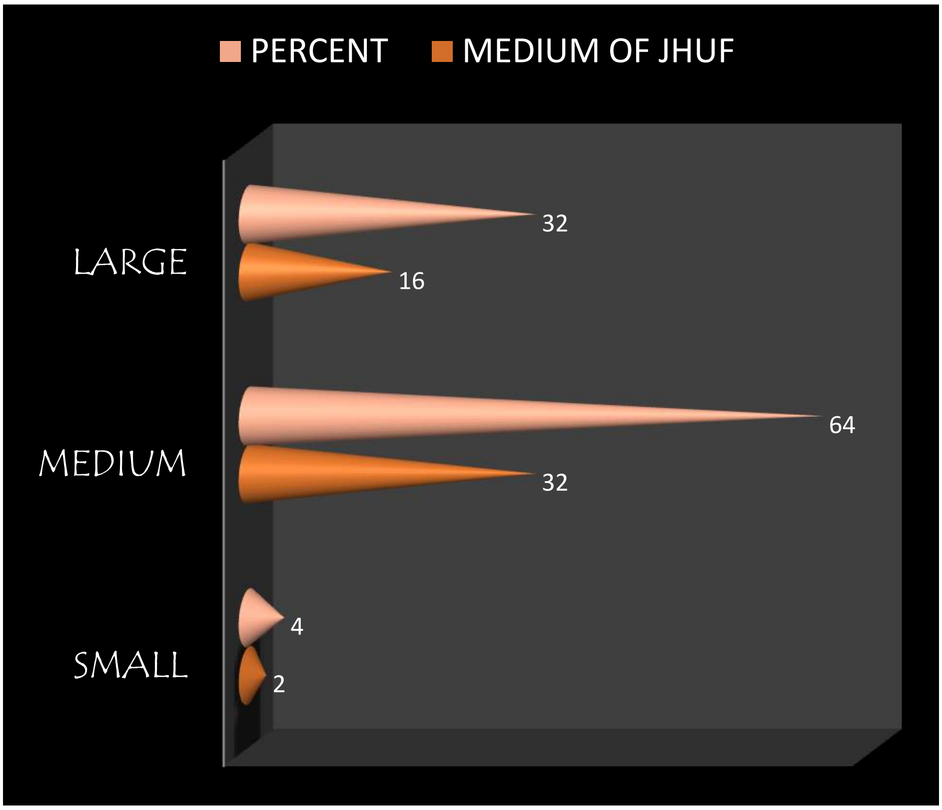


TABLE 3.13

LOCATION

OPTION	FREQUENCY	PERCENT
VALID URBAN	49	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 100% of URBAN location for Hindu Undivided Family Business entrepreneurs.

CHART 3.13

LOCATION

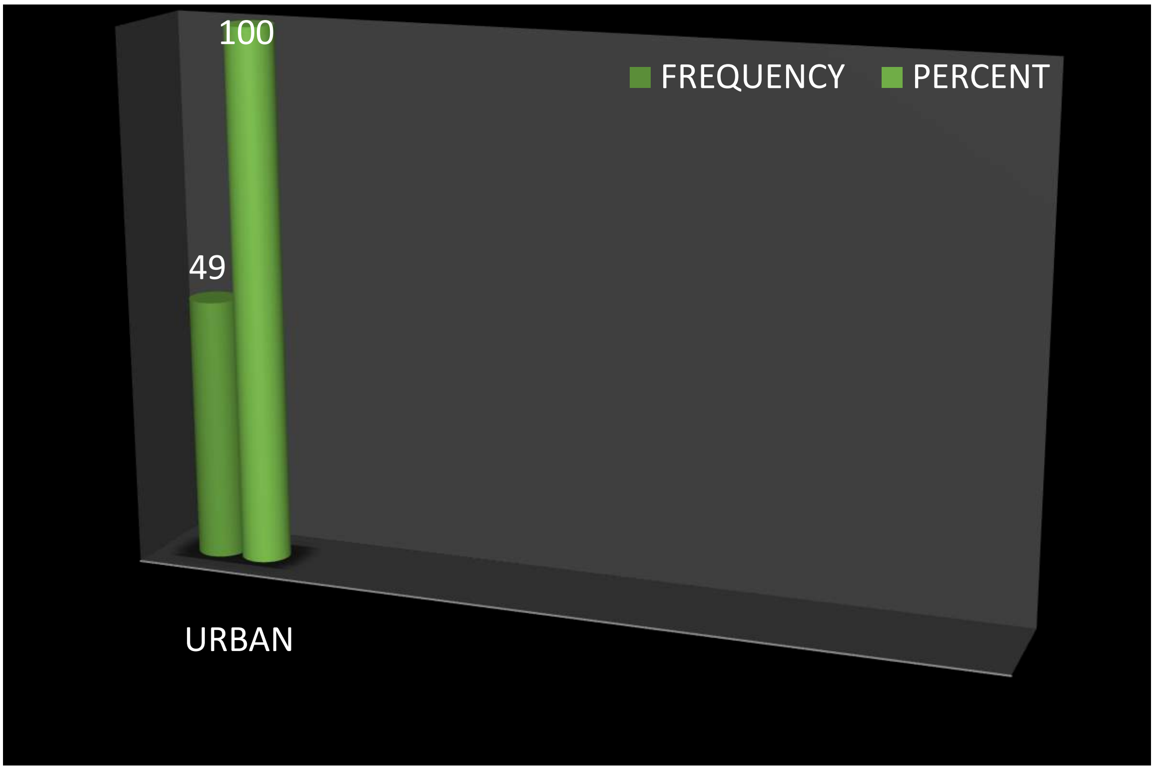


TABLE 3.14

CREATED IMPACT ON SOCIETY

OPTION	FREQUENCY	PERCENT
MISSING SYSTEM	50	100

<u>SOURCE:PRIMARY DATA</u>

<u>INFERENCE</u>

The above table shows,

- 100% has created impact on society in HUF.

CHART 3.14

CREATED IMPACT ON SOCIETY

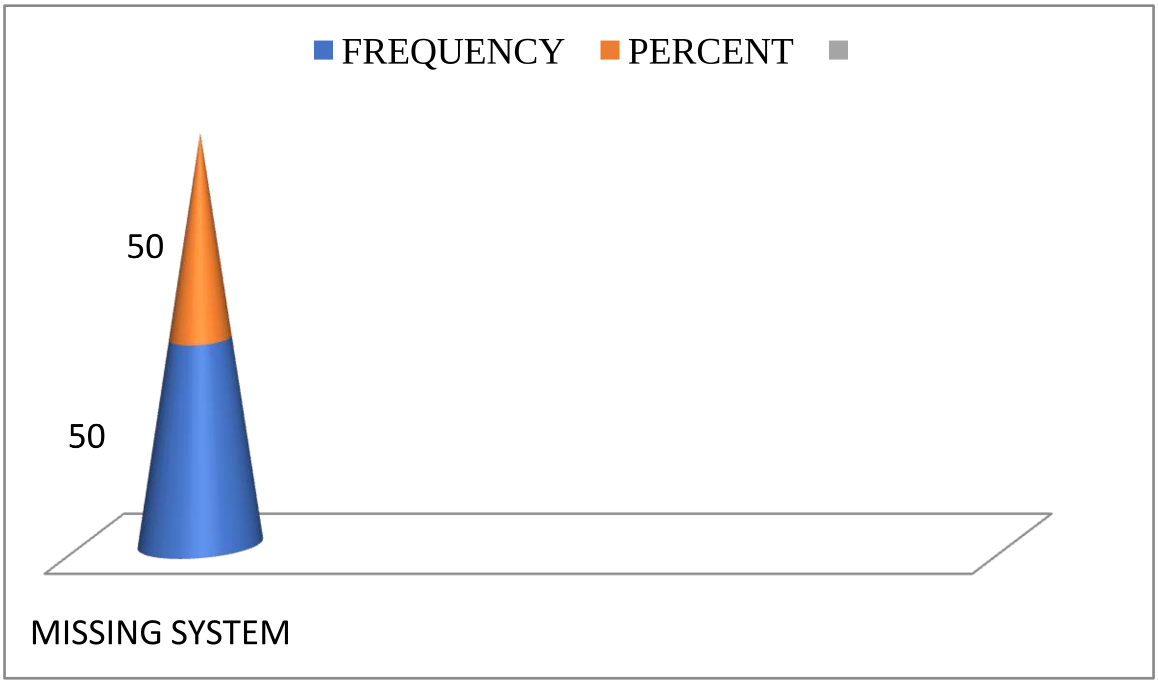


TABLE 3.15

COUNSELOR FOR PSYCHOLOGICAL

OPTION	FREQUENCY	PERCENT
VALID NO	50	98.0
MISSING SYSTEM	1	2.0
TOTAL	51	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 98% of Hindu Undivided Family Business entrepreneurs doesn’t have
- 2% of Hindu Undivided Family Business entrepreneurs have.

CHART 3.15

COUNSELOR FOR PSYCHOLOGICAL

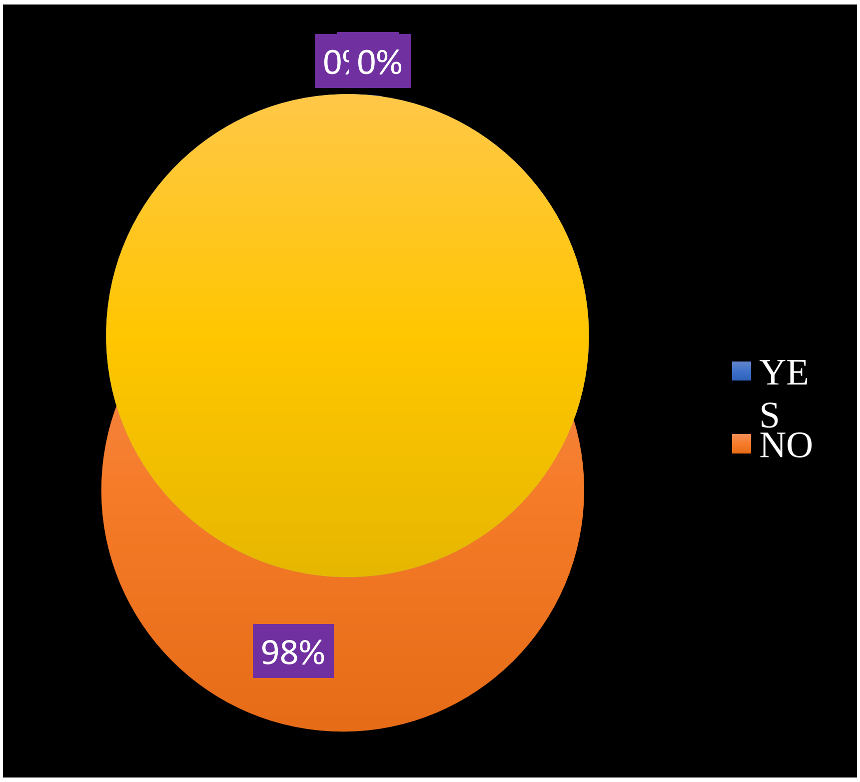


TABLE 3.16

GENERATION IN ENTREPRENEURSHIP

OPTION	FREQUENCY	PERCENT
FIRST GENERATION	18	35.3
SECOND GENERATION	32	62.7
TOTAL	50	98.0
MISSING SYSTEM	1	2.0
TOTAL	51	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 35.3% of first generation in Hindu Undivided Family Business entrepreneurs.
- 62.7% of second generation in Hindu Undivided Family Business entrepreneurs.

CHART 3.16

GENERATION IN ENTREPRENEURSHIP

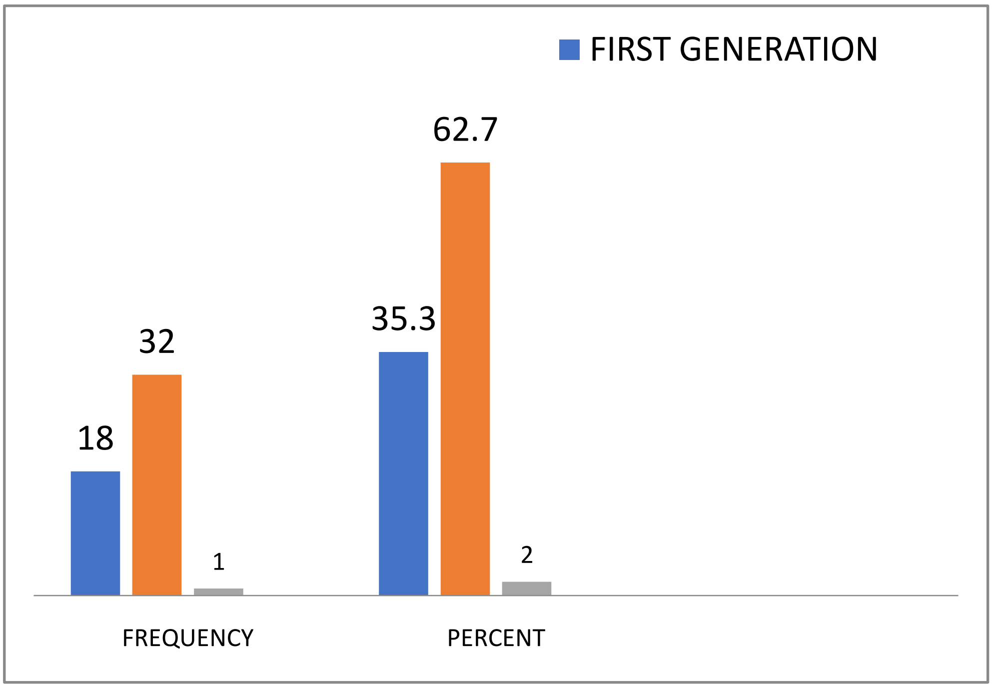


TABLE 3.17

SECOND OR MORE IN THE BUSINESS

OPTION	FREQUENCY	PERCENT
VALID THE SAME BUSINESS	50	87.7%
MISSING SYSTEM	7	12.3%
TOTAL	57	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 87.7% of Hindu Undivided Family Business entrepreneurs are doing the same business.
- 12.3% of Hindu Undivided Family Business entrepreneurs are doing new business.

CHART 3.17

SECOND OR MORE IN THE BUSINESS

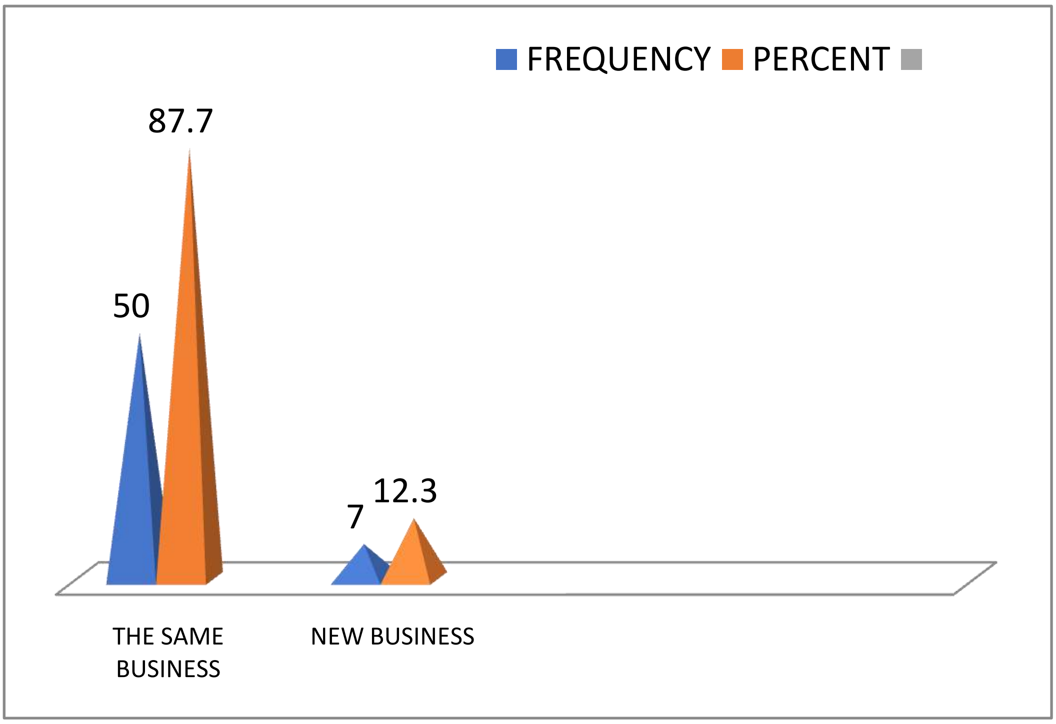


TABLE 3.18

HOW DO YOU MOBILIZE YOUR FUND

OPTION	FREQUENCY	PERCENT
OWN SAVING	42	73.7
FAMILY /FRIEND	8	14.0
TOTAL	50	87.7
MISSING SYSTEM	7	12.3
TOTAL	57	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 73.7% mobilize Hindu Undivided Family Business by own saving
- 14.0% mobilize Hindu Undivided Family Business by family \ friend
- 87.7% mobilize Hindu Undivided Family Business by others

CHART 3.18

HOW DO YOU MOBILIZE YOUR FUND

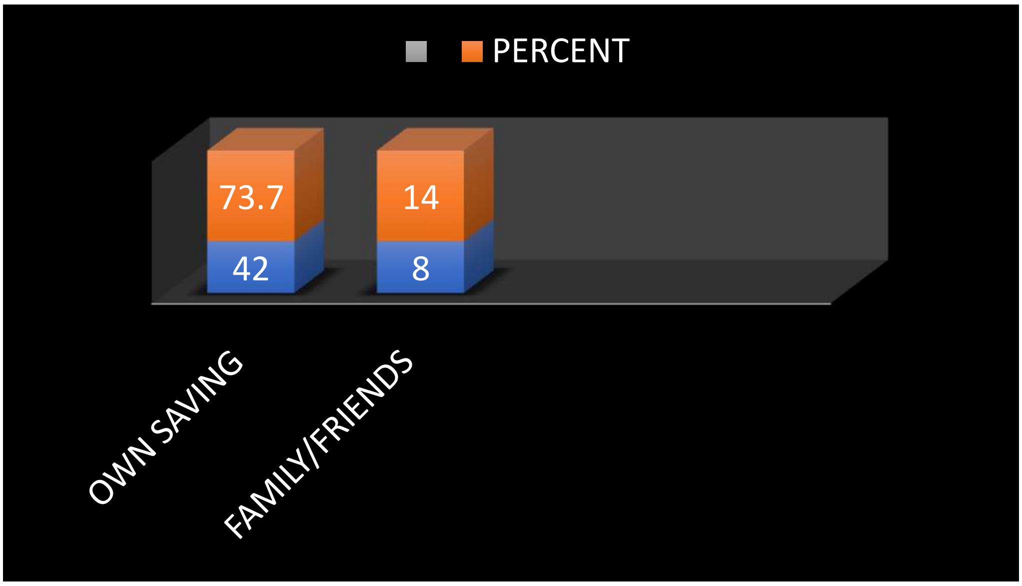


TABLE 3.19

DO YOU PAY TAX IN CORRECT MANNER

OPTION	FREQUENCY	PERCENT
VALID YES	22	38.6
NO	28	49.1
TOTAL	50	87.7
MISSING SYSTEM	7	12.3
TOTAL	57	100.0

SOURC:PRIMARY DATA

INFERENCE

The above table shows,

- 38.6% OF PAY TAX.
- 49.1% DON'T PAY TAX.

CHART 3.19

DO YOU PAY TAX IN CORRECT MANNER

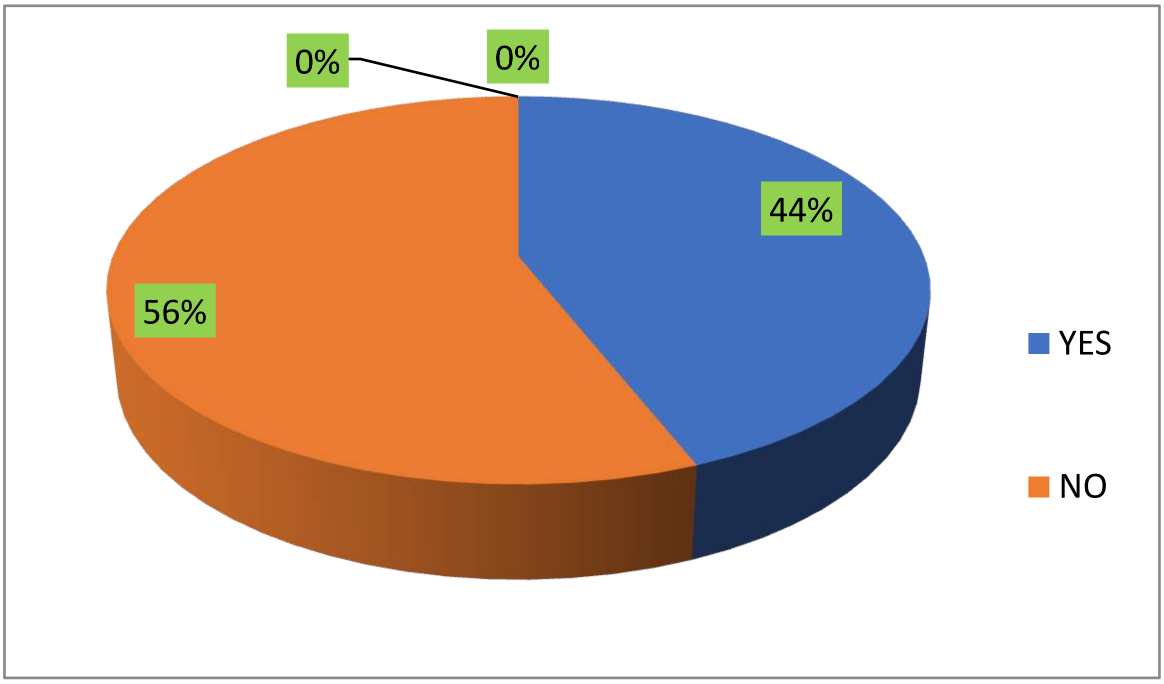


TABLE 3.20

FREEDOM IN WORKING ATMOSPHERE

OPTION	FREQUENCY	PERCENT
VALID YES	48	84.2
NO	2	3.5
TOTAL	50	87.7
MISSING SYSTEM	7	12.3
TOTAL	57	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 84.2% are working freely in Hindu Undivided Family Business.
- 3.5% are not free in Hindu Undivided Family Business atmosphere.

CHART 3.20

FREEDOM IN WORKING ATMOSPHERE

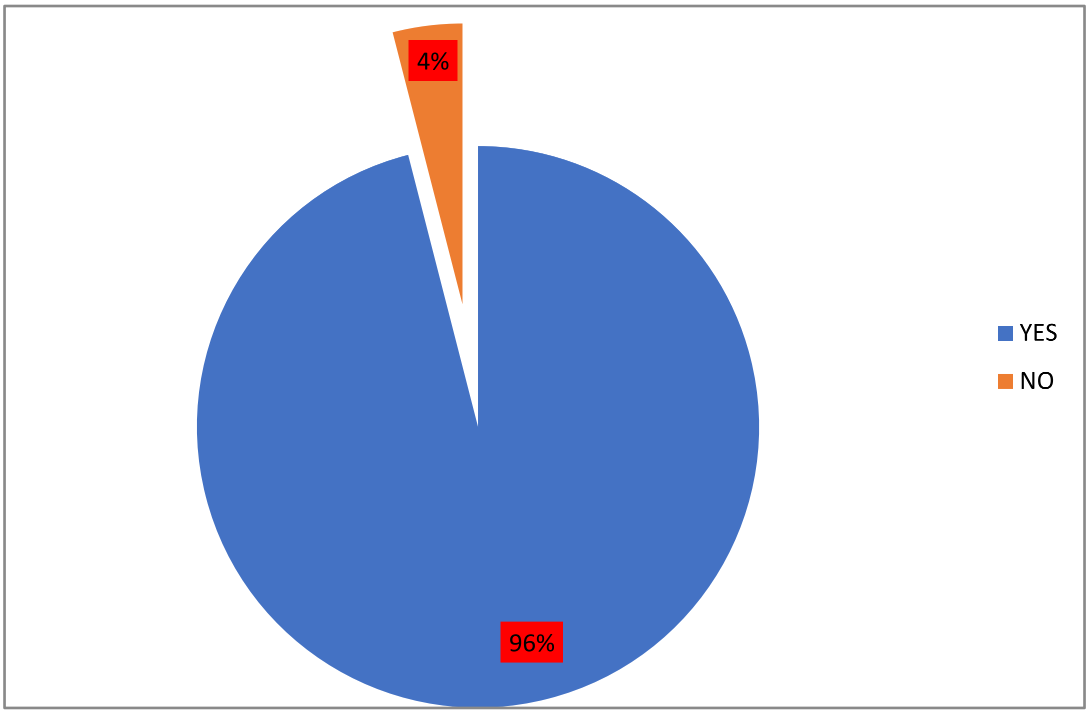


TABLE 3.21

PROPER MEDICAL CARE

OPTION	FREQUENCY	PERCENT
VALID YES	50	87.7
MISSING SYSTEM	7	12.3
TOTAL	57	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 87.7% take proper medical care in Hindu Undivided Family Business.
- 12.3% won't take proper medical care in Hindu Undivided Family Business.

CHART 3.21

PROPER MEDICAL CARE

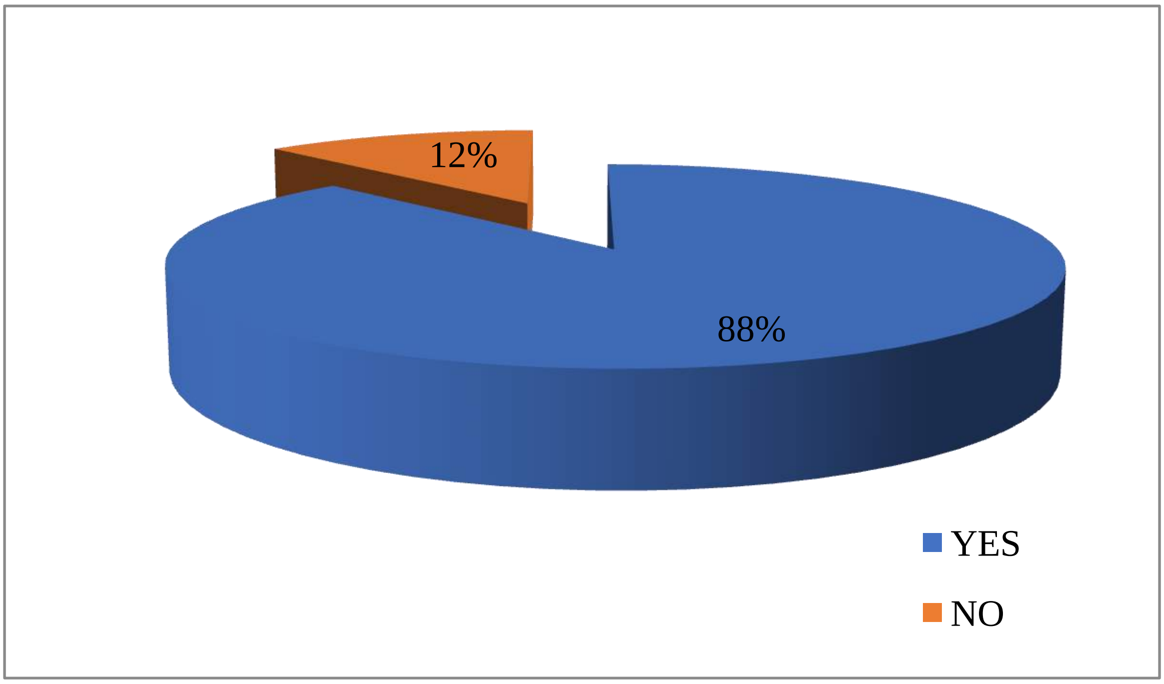


TABLE 3.22

HOW MANY KARTA HAS BEEN PASSED IN PRESENTGENERATION

OPTION	FREQUENCY	PERCENT
VALID 2-3	24	42.1
3-6	19	33.3
MORE THAN 6	7	12.3
TOTAL	50	87.7
MISSING SYSTEM	7	12.3
TOTAL	57	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 42.1 % of the Hindu Undivided Family Business passed 2-3 present generation.
- 33.3% of the Hindu Undivided Family Business passed 3-6 present generation.
- 12.3% of the Hindu Undivided Family Business passed more than 6 present generation.

CHART 3.22

HOW MANY KARTA HAS BEEN PASSED IN PRESENT GENERATION

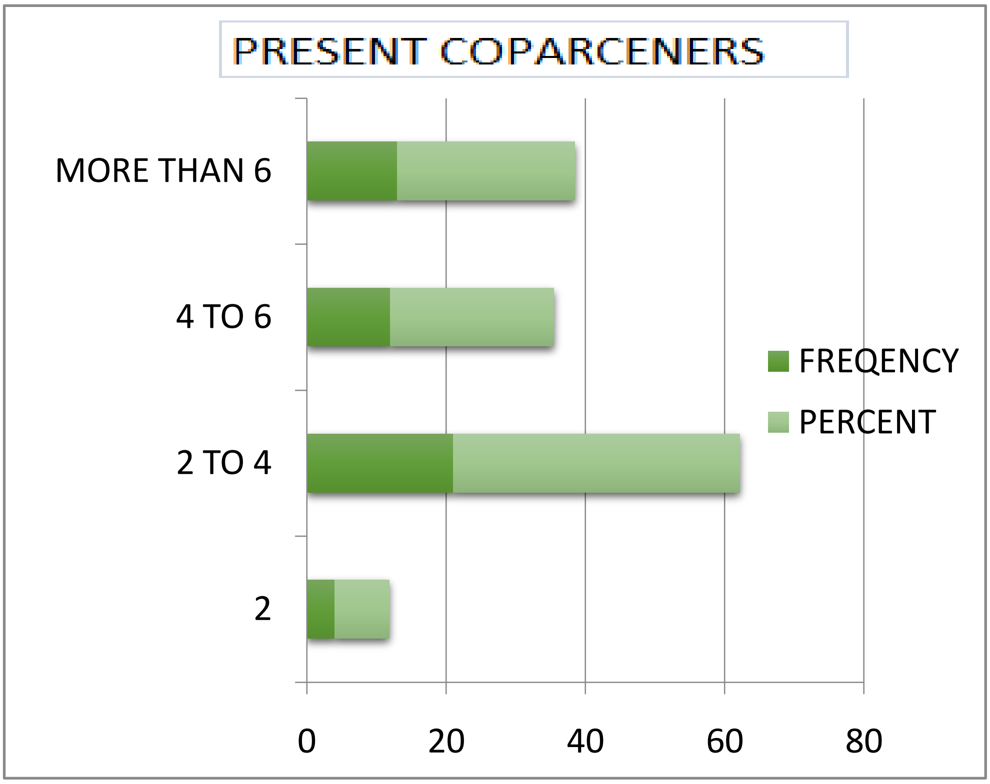


TABLE 3.22

FACED ANY FINANCIAL PROBLEM

OPTION	FREQUENCY	PERCENT
VALID YES	16	28.1
NO	34	59.6
TOTAL	50	87.7
MISSING SYSTEM	7	12.3
TOTAL	57	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 28.1% of Hindu Undivided Family Business entrepreneurs are facing financial problem.
- 59.6% of Hindu Undivided Family Business entrepreneurs are not facing financial problem.

CHART 3.22

FACED ANY FINANCIAL PROBLEM

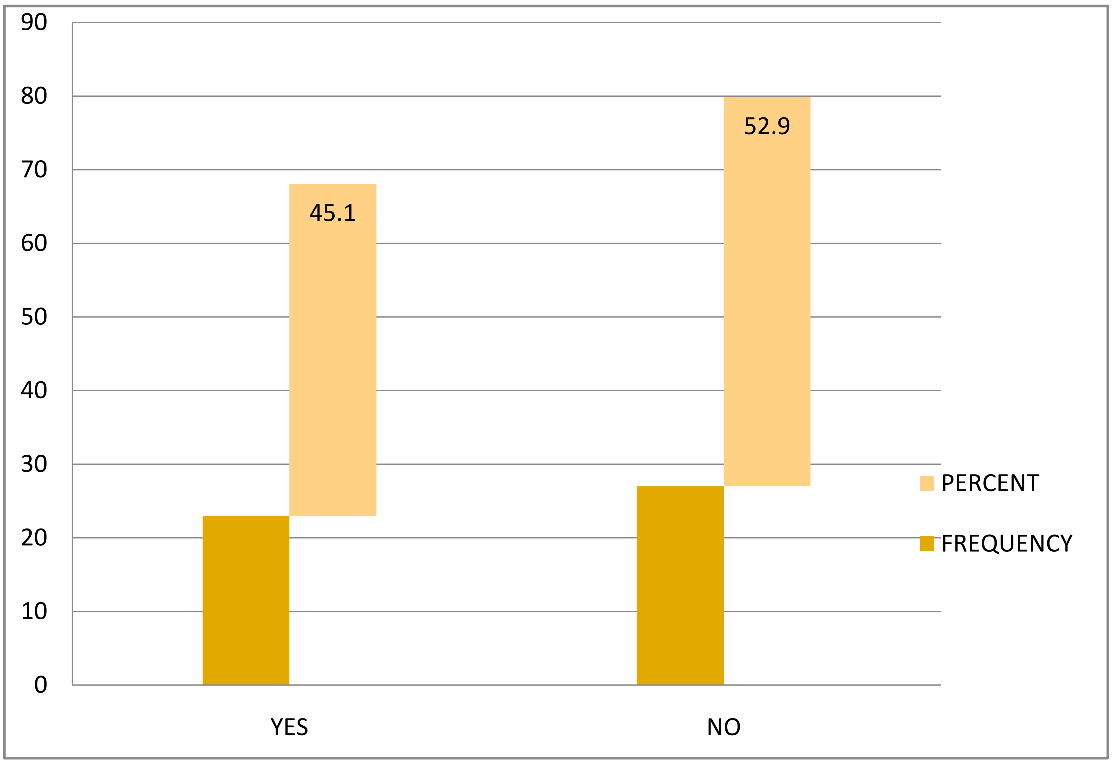


TABLE 3.23

GOVERNMENT SHOULD PASS ANY SCHEMES

OPTION	FREQUENCY	PERCENT
VALID YES	49	85.0
NO	1	1.8
TOTAL	50	87.7
MISSING TOTAL	7	12.3
TOTAL	57	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 85.5% of Hindu Undivided Family Business adopt government schemes.
- 1.8% of Hindu Undivided Family Business doesn't adopt government schemes.

CHART 3.23

GOVERNMENT SHOULD PASS ANY SCHEMES

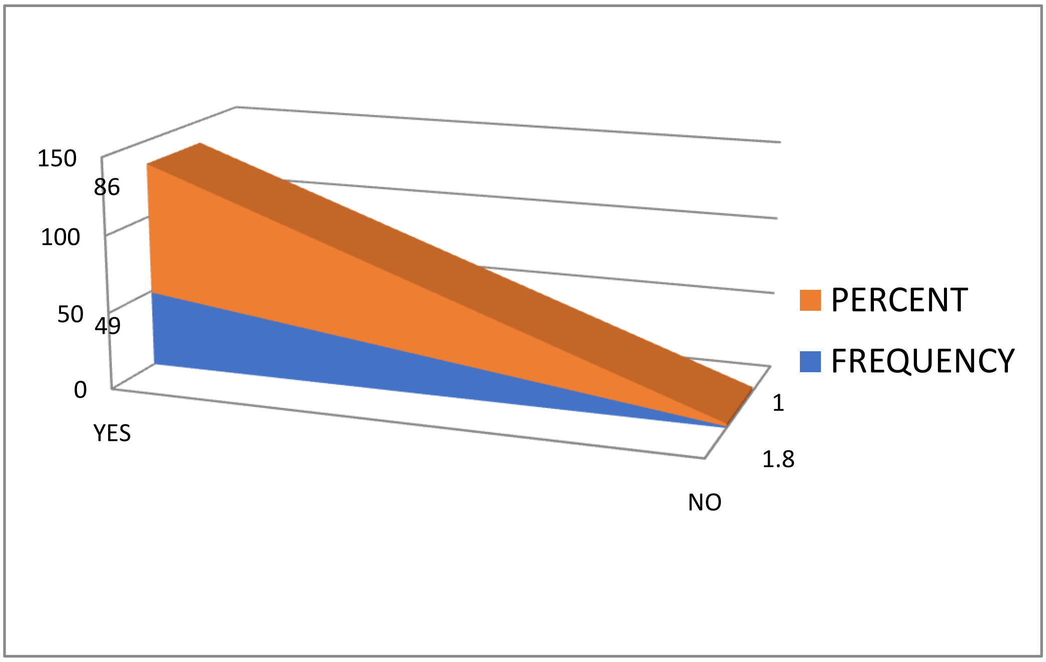


TABLE3.24

ROLE OF KARTA A HEAD OF THE BUSINESS

OPTION	FREQUENCY	PERCENT
VALID AGREE	20	35.1
EXPERIENCED	24	42.1
GOOD KNOWLEDGE ABOUT CUSTOMERS	6	10.5
TOTAL	50	87.3
MISSING SYSTEM	7	12.3
TOTAL	57	100

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 35.1% of them agree their role in the head of the business.
- 42.1% of them are experienced in the role of karta in the business.
- 10.5% of them are good knowledge about customers in the role of karta.

CHART 3.24

ROLE OF KARTA A HEAD OF THE BUSINESS

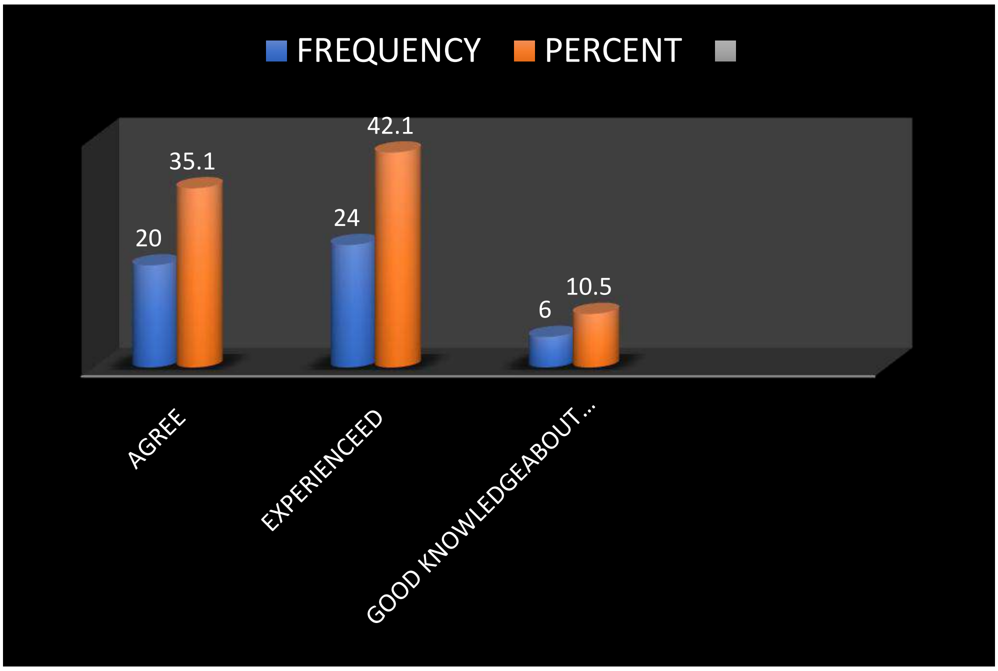


TABLE 3.25

DIFFICULT MINOR TAKING BUSINESS

OPTION	FREQUENCY	PERCENT
VALID YES	16	32.0
NO	34	68.0
TOTAL	50	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 32% face difficult in taking minor in business.
- 68% doesn't face difficult in taking minor in business.

CHART 3.25

DIFFICULT MINOR TAKING BUSINESS

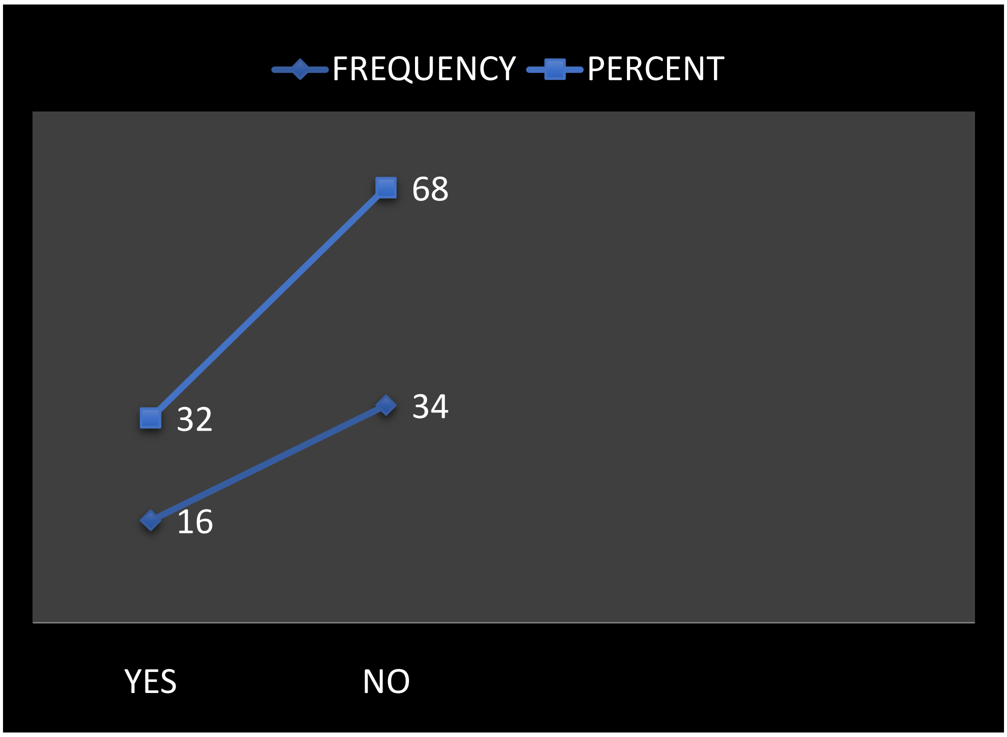


TABLE3.26

COPARCENERS PART OF HUF BUSINESS

OPTION	FREQUENCY	PERCENT
YES	13	20.6
NO	4	6.3
TOTAL	17	27.0
MISSING SYSTEM	46	73.0
TOTAL	63	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 20.6% of them have coparceners in Hindu Undivided Family Business.
- 6.3% don't have coparceners in Hindu Undivided Family Business.

CHART 3.26

COPARCENERS PART OF HUF BUSINESS

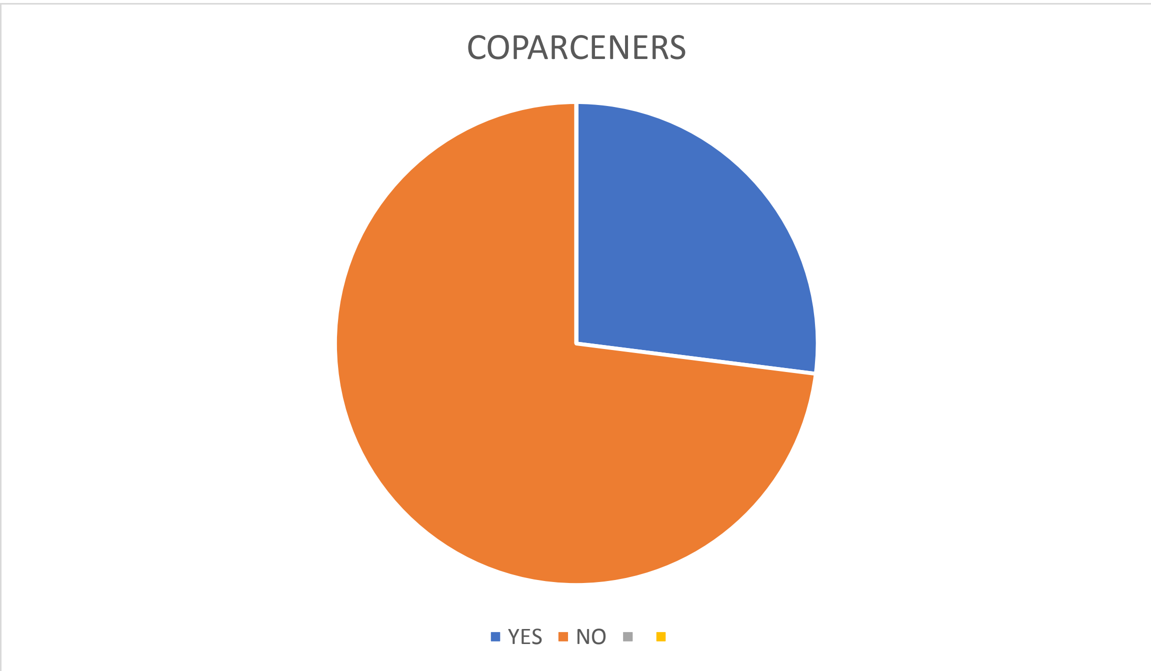


TABLE 3.27

METHOD OF WORK INCEPTION

OPTION	FREQUENCY	PERCENT
VALID SEMI AUTOMATED	21	33.3
MISSING SYSTEM	42	66.7
TOTAL	63	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 33.3% method of doing work in Hindu Undivided Family Business is semi-automated.
- 66.7% are manual and fully automated.

CHART 3.27

METHOD OF WORK INCEPTION

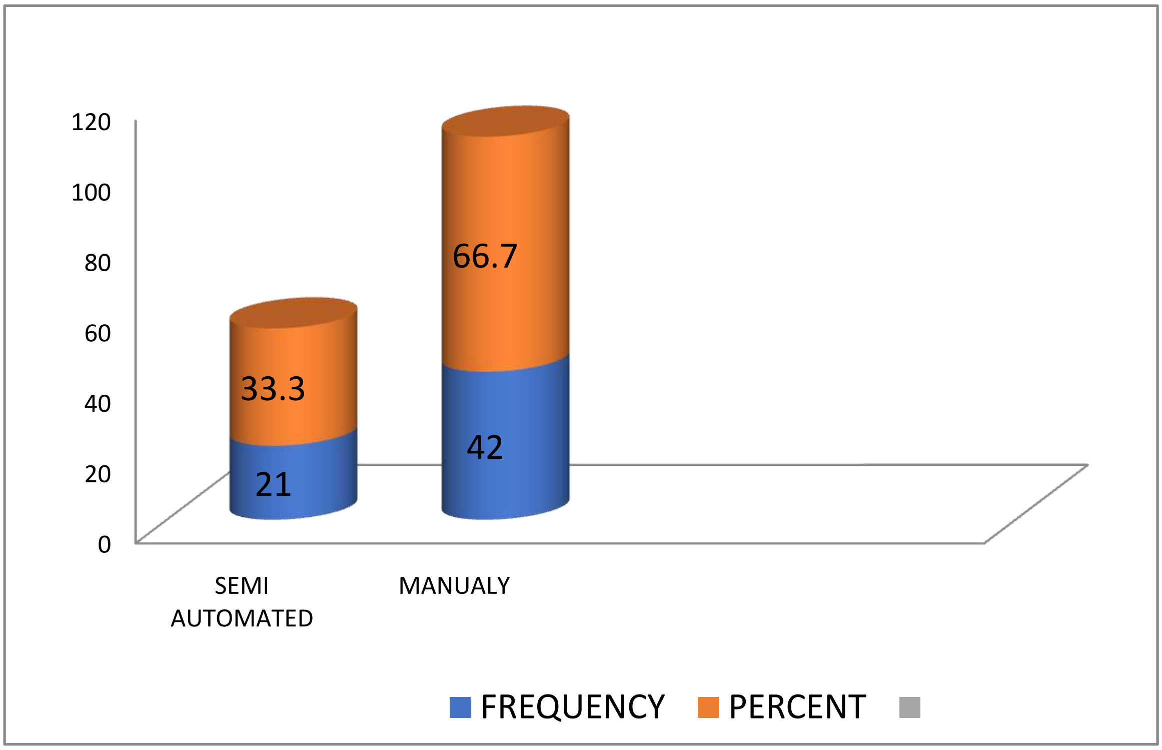


TABLE 3.28

METHOD OF WORK CURRENTLY

OPTION	FREQUENCY	PERCENT
VALID SEMI AUTOMATED	21	33.3
MISSING SYSTEM	42	66.7
TOTAL	63	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 33.3% method of doing work in Hindu Undivided Family Business is semi-automated.
- 66.7% are manual and fully automated.

CHART 3.28

METHOD OF WORK CURRENTLY

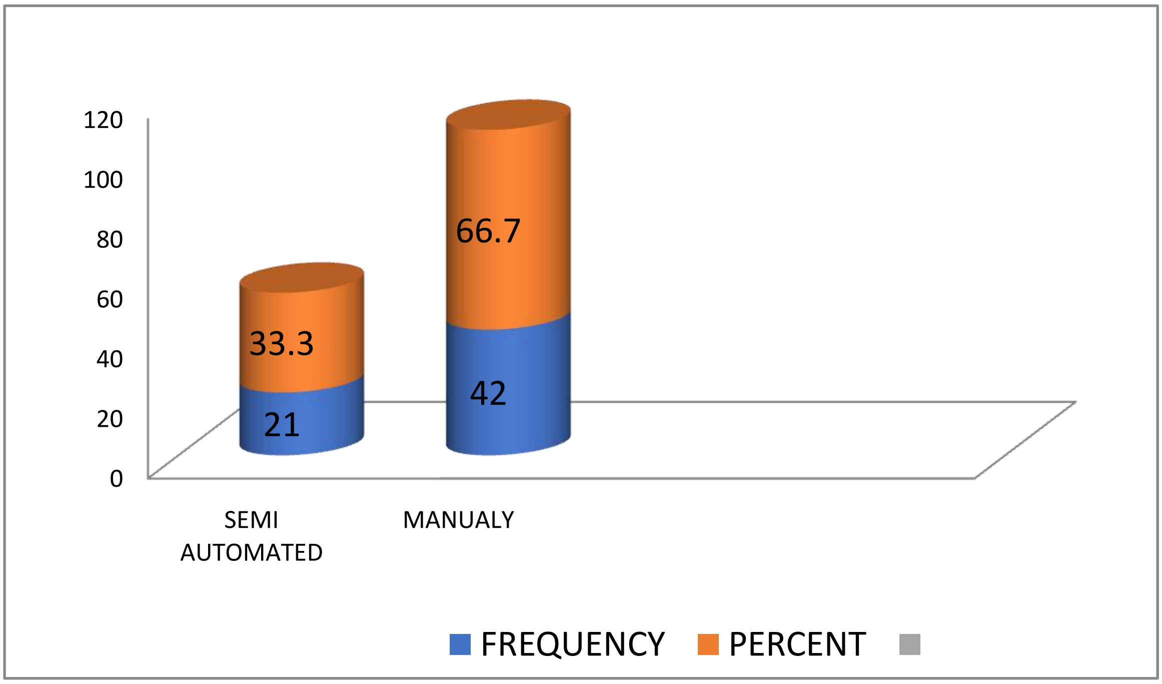


TABLE 3.29

RATE THE OVERALL HUF BUSINESS

OPTION	FREQUENCY	PERCENT
VALID EXCELLENT	9	14.3
POOR	21	33.3
SATISFIED	20	31.7
TOTAL	50	79.4
MISSING SYSTEM	13	20.6
TOTAL	63	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 14.3% rate Hindu Undivided Family Business excellent.
- 33.3% rate Hindu Undivided Family Business poor.
- 31.7% rate Hindu Undivided Family Business satisfied.
- 79.4% rate their own opinions.

CHART 3.29

RATE THE OVERALL HUF BUSINESS

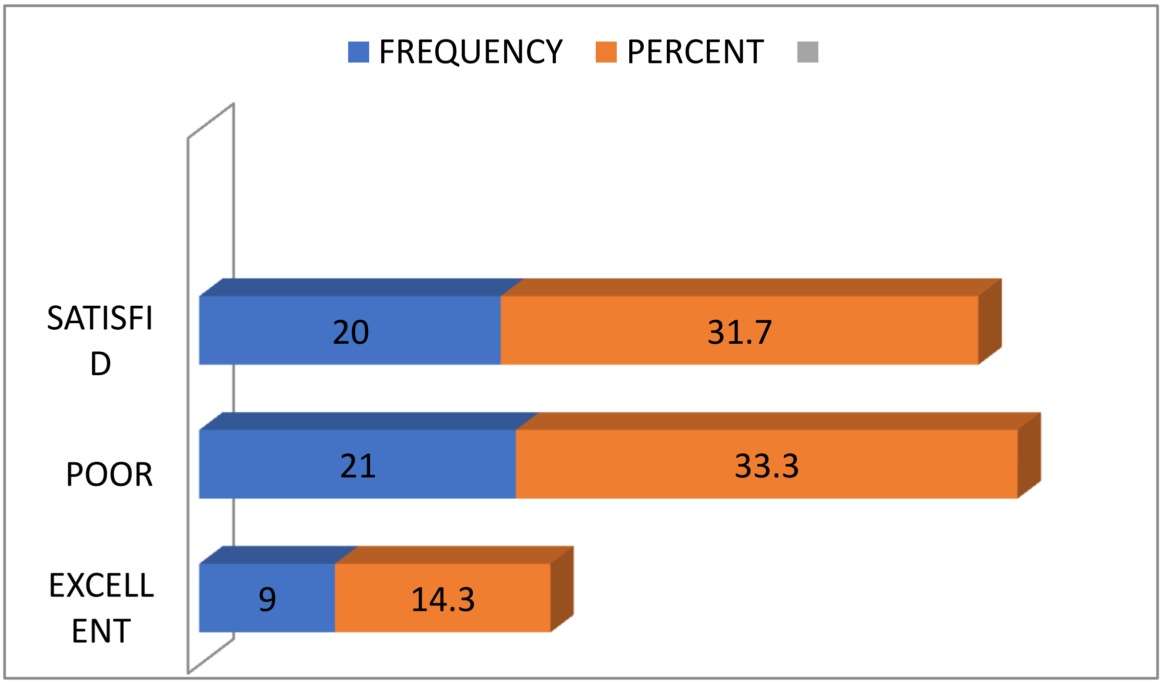


TABLE 3.30

INFRASTRUCTURAL PROBLEM

OPTION	FREQUENCY	PERCENT
VALID YES	37	58.7
NO	13	20.6
TOTAL	50	79.4
MISSING SYSTEM	13	20.6
TOTAL	63	100.0

SOURCE:PRIMARY DATA

INFERENCE

The above table shows,

- 58.7% have infrastructural problem.
- 20.6% don't have infrastructural problem.

CHART 3.30

INFRASTRUCTURAL PROBLEM

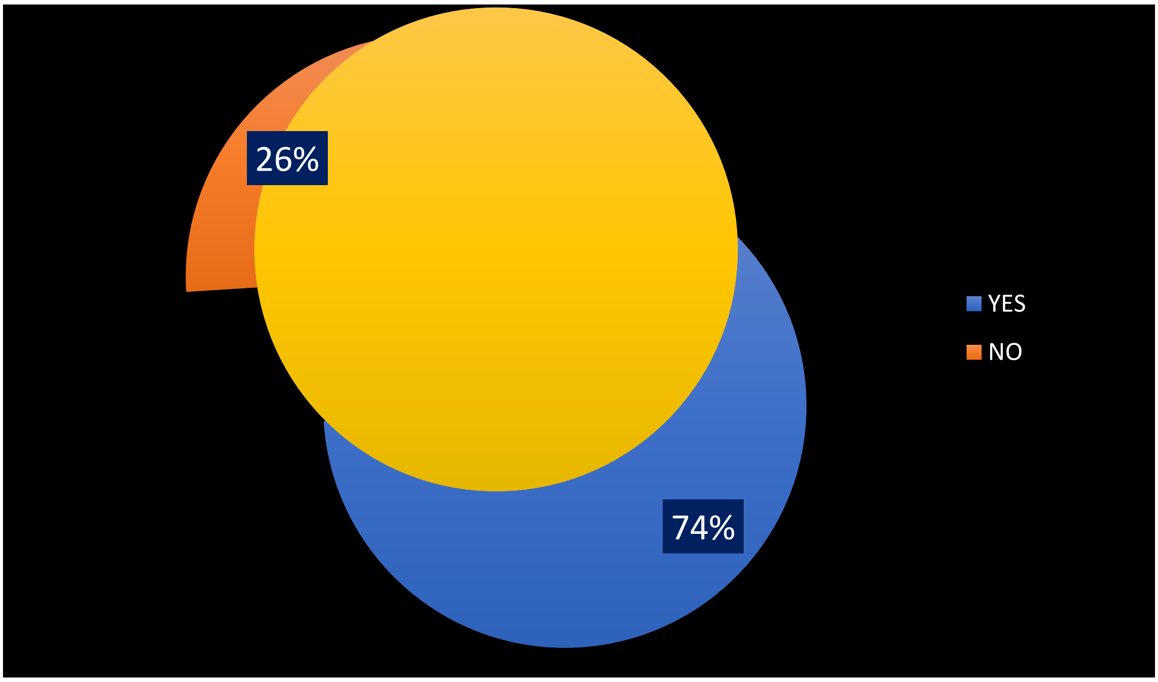


TABLE 3.31

TECHNOLOGICAL ISSUES

OPTION	FREQUENCY	PERCENT
VALID YES	7	11.1
NO	43	68.3
TOTAL	50	79.4
MISSING SYSTEM	13	20.6
TOTAL	63	100.0

SOURCE:PRIMARY DATA

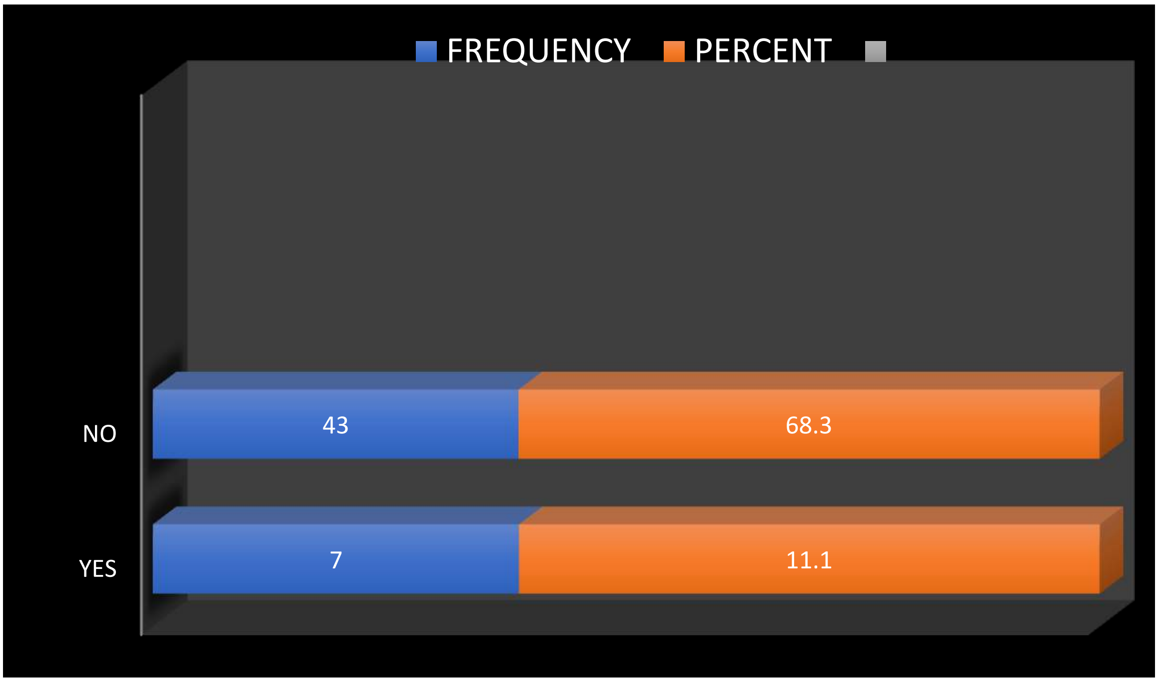
INFERENCE

The above table shows,

- 11.1% have technological issues.
- 68.3% don't have technological issues.

CHART 3.31

TECHNOLOGICAL ISSUES



Findings and Suggestions

Chepter 4

FINDINGS

The findings of the study were based on the response of the respondents.

1. 93% of Joint Hindu Family Entrepreneurs are continued to start their business.
2. 68% of Joint Hindu Family Entrepreneurs are educated and been set an inspiration and continuing.
3. 33% of Joint Hindu Family Entrepreneurs doing retail market business and 23% of Joint Hindu Family entrepreneurs are running various company sectors.
4. Majority of Joint Hindu Family Entrepreneurs have self-authority and personal creativity as a most internal factor to be successful family entrepreneurs.
5. Most of Joint Hindu Family Entrepreneur economically improved as visiting many countries.
6. The Significant -level between current market income and risk-bearer ability is compared with profit maximization of business sector.
7. 44% of Joint Hindu family Entrepreneur opinion show the development of business firm provides more services.
8. 50% of Joint Hindu Family Entrepreneur runs a registrar’s business with DIC.
9. All the customers were traditionally and satisfactorily proved.
10. Most of the joint Hindu family Entrepreneur faces GST as of the major barrier to run a successful enterprise.
11. 80% of Joint Hindu Family Entrepreneur have local market reach.
12. Mostly Joint Hindu Family Entrepreneur ranked that Technological problem they faced as a successful family entrepreneur.
13. 89% of Joint Hindu Family Entrepreneurs have proper accomplishment objectives to expand their business activities.
14. 57% of Joint Hindu Family Entrepreneurs did not have proper training before they starting their business firm.

15. 88% of the Joint Hindu Family Entrepreneurs consider their husband to be their owner.
16. 100% of Joint Hindu Family Entrepreneur creates international growth of economical business in society.
17. Joint Hindu Family Entrepreneur mainly determined customer needs and wants to be their most well secured moment in their business firm.
18. 67% of Joint Hindu Family Entrepreneur were stated that business firm by their own investment.
19. 32% of Joint Hindu Family Entrepreneur are using fixed cost pricing method for selling.
20. Majority of Joint Hindu Family Entrepreneur have above 10 years of experience in their field.
21. 43% of the Joint Hindu Family have completed their secondary school and 10% 0f joint Hindu family entrepreneur should complete their post graduate degree and also 10% of entrepreneur are illiterate.
22. Majority of joint Hindu family entrepreneur have personal rank achievement as a most important induces factor while scaling up the business.
23. 69% of joint Hindu family entrepreneurs will expand their own business firm within 5-10 years.
24. The comparison level between factor pull and push strategy of the joint Hindu family entrepreneur is positively corelated.
25. 40% of joint Hindu family entrepreneur were individual person before they start their entrepreneurial business.
26. 75% of joint Hindu family agree that joint Hindu family entrepreneur are highly risk-taker to become a successful entrepreneur.

    .Majority of joint Hindu family entrepreneur creates an economical aspect people on society by fulfilling requirements and improving the economic people growth of business.

27. Most of the joint Hindu family entrepreneur may be consider their spiritual factor to start and run their business to be their childhood passion and to support the family.
28. 58% of joint Hindu family entrepreneur feel stress while discharging their actual duties as owner of business and no one finds out only at seasonal time.
29. Majority of the joint Hindu family entrepreneurs does not apply any statistics or formulation to become a successful joint Hindu family entrepreneur.
30. 93% of joint Hindu family entrepreneurs are pull their own interest to start their new business.
31. Majority of joint Hindu family entrepreneurs are technologically improved as to have personal bank account and can able to help other people.
32. After starting their entrepreneurial business most of joint Hindu family entrepreneur have good relationship among society.
33. 63% of joint Hindu family entrepreneur working above 9 hours on an average.
34. Most of the joint Hindu family entrepreneur have faced barriers at the fundamental stage processed location share of entrepreneurial business and non- availability of cost of capital.
35. 87 %of joint Hindu family entrepreneurs started their current line of business as easy to enter.
36. 78% of joint Hindu family entrepreneurs are living in nuclear family structure.
37. 64% of joint Hindu family entrepreneur feels enthusiastic is best quality to become a successful entrepreneur.
38. 83% of joint Hindu family entrepreneur have ranked their own personal value in business factor while starting up the cost.
39. All the respondents are primarily being on joint Hindu family entrepreneur in society.

SUGGESTION:

Based on the findings of the study the following suggestions are made by the researchers. The last objective of the study is to given relevant suggestion and conclusion which are listed below:-

1.Joint Family Entrepreneur should have morality and effective mind to run their business successfully.

2.Every customers must be well-known that good service makes a pleasant atmosphere of the customer level reach in market conditions.

3.Time management and organising helps joint family entrepreneur to balance both their personal and business life.

4.Having mentor absolutely helps them to face their barriers in business.

5.In web-based online marketing platform will help them to reach wide range of business and also maximize their customers.

6.Every joint family entrepreneur must do SWOT analysis for the welfare of their business organisations.

7.Joint Family Entrepreneur should got their business registered with DIC which helps them to expand their business in future and help them again good will among customs.

8.Joint Family Entrepreneur should jointly hands together support by one another it will creates innovation of the society in a different dimension and increase man power.

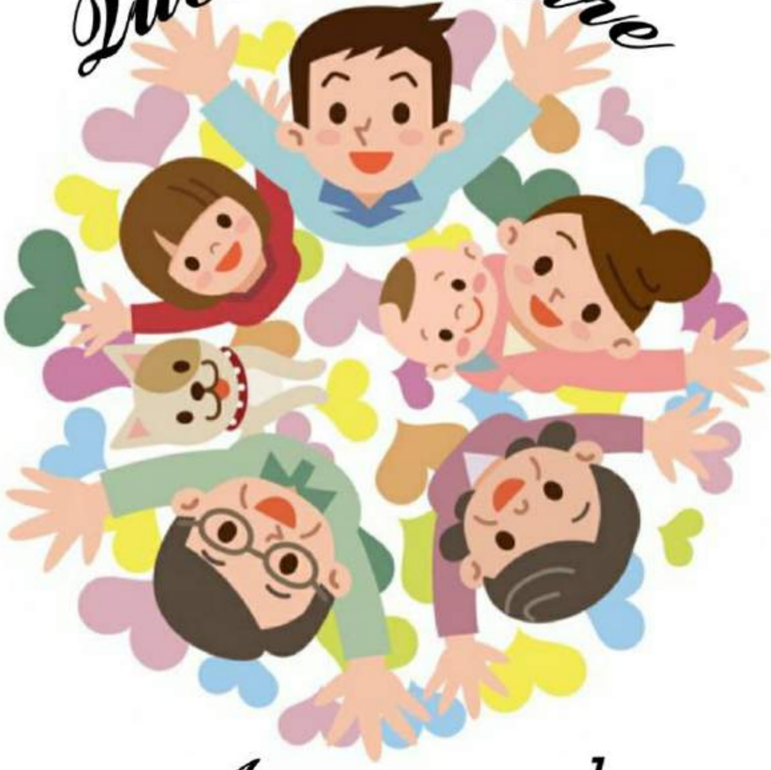
9.Joint Family Entrepreneur should be originated (or) exhibit their business in many regions to gain social welfare of people by generating their business in various events, exhibits, pop-up-sales stores, etc.

10.As a joint family entrepreneur if they assembled with other social clubs or any other parties may helps them to have a wide range of business network.

11.Attending workshop, conference and business -oriented program by successful joint family entrepreneur is very important. It helps them to face the barriers and tackle with the barrier in their business.

12. As a Entrepreneur they always should have positive mind to motivate themselves to becomes successful and also creates impact on society.

Questionnaire



Annexure 1

QUESTIONNAIRE

1. WHAT IS THE NAME OF YOUR HUF BUSINESS?

2. IN WHICH YEAR DID YOU ESTABLISHED THIS FIRM?

3. WHAT TYPE OF BUSINESS DO YOU HAVE?

4. A)NAME OF KARTA:

B) AGE:

C) KARTA`S PRESENT GENERATION:

5. THIS BUSINESS WAS CONTINUED BY HOW MANY GENERATION?

A) 2 B)2-4 C)5-10 D)MORE THAN 10

6. PLACE OF BUSINESS CARRIED OUT BY THE HUF?

A) HOME BASED B)OUTSIDE

7. MENTION THE COPARCENER PRESENT IN YOUR BUSINESS?

A) 2 B)2-4 C)4-6 D)MORE THAN6

8. ANNUAL INCOME OF YOUR BUSINESS?

A) BELOW 1LK B)1-5 LK C)5-10LK D)MORE THAN 10 LK

9. WHAT ARE THE DIFFICULTIES FACED BY YOUR FAMILY BUSINESS?

A) STRESS OF FAMILY MEMBERS

B) LACK OF MENTOR

C) LACK OF KNOWLEDGE

D) OTHERS

10. WHAT IS YOUR CURRENT MARKET REACH?

A) LOCAL B) NATIONAL C)INTERNATIONAL

11. WHY DO YOU CHOOSE TO CONTINUE THIS JHF BUSINESS?

A) PASSION B) CREATE SPECIAL IMPACT C)TO EARN MONEY D)TO BE WITH FAMILY

12. HAVE YOU REGISTERED IN DIC? YES/NO

13. IS MINOR ARE BEING A PART OF YOUR BUSINESS? YES/NO

14. DO YOU PREFER TO TAKE LOAN FROM FINANCIAL INSTITUTION?YES/NO

15. HOW MUCH TIME IS SPENT DAILY IN YOUR BUSINESS?________

16. WHAT IS THE MEDIUM OF YOUR BUSINESS?

A) MICRO B)SMALL C)MEDIUM D)LARGE

17. LOCATION OF YOUR ENTERPRISE:________

A) URBAN B)RURAL

18. DOES YOUR BUSINESS CREATED ANY IMPACT ON THE SOCIETY?YES/NO

19. IS THERE A COUNSELOR TO SOLVE YOUR PERSONAL AND PSYCHOLOGICAL PROBLEM?YES/NO

20. DO SIBLINGS WORK WELL TOGETHER ?YES/NO

21. WHAT ARE THE BENEFITS OF WORKING IN A HUF?__________

22. WHAT ARE SOME IMPORTANT POLICIES ADOPTED AND PRIORITIES YOU HAVE IN A FAMILY BUSINESS?________

23. WHAT IS YOUR GENERATION IN ENTREPRENURSHIP?

A) FIRST GENERATION

B) SECOND GENERATION

C) THIRD GENERATION

24. IF SECOND OR MORE ,IS THE BUSINESS SAME /NEW BUSINESS?

25. HOW DID YOU MOBILIZE YOUR FUNDS?

A) OWN SAVING

B) FAMILY/FRIENDS

C) OTHERS

26. SOURCE OF FINANCE(AMT SPECIFY)

A) OWN CAPITAL_____

B) BORROWED CAPITAL______

27. FURTHER THE JHF WILL BE CARRIED ON BY WHO IN SOME ISSUE OCCURRED?

28. ENLIST ANY VALUES INHERITED BY YOUR ANCESTORS?

29. DO YOU PAY YOUR TAX AT CORRECT MANNER?YES/NO

30. WHAT HURDLES AND CONFLICTS YOU HAVE FACED?(SPECIFY)___________

31. IS THERE FULL FREEDOM IN YOUR WORKING ATMOSPHERE?YES/NO

32. HAVE YOU GOT AN GOODWILL OR RECOGNITION?_______(SPECIFY)

33. HAVE YOU TAKEN PROPER MEDICAL CARE?YES/NO

34. HOW MANY KARTA`S ARE BEEN PASSED TILL THE PRESENT GENERATION?

A) 2-3 B)3-6 C)MORE THAN 6

35. HAVE YOU FACED ANY FINANCIAL PROBLEM IN RUNNING YOUR BUSINESS?

A) YES B)NO

36. DO YOU FEEL THAT GOVERNMENT SHOULD PASS SOME SCHEMES FOR YOUR BUSINESS?

A) YES B) NO

37. WHAT STATEGY FOLLOWED BY HUF BUSINESS COMPARING TO OTHER FORM OF BUSINESS?

--------------- (MENTION YOUR STRATEGY)

38. TICK THE FOLLOWING QUESTIONS

ROLE OF KARTA BEING A HEAD OF THE BUSINESS

	AGREE	DISAGREE
SUPPORTIVE		
EXPERIENCED		
GOOD KNOWLEDGE ABOUT THE CUSTOMERS		
SOME TIMES NON-SUPPORTIVE		
REPUTATION AMONG CUSTOMERS		

39. DO YOU FEEL DIFFICULT IN TAKING MINOR IN YOUR BUSINESS?

A) YES B) NO C) SOMETIMES

40. DOES YOUR FIRM IS STILL EXISTING WITH THE PROFITABILITY?_________(MENTION)

41. HAVE YOU FELT ANY DIFFICULTIES IN SHARING YOUR PROFIT AMONG YOUR FAMILY MEMBERS?

____________(MENTION)

42. DOES YOUR CO-PARCENERS GET THEIR TURN TO BE A PART OF YOUR BUSINESS?

A) YES B)NO

43. HOW THE KARTA IS CHOOSED TO BE A HEAD OF THE BUSINESS?

A) AGE B)EXPERIENCE C)SPIRITUAL REASON D)OTHERS

44. KARTA`S EDUCATION QUALIFICATION___________.

45. IN FIRST GENERATION WAS WORK DONE MANUALLY OR AUTOMATED?

46. METHOD OF WORK DONE IN PRESENT GENERATION BY?

PERIOD	MANUAL	SEMI AUTOMATED	FULLY AUTOMATED
DURING INCEPTION			
CURRENTLY			

47. CAN YOUR TELL YOUR HUF BUSINESS CULTURE A BIT?_________(SPECIFY)

48. HOW WOULD YOU RATE THE OVERALL OF THIS HUF BUSINESS?

A)EXCELLENT
B)POOR
C)SATISFIED
D)GOOD
E)VERY BAD
F)DISAPPOINTED

49. YOUR MAIL,CONTACT DETAILS OF HUF BUSINESS_________.

50. IS THERE ANY INFRASTRUCTURAL PROBLEM YOU FACE?YES/NO

51. ARE YOU FACING ANY TECHNOLOGICAL ISSUES?YES/NO

52. YOUR EXPERIENCE VIEWS THOUGHTS IN FEW WORDS________.

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Annexure 2

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RESPONDENTS

The following details are the 51 respondents, that we collected our questionnaire.

- M. Bakiyaraj
  Textile shop
  22a, Santhini bazaar
  9976284400

- Kanulamnan.s
  Manufacturer and trader
  12/626, tenkasi main road, alangulam
  6387092417

- Mariyappan
  Transport business
  22b, rajaji nagar, thirchandur
  6397236810

- Suresh
  Grocessary shop
  402, West Street
  9633209418

- Rajkumar
  Fancy store
  1/87, pillai market
  9957120634

- Samusudheen
  Mobile shop
  24, annanagar
  6523670871

- Ravi Kumar
  Oil factory
  2G/1313A, Rajiv nagar
  8903445668

- Mariselvan
  Sweet shop
  6th street, sunder nagar
  8764502210

- Suresh mach ado
  Electrical shop
  22, Muthi Street
  9597136445

- VSA jayaraman
  Jwellery shop
  94, WGC road
  9427483377\

- Raja
  Electronically shop
  114, munusami kovil
  9076342912

- Murugan
  Textile shop
  97, vm Kovil Street
  8531829521

- Selvakumar
  Garments
  114, munusami kovil
  9942783377

- P. Natrajan
  Match work
  1st street, velayuthapuram
  9443448751

- R. Jeyaselan
  Fancy stores
  5B, 5D, Santhai road
  9994402781

- Raj devotta
  Departmental stores
  365, WGC Road, main bazaar
  0461-2326218

- A. Jonson
  Crane service
  45/2, levingipuram 2nd street
  80989661278

- Jayaprakask
  Digital studio
  105, sethunagar
  956626366

- Jawahar
  Battery business
  10th street, toovipuram
  9043236219

- Raja
  Mallika plastics
  76/12, KVK nagar
  9976210982

- V.Lingam
  Chair mart business
  71/b, Krishnarajapuram
  8677825514

- Hinder
  Tea business
  Pupalrayarpuram
  9500277286

- Ashwin
  Furniture shop
  Annan agar 5th street,
  9536696621

- Juharmal
  Fancy store
  63, WGC road
  2326973

- Mutukrishna
  Fishery farm
  12, annanagar
  7220041489

- ST.selvam
  Clothing textile
  3rd street, rajaji nagar
  8723409157

- Ranjith
  Acquarium
  Shanthi nagar
  8836075189

- Akilan
  Hotel
  Subbash nagar
  7598876547

- J. mathan Kumar
  Fancy times
  5th street, toovipuram
  9078321678

- Muthuvel
  Bakery
  Puralayapuram
  8098431670

- J. rajesh
  Jwellery shop
  6th street, raja nagar
  9065231096

- Arun kumar
  Grocessaryshop
  Rayol puram
  6973240910

- Ashwanth
  Tea coffee factory
  5th street, annanagar
  8906426010

- Muthu Krishna kumar
  Pouch paking
  22g, 3rd street, kovil street
  9085412768

- Kanaguvel
  Supermarket
  6th street raja nagar
  6832109710

- Ganesh
  Electrical shop
  4th avenue krishnapuram
  8972106531

- Karthick
  Sweet shop
  3rdstreet, toovipuram
  8098531603

- Rakish
  Bakery shop
  29th a Sri Nagar Street
  9810436027

- Srikrishna
  Electronic shop
  4th street annaagar
  9803156898

- Vignesh
  Bakery shop
  109A Krishnarajapuram
  6920165398

- Jeyaram
  Retail store
  23rd raja Kovil Street
  9710843268

- Hariharn
  Clothing store
  7A, poobalarayapuram
  9710827666

- Ramesh
  Garments
  2/35, north street
  8903780972

- Kanagaraj
  Sleeper shop
  Sethupathi road
  9894049278

- Thanaraj
  Food product
  Thomaiyar kebi,
  9360083642

- Yugaraj
  Garments
  Subbiah nagar, 67A Street
  6380921456
  \

- Rishvinraj
  Sweetshop
  5A, toovipuram
  8906341531

- Aswanthraj
  Juice Park
  Subbash nagar
  9820167541

- Shanmugaraj.k
  Electrical shop
  Poralayapuram, 1st avenue
  6934109342

- Bethuraj.p
  Grocessary shop
  Rajiv nagar, 64/A
  8094109634


பாப்பா ஸ்டோர்ஸ்
எவர்சில்வர், பித்தளை வியாபாரம்
ஸ்தாபிதம் 1956
பொன்விழா கண்ட ஸ்தாபனம்
உ
வெயிலுகந்த ஈஸ்வரி துணை
குக்கர், மிக்ஸி
கேஸ் ஸ்டவ், கிரைண்டர்,
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பித்தளை பாத்திரங்கள் நியாயமான விலையில் கிடைக்கும்


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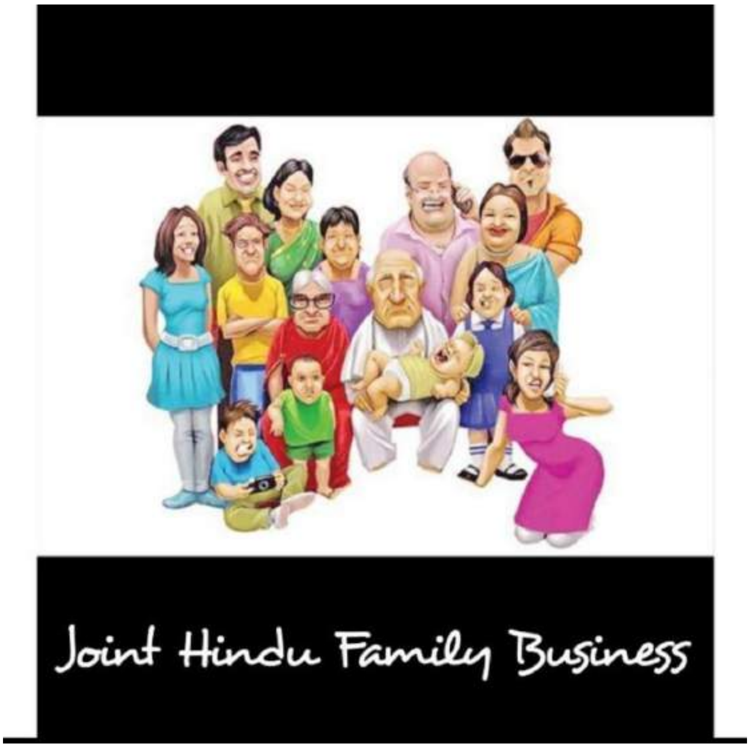
மல்லிகா பிளாஸ்டிக்
பழைய பிளாஸ்டிக் மொத்தமாகவும்,
சில்லரையாகவும் வாங்க, விற்க அணுகவும்.
2வது தெரு, வேலாயுதபுரம் மெயின் ரோடு, கோவில்பட்டி.


Conclusion
Chapter 5

CONCLUSION:

Today generation joint family entrepreneur is the true life of our global economic market. The major population of firms are family owned, and they account for a current level gross domestic product reaches percentage of most in countries .very essential, they employs the majority of workers and account for the highest percent level of all new jobs. Family owned firms are the most wider population in our communities and also our business society. Joint Family Entrepreneur is operated and managed by specific provisions of Hindu law. In this study we found that joint family entrepreneur have risk bearer, hard worker, innovator, good decision maker, role model and self- motivator. In our study tells about joint family entrepreneur also faces many problems like infrastructure, technological problem and mentor. This barrier may help them to learn new strategy and makes them strong in their business firm.



"FAMILY IS THE KEY TO SUCCESS OF BUSINESS IT COME FROM WEALTHIEST FAMILY LIFE."